

Rockville Town Square
30 Maryland Ave, Rockville, Maryland, 20850
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.08589
Longitude: -77.15094

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	13,968	84,948	264,730
2010 Total Population	16,198	100,468	298,805
2019 Total Population	17,393	111,475	328,483
2019 Group Quarters	367	2,082	3,966
2024 Total Population	17,960	116,827	343,653
2017-2022 Annual Rate	0.64%	0.94%	0.91%
2019 Total Daytime Population	28,260	167,390	361,471
Workers	20,559	115,731	208,335
Residents	7,701	51,659	153,136
Household Summary			
2000 Households	5,344	31,221	97,993
2000 Average Household Size	2.52	2.64	2.66
2010 Households	6,503	38,229	111,071
2010 Average Household Size	2.44	2.57	2.66
2019 Households	7,021	42,642	122,181
2019 Average Household Size	2.43	2.57	2.66
2024 Households	7,250	44,723	127,848
2024 Average Household Size	2.43	2.57	2.66
2017-2022 Annual Rate	0.64%	0.96%	0.91%
2010 Families	3,903	26,098	74,892
2010 Average Family Size	3.05	3.08	3.18
2019 Families	4,119	28,662	80,952
2019 Average Family Size	3.08	3.09	3.21
2024 Families	4,228	29,892	84,184
2024 Average Family Size	3.09	3.10	3.22
2017-2022 Annual Rate	0.52%	0.84%	0.79%
Housing Unit Summary			
2000 Housing Units	5,511	32,045	101,499
Owner Occupied Housing Units	67.0%	67.1%	66.7%
Renter Occupied Housing Units	29.9%	30.4%	29.8%
Vacant Housing Units	3.0%	2.6%	3.5%
2010 Housing Units	6,883	40,302	117,030
Owner Occupied Housing Units	57.5%	60.7%	62.7%
Renter Occupied Housing Units	37.0%	34.2%	32.2%
Vacant Housing Units	5.5%	5.1%	5.1%
2019 Housing Units	7,308	44,594	127,436
Owner Occupied Housing Units	54.3%	56.0%	59.2%
Renter Occupied Housing Units	41.8%	39.6%	36.7%
Vacant Housing Units	3.9%	4.4%	4.1%
2024 Housing Units	7,492	46,625	132,846
Owner Occupied Housing Units	55.0%	56.7%	60.2%
Renter Occupied Housing Units	41.8%	39.2%	36.1%
Vacant Housing Units	3.2%	4.1%	3.8%
Median Household Income			
2019	\$96,442	\$110,540	\$103,084
2024	\$106,091	\$119,764	\$112,129
Median Home Value			
2019	\$480,606	\$571,641	\$498,732
2024	\$509,886	\$593,359	\$533,608
Per Capita Income			
2019	\$50,490	\$59,146	\$53,983
2024	\$56,821	\$64,936	\$59,631
Median Age			
2010	39.0	40.0	39.3
2019	40.6	41.6	40.9
2024	41.3	42.2	41.6

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	7,021	42,642	122,181
<\$15,000	7.4%	5.0%	5.2%
\$15,000 - \$24,999	5.0%	3.4%	4.3%
\$25,000 - \$34,999	4.4%	4.1%	5.0%
\$35,000 - \$49,999	7.5%	6.6%	7.6%
\$50,000 - \$74,999	12.5%	12.6%	13.9%
\$75,000 - \$99,999	14.9%	12.4%	12.2%
\$100,000 - \$149,999	20.1%	20.1%	19.3%
\$150,000 - \$199,999	13.0%	13.7%	12.4%
\$200,000+	15.2%	22.1%	20.1%
Average Household Income	\$126,340	\$154,603	\$144,971
2024 Households by Income			
Household Income Base	7,250	44,723	127,848
<\$15,000	6.1%	4.3%	4.4%
\$15,000 - \$24,999	4.2%	2.9%	3.5%
\$25,000 - \$34,999	3.8%	3.8%	4.5%
\$35,000 - \$49,999	6.6%	5.9%	6.8%
\$50,000 - \$74,999	11.2%	11.3%	12.6%
\$75,000 - \$99,999	14.3%	11.8%	11.8%
\$100,000 - \$149,999	21.0%	20.3%	19.8%
\$150,000 - \$199,999	15.1%	15.2%	14.1%
\$200,000+	17.7%	24.5%	22.6%
Average Household Income	\$142,152	\$169,609	\$160,134
2019 Owner Occupied Housing Units by Value			
Total	3,965	24,962	75,413
<\$50,000	0.9%	0.4%	0.9%
\$50,000 - \$99,999	0.1%	0.1%	1.1%
\$100,000 - \$149,999	0.7%	0.5%	1.8%
\$150,000 - \$199,999	1.5%	1.2%	2.5%
\$200,000 - \$249,999	3.4%	1.5%	3.8%
\$250,000 - \$299,999	5.5%	3.2%	6.6%
\$300,000 - \$399,999	21.3%	16.0%	18.0%
\$400,000 - \$499,999	20.8%	16.5%	15.5%
\$500,000 - \$749,999	32.8%	37.0%	27.6%
\$750,000 - \$999,999	10.4%	17.3%	14.4%
\$1,000,000 +	2.4%	5.3%	6.4%
Average Home Value	\$528,916	\$613,993	\$574,674
2024 Owner Occupied Housing Units by Value			
Total	4,120	26,427	79,912
<\$50,000	0.3%	0.1%	0.5%
\$50,000 - \$99,999	0.0%	0.0%	0.8%
\$100,000 - \$149,999	0.2%	0.2%	1.0%
\$150,000 - \$199,999	0.7%	0.6%	1.6%
\$200,000 - \$249,999	2.0%	0.9%	2.7%
\$250,000 - \$299,999	4.2%	2.5%	5.6%
\$300,000 - \$399,999	20.0%	14.6%	17.4%
\$400,000 - \$499,999	21.0%	16.5%	16.4%
\$500,000 - \$749,999	36.2%	39.3%	30.0%
\$750,000 - \$999,999	12.7%	18.9%	14.5%
\$1,000,000 +	2.2%	5.5%	7.8%
Average Home Value	\$554,715	\$634,771	\$607,463

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	16,200	100,470	298,805
0 - 4	5.9%	6.0%	6.3%
5 - 9	5.6%	6.3%	6.2%
10 - 14	4.8%	6.0%	6.2%
15 - 24	11.7%	10.7%	11.3%
25 - 34	16.0%	13.7%	13.9%
35 - 44	14.9%	14.6%	14.3%
45 - 54	15.3%	15.5%	15.2%
55 - 64	11.6%	12.3%	11.8%
65 - 74	6.8%	7.5%	7.2%
75 - 84	4.9%	4.9%	5.0%
85 +	2.5%	2.6%	2.6%
18 +	80.2%	77.9%	77.3%
2019 Population by Age			
Total	17,391	111,475	328,482
0 - 4	5.2%	5.2%	5.5%
5 - 9	5.3%	5.9%	6.0%
10 - 14	5.3%	6.4%	6.6%
15 - 24	10.0%	10.2%	10.7%
25 - 34	15.6%	12.9%	13.1%
35 - 44	14.7%	13.9%	13.6%
45 - 54	13.4%	13.5%	13.3%
55 - 64	13.2%	13.5%	13.2%
65 - 74	9.0%	9.9%	9.6%
75 - 84	5.3%	5.6%	5.4%
85 +	3.0%	2.9%	3.1%
18 +	81.0%	78.8%	78.3%
2024 Population by Age			
Total	17,958	116,827	343,653
0 - 4	5.2%	5.3%	5.5%
5 - 9	5.1%	5.6%	5.7%
10 - 14	4.8%	5.8%	6.0%
15 - 24	9.7%	10.0%	10.5%
25 - 34	15.6%	13.0%	13.0%
35 - 44	15.1%	14.3%	14.0%
45 - 54	12.8%	12.9%	12.8%
55 - 64	12.6%	12.9%	12.6%
65 - 74	9.8%	10.7%	10.4%
75 - 84	6.3%	6.5%	6.3%
85 +	3.1%	3.1%	3.1%
18 +	81.9%	79.8%	79.1%
2010 Population by Sex			
Males	7,815	48,452	143,508
Females	8,383	52,016	155,297
2019 Population by Sex			
Males	8,390	53,789	157,970
Females	9,003	57,687	170,514
2024 Population by Sex			
Males	8,680	56,375	165,500
Females	9,280	60,451	178,153

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2010 Population by Race/Ethnicity			
Total	16,198	100,468	298,804
White Alone	58.9%	63.6%	58.4%
Black Alone	11.9%	8.5%	11.7%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	18.5%	19.2%	17.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	6.3%	4.8%	7.9%
Two or More Races	4.1%	3.6%	4.0%
Hispanic Origin	16.6%	13.5%	19.5%
Diversity Index	71.4	65.7	73.5
2019 Population by Race/Ethnicity			
Total	17,394	111,476	328,483
White Alone	52.4%	56.6%	52.4%
Black Alone	13.6%	10.3%	13.3%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	20.9%	22.3%	19.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.8%	6.1%	9.4%
Two or More Races	4.9%	4.4%	4.6%
Hispanic Origin	20.4%	17.2%	23.3%
Diversity Index	77.2	72.8	78.7
2024 Population by Race/Ethnicity			
Total	17,961	116,827	343,653
White Alone	49.0%	52.9%	49.3%
Black Alone	14.5%	11.2%	14.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	22.1%	23.9%	20.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.7%	6.9%	10.3%
Two or More Races	5.3%	4.7%	5.0%
Hispanic Origin	22.9%	19.5%	25.6%
Diversity Index	80.0	76.1	81.0
2010 Population by Relationship and Household Type			
Total	16,198	100,468	298,805
In Households	97.8%	97.9%	98.8%
In Family Households	76.8%	82.4%	83.1%
Householder	23.8%	25.9%	25.1%
Spouse	18.2%	21.2%	19.7%
Child	26.3%	28.3%	29.1%
Other relative	5.3%	4.5%	5.8%
Nonrelative	3.2%	2.4%	3.4%
In Nonfamily Households	21.0%	15.6%	15.6%
In Group Quarters	2.2%	2.1%	1.2%
Institutionalized Population	1.1%	1.4%	0.8%
Noninstitutionalized Population	1.1%	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	12,898	80,548	234,088
Less than 9th Grade	5.4%	4.1%	5.9%
9th - 12th Grade, No Diploma	4.6%	3.2%	3.9%
High School Graduate	10.3%	9.1%	12.0%
GED/Alternative Credential	1.1%	1.1%	1.3%
Some College, No Degree	14.1%	11.2%	12.8%
Associate Degree	6.7%	5.2%	5.2%
Bachelor's Degree	27.4%	29.0%	26.8%
Graduate/Professional Degree	30.4%	37.2%	32.1%
2019 Population 15+ by Marital Status			
Total	14,633	91,969	269,086
Never Married	34.3%	30.3%	31.9%
Married	48.9%	55.8%	54.3%
Widowed	6.6%	5.7%	5.5%
Divorced	10.1%	8.3%	8.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.3%	96.2%	95.7%
Civilian Unemployed (Unemployment Rate)	4.7%	3.8%	4.3%
2019 Employed Population 16+ by Industry			
Total	9,816	60,722	178,342
Agriculture/Mining	0.4%	0.2%	0.1%
Construction	6.4%	4.8%	6.6%
Manufacturing	2.7%	2.7%	2.8%
Wholesale Trade	1.1%	1.3%	1.3%
Retail Trade	6.6%	5.4%	6.6%
Transportation/Utilities	2.7%	2.4%	3.0%
Information	2.2%	2.5%	2.3%
Finance/Insurance/Real Estate	5.7%	6.7%	6.7%
Services	60.3%	60.7%	59.1%
Public Administration	11.8%	13.3%	11.5%
2019 Employed Population 16+ by Occupation			
Total	9,818	60,722	178,343
White Collar	73.7%	79.4%	73.0%
Management/Business/Financial	21.1%	22.3%	20.7%
Professional	35.4%	40.1%	34.4%
Sales	7.2%	7.7%	8.1%
Administrative Support	10.0%	9.3%	9.8%
Services	17.1%	13.8%	16.6%
Blue Collar	9.2%	6.8%	10.5%
Farming/Forestry/Fishing	0.4%	0.1%	0.1%
Construction/Extraction	3.7%	2.8%	4.4%
Installation/Maintenance/Repair	1.4%	1.0%	1.6%
Production	1.4%	1.1%	1.4%
Transportation/Material Moving	2.4%	1.8%	2.9%
2010 Population By Urban/ Rural Status			
Total Population	16,198	100,468	298,805
Population Inside Urbanized Area	100.0%	99.5%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.5%	0.3%

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2010 Households by Type			
Total	6,503	38,230	111,071
Households with 1 Person	31.2%	25.2%	26.2%
Households with 2+ People	68.8%	74.8%	73.8%
Family Households	60.0%	68.3%	67.4%
Husband-wife Families	45.9%	55.8%	53.1%
With Related Children	20.5%	26.0%	25.3%
Other Family (No Spouse Present)	14.1%	12.4%	14.4%
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	10.4%	9.3%	10.6%
With Related Children	5.6%	5.2%	6.1%
Nonfamily Households	8.7%	6.6%	6.4%
All Households with Children	28.1%	32.8%	33.7%
Multigenerational Households	3.5%	3.3%	4.1%
Unmarried Partner Households	5.3%	4.1%	4.4%
Male-female	4.5%	3.4%	3.7%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	6,502	38,229	111,070
1 Person Household	31.3%	25.2%	26.2%
2 Person Household	31.3%	33.3%	31.2%
3 Person Household	16.0%	17.0%	16.4%
4 Person Household	11.8%	14.7%	14.4%
5 Person Household	5.0%	6.1%	6.5%
6 Person Household	2.4%	2.3%	2.8%
7 + Person Household	2.2%	1.5%	2.6%
2010 Households by Tenure and Mortgage Status			
Total	6,503	38,229	111,071
Owner Occupied	60.8%	64.0%	66.1%
Owned with a Mortgage/Loan	48.3%	50.1%	50.8%
Owned Free and Clear	12.6%	13.9%	15.3%
Renter Occupied	39.2%	36.0%	33.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,883	40,302	117,030
Housing Units Inside Urbanized Area	100.0%	99.6%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.4%	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 \$	\$21,580,798	\$158,626,573	\$429,546,051
Average Spent	\$3,073.75	\$3,719.96	\$3,515.65
Spending Potential Index	143	174	164
Education: Total \$	\$17,782,253	\$134,574,605	\$352,890,892
Average Spent	\$2,532.72	\$3,155.92	\$2,888.26
Spending Potential Index	159	198	181
Entertainment/Recreation: Total \$	\$31,962,175	\$237,253,821	\$639,715,078
Average Spent	\$4,552.37	\$5,563.85	\$5,235.80
Spending Potential Index	139	170	160
Food at Home: Total \$	\$50,380,007	\$363,664,430	\$993,097,185
Average Spent	\$7,175.62	\$8,528.32	\$8,128.08
Spending Potential Index	139	165	157
Food Away from Home: Total \$	\$36,779,685	\$270,656,191	\$732,605,257
Average Spent	\$5,238.53	\$6,347.17	\$5,996.07
Spending Potential Index	143	173	163
Health Care: Total \$	\$54,626,786	\$402,691,135	\$1,099,509,304
Average Spent	\$7,780.49	\$9,443.53	\$8,999.02
Spending Potential Index	131	159	152
HH Furnishings & Equipment: Total \$	\$20,486,003	\$153,491,117	\$416,409,774
Average Spent	\$2,917.82	\$3,599.53	\$3,408.14
Spending Potential Index	137	169	160
Personal Care Products & Services: Total \$	\$8,670,809	\$64,722,231	\$175,923,170
Average Spent	\$1,234.98	\$1,517.80	\$1,439.86
Spending Potential Index	139	171	162
Shelter: Total \$	\$198,249,981	\$1,431,022,589	\$3,858,583,778
Average Spent	\$28,236.72	\$33,558.99	\$31,580.88
Spending Potential Index	153	181	171
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$23,998,713	\$178,593,165	\$482,680,016
Average Spent	\$3,418.13	\$4,188.20	\$3,950.53
Spending Potential Index	138	169	159
Travel: Total \$	\$23,439,915	\$176,757,427	\$472,379,905
Average Spent	\$3,338.54	\$4,145.15	\$3,866.23
Spending Potential Index	149	185	172
Vehicle Maintenance & Repairs: Total \$	\$10,805,388	\$79,397,974	\$216,099,964
Average Spent	\$1,539.01	\$1,861.97	\$1,768.69
Spending Potential Index	135	163	155

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.