



Community Profile

Rings: 1, 3, 5 mile radii

199 E Montgomery Ave #100, Rockville, MD

Latitude: 39.0838
Longitude: -77.14937

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	17,463	100,976	297,821
2020 Total Population	18,671	110,654	325,254
2020 Group Quarters	332	1,475	3,487
2022 Total Population	18,757	112,730	330,623
2022 Group Quarters	332	1,475	3,487
2027 Total Population	19,024	114,253	334,883
2022-2027 Annual Rate	0.28%	0.27%	0.26%
2022 Total Daytime Population	25,977	153,662	353,579
Workers	17,305	98,799	192,418
Residents	8,672	54,863	161,161
Household Summary			
2010 Households	6,891	38,723	110,653
2010 Average Household Size	2.48	2.56	2.66
2020 Total Households	7,498	43,773	122,038
2020 Average Household Size	2.45	2.49	2.64
2022 Total Households	7,512	44,498	123,858
2022 Average Household Size	2.45	2.50	2.64
2027 Total Households	7,620	45,118	125,453
2027 Average Household Size	2.45	2.50	2.64
2022-2027 Annual Rate	0.29%	0.28%	0.26%
2010 Families	4,162	26,239	74,588
2010 Average Family Size	3.09	3.07	3.18
2022 Total Families	4,278	28,672	80,393
2022 Average Family Size	3.19	3.09	3.23
2027 Total Families	4,331	29,080	81,325
2027 Average Family Size	3.18	3.09	3.23
2022-2027 Annual Rate	0.25%	0.28%	0.23%
Housing Unit Summary			
2000 Housing Units	5,843	32,103	101,807
Owner Occupied Housing Units	67.3%	66.6%	67.0%
Renter Occupied Housing Units	29.9%	30.8%	29.5%
Vacant Housing Units	2.8%	2.6%	3.5%
2010 Housing Units	7,269	40,865	116,607
Owner Occupied Housing Units	57.6%	60.7%	62.9%
Renter Occupied Housing Units	37.2%	34.1%	32.0%
Vacant Housing Units	5.2%	5.2%	5.1%
2020 Housing Units	8,003	45,912	127,751
Vacant Housing Units	6.3%	4.7%	4.5%
2022 Housing Units	8,080	47,122	130,828
Owner Occupied Housing Units	56.5%	55.2%	59.5%
Renter Occupied Housing Units	36.5%	39.2%	35.2%
Vacant Housing Units	7.0%	5.6%	5.3%
2027 Housing Units	8,358	48,688	135,062
Owner Occupied Housing Units	55.8%	54.7%	58.8%
Renter Occupied Housing Units	35.4%	38.0%	34.1%
Vacant Housing Units	8.8%	7.3%	7.1%
Median Household Income			
2022	\$106,262	\$124,878	\$115,830
2027	\$119,025	\$144,260	\$135,363
Median Home Value			
2022	\$528,764	\$606,566	\$551,490
2027	\$558,850	\$622,154	\$573,025
Per Capita Income			
2022	\$60,833	\$72,422	\$65,825
2027	\$71,786	\$82,612	\$75,758
Median Age			
2010	38.6	40.0	39.4
2022	40.7	41.9	41.3
2027	41.6	42.5	42.0

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income			
Household Income Base	7,512	44,493	123,846
<\$15,000	7.7%	5.6%	5.1%
\$15,000 - \$24,999	3.6%	2.9%	3.9%
\$25,000 - \$34,999	4.3%	3.8%	4.9%
\$35,000 - \$49,999	5.4%	5.3%	5.7%
\$50,000 - \$74,999	11.4%	10.8%	11.6%
\$75,000 - \$99,999	14.3%	10.9%	11.7%
\$100,000 - \$149,999	18.4%	18.1%	17.5%
\$150,000 - \$199,999	12.1%	13.2%	12.0%
\$200,000+	22.7%	29.4%	27.6%
Average Household Income	\$152,771	\$184,240	\$175,564
2027 Households by Income			
Household Income Base	7,620	45,113	125,441
<\$15,000	5.4%	4.5%	4.2%
\$15,000 - \$24,999	2.8%	2.2%	3.1%
\$25,000 - \$34,999	2.6%	3.2%	4.0%
\$35,000 - \$49,999	3.3%	3.9%	4.5%
\$50,000 - \$74,999	11.9%	9.0%	9.9%
\$75,000 - \$99,999	16.0%	10.4%	10.9%
\$100,000 - \$149,999	17.0%	18.3%	17.5%
\$150,000 - \$199,999	12.3%	14.3%	13.3%
\$200,000+	28.7%	34.2%	32.8%
Average Household Income	\$180,213	\$210,164	\$202,061
2022 Owner Occupied Housing Units by Value			
Total	4,565	26,022	77,820
<\$50,000	0.6%	0.3%	0.6%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$100,000 - \$149,999	0.1%	0.1%	0.9%
\$150,000 - \$199,999	0.5%	0.5%	1.7%
\$200,000 - \$249,999	1.5%	0.7%	2.1%
\$250,000 - \$299,999	3.7%	1.6%	4.7%
\$300,000 - \$399,999	15.9%	11.0%	14.3%
\$400,000 - \$499,999	23.3%	19.1%	19.1%
\$500,000 - \$749,999	38.3%	38.8%	30.8%
\$750,000 - \$999,999	14.0%	22.1%	18.6%
\$1,000,000 - \$1,499,999	1.9%	4.7%	5.2%
\$1,500,000 - \$1,999,999	0.1%	0.7%	1.2%
\$2,000,000 +	0.1%	0.3%	0.5%
Average Home Value	\$565,177	\$644,484	\$611,717
2027 Owner Occupied Housing Units by Value			
Total	4,663	26,609	79,453
<\$50,000	0.4%	0.2%	0.5%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.5%
\$150,000 - \$199,999	0.2%	0.2%	0.9%
\$200,000 - \$249,999	0.8%	0.4%	1.4%
\$250,000 - \$299,999	2.4%	1.1%	3.7%
\$300,000 - \$399,999	13.6%	9.5%	13.4%
\$400,000 - \$499,999	22.8%	19.2%	20.1%
\$500,000 - \$749,999	41.5%	39.8%	32.1%
\$750,000 - \$999,999	15.8%	23.5%	19.5%
\$1,000,000 - \$1,499,999	2.3%	5.2%	5.7%
\$1,500,000 - \$1,999,999	0.1%	0.7%	1.4%
\$2,000,000 +	0.2%	0.3%	0.6%
Average Home Value	\$589,583	\$661,761	\$633,955

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	17,462	100,974	297,819
0 - 4	6.1%	6.0%	6.2%
5 - 9	5.6%	6.2%	6.2%
10 - 14	4.7%	5.9%	6.3%
15 - 24	11.8%	10.7%	11.3%
25 - 34	16.4%	13.9%	13.9%
35 - 44	14.9%	14.7%	14.2%
45 - 54	15.2%	15.4%	15.3%
55 - 64	11.4%	12.2%	11.9%
65 - 74	6.7%	7.5%	7.2%
75 - 84	4.8%	4.9%	5.0%
85 +	2.4%	2.6%	2.6%
18 +	80.2%	78.0%	77.4%
2022 Population by Age			
Total	18,757	112,730	330,624
0 - 4	5.1%	5.0%	5.3%
5 - 9	5.2%	5.7%	5.9%
10 - 14	5.3%	6.3%	6.6%
15 - 24	9.9%	10.3%	10.6%
25 - 34	15.6%	12.7%	12.8%
35 - 44	15.2%	14.2%	13.8%
45 - 54	12.8%	13.0%	12.8%
55 - 64	12.9%	13.2%	13.0%
65 - 74	9.4%	10.5%	10.2%
75 - 84	5.7%	6.1%	6.1%
85 +	2.9%	2.9%	3.0%
18 +	81.1%	79.2%	78.6%
2027 Population by Age			
Total	19,023	114,255	334,884
0 - 4	5.1%	5.1%	5.3%
5 - 9	5.0%	5.5%	5.6%
10 - 14	4.7%	5.6%	5.8%
15 - 24	9.8%	10.1%	10.5%
25 - 34	15.1%	13.0%	12.8%
35 - 44	15.4%	14.4%	14.1%
45 - 54	12.9%	12.9%	12.6%
55 - 64	11.9%	12.4%	12.1%
65 - 74	10.2%	10.9%	10.8%
75 - 84	6.8%	7.1%	7.1%
85 +	3.1%	3.1%	3.2%
18 +	82.2%	80.4%	79.6%
2010 Population by Sex			
Males	8,446	48,732	143,083
Females	9,017	52,244	154,737
2022 Population by Sex			
Males	9,105	54,558	159,621
Females	9,652	58,172	171,002
2027 Population by Sex			
Males	9,244	55,332	161,894
Females	9,780	58,921	172,988

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022



Community Profile

Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	17,464	100,976	297,820
White Alone	57.9%	63.4%	58.5%
Black Alone	11.8%	8.4%	11.6%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	18.8%	19.2%	17.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	7.0%	5.0%	7.9%
Two or More Races	4.2%	3.6%	4.0%
Hispanic Origin	17.8%	13.9%	19.6%
Diversity Index	72.4	65.8	73.0
2020 Population by Race/Ethnicity			
Total	18,671	110,654	325,254
White Alone	46.3%	50.0%	43.4%
Black Alone	11.5%	10.1%	12.3%
American Indian Alone	0.7%	0.5%	0.7%
Asian Alone	20.1%	20.7%	19.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	9.4%	7.5%	12.4%
Two or More Races	12.0%	11.2%	11.8%
Hispanic Origin	19.7%	16.1%	22.7%
Diversity Index	80.1	76.6	82.4
2022 Population by Race/Ethnicity			
Total	18,757	112,730	330,622
White Alone	45.5%	49.2%	42.7%
Black Alone	11.5%	10.2%	12.4%
American Indian Alone	0.7%	0.5%	0.7%
Asian Alone	20.2%	20.7%	19.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	9.9%	7.8%	12.8%
Two or More Races	12.2%	11.5%	12.0%
Hispanic Origin	20.1%	16.3%	22.8%
Diversity Index	80.6	77.1	82.7
2027 Population by Race/Ethnicity			
Total	19,025	114,253	334,883
White Alone	42.9%	46.6%	40.4%
Black Alone	11.8%	10.5%	12.5%
American Indian Alone	0.8%	0.5%	0.7%
Asian Alone	20.6%	21.3%	19.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	11.1%	8.8%	14.0%
Two or More Races	12.9%	12.2%	12.6%
Hispanic Origin	21.0%	16.9%	23.4%
Diversity Index	82.0	78.7	83.8
2010 Population by Relationship and Household Type			
Total	17,464	100,977	297,821
In Households	97.7%	98.0%	98.8%
In Family Households	77.0%	82.2%	83.1%
Householder	23.7%	25.8%	25.1%
Spouse	18.0%	21.1%	19.7%
Child	26.3%	28.2%	29.1%
Other relative	5.6%	4.6%	5.8%
Nonrelative	3.4%	2.4%	3.4%
In Nonfamily Households	20.7%	15.8%	15.6%
In Group Quarters	2.3%	2.0%	1.2%
Institutionalized Population	1.3%	1.3%	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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2022 Population 25+ by Educational Attainment			
Total	13,969	81,915	236,968
Less than 9th Grade	4.9%	3.3%	5.1%
9th - 12th Grade, No Diploma	3.6%	2.7%	3.4%
High School Graduate	11.9%	9.1%	12.2%
GED/Alternative Credential	1.2%	1.0%	1.2%
Some College, No Degree	12.3%	9.8%	11.0%
Associate Degree	4.9%	5.0%	5.6%
Bachelor's Degree	25.9%	29.3%	27.3%
Graduate/Professional Degree	35.3%	39.9%	34.1%
2022 Population 15+ by Marital Status			
Total	15,830	93,482	272,136
Never Married	34.3%	30.9%	32.0%
Married	49.6%	55.4%	54.7%
Widowed	6.5%	5.7%	5.4%
Divorced	9.7%	8.0%	8.0%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,663	60,737	179,222
Population 16+ Employed	95.2%	96.1%	95.6%
Population 16+ Unemployment rate	4.8%	3.9%	4.4%
Population 16-24 Employed	9.6%	8.9%	9.8%
Population 16-24 Unemployment rate	7.5%	9.2%	9.8%
Population 25-54 Employed	63.2%	62.5%	62.5%
Population 25-54 Unemployment rate	4.4%	3.5%	3.8%
Population 55-64 Employed	16.8%	18.9%	18.3%
Population 55-64 Unemployment rate	4.7%	3.2%	3.6%
Population 65+ Employed	10.4%	9.8%	9.4%
Population 65+ Unemployment rate	4.2%	2.6%	4.2%
2022 Employed Population 16+ by Industry			
Total	10,156	58,362	171,308
Agriculture/Mining	0.5%	0.2%	0.2%
Construction	6.5%	5.0%	6.7%
Manufacturing	2.8%	2.5%	2.6%
Wholesale Trade	1.0%	1.2%	1.2%
Retail Trade	6.6%	5.4%	6.7%
Transportation/Utilities	2.8%	2.4%	3.0%
Information	1.8%	2.1%	1.9%
Finance/Insurance/Real Estate	5.5%	6.4%	6.5%
Services	61.4%	61.4%	59.8%
Public Administration	11.2%	13.4%	11.3%
2022 Employed Population 16+ by Occupation			
Total	10,157	58,360	171,310
White Collar	75.5%	81.4%	75.0%
Management/Business/Financial	23.9%	25.2%	23.9%
Professional	38.1%	42.9%	36.8%
Sales	5.7%	6.1%	6.6%
Administrative Support	7.8%	7.2%	7.7%
Services	15.3%	11.5%	14.1%
Blue Collar	9.2%	7.1%	10.9%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	3.8%	2.9%	4.6%
Installation/Maintenance/Repair	1.1%	0.8%	1.3%
Production	1.3%	1.0%	1.3%
Transportation/Material Moving	2.7%	2.2%	3.7%

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2010 Households by Type			
Total	6,891	38,723	110,656
Households with 1 Person	30.9%	25.7%	26.1%
Households with 2+ People	69.1%	74.3%	73.9%
Family Households	60.4%	67.8%	67.4%
Husband-wife Families	45.9%	55.3%	53.1%
With Related Children	20.7%	25.7%	25.2%
Other Family (No Spouse Present)	14.5%	12.4%	14.3%
Other Family with Male Householder	3.9%	3.2%	3.8%
With Related Children	1.6%	1.4%	1.9%
Other Family with Female Householder	10.5%	9.3%	10.6%
With Related Children	5.7%	5.1%	6.1%
Nonfamily Households	8.8%	6.6%	6.5%
All Households with Children	28.4%	32.4%	33.6%
Multigenerational Households	3.6%	3.3%	4.1%
Unmarried Partner Households	5.4%	4.1%	4.4%
Male-female	4.6%	3.4%	3.7%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	6,892	38,722	110,653
1 Person Household	30.8%	25.7%	26.1%
2 Person Household	31.2%	33.1%	31.2%
3 Person Household	16.4%	16.8%	16.3%
4 Person Household	11.6%	14.5%	14.4%
5 Person Household	5.0%	6.0%	6.5%
6 Person Household	2.6%	2.3%	2.8%
7 + Person Household	2.5%	1.6%	2.6%
2010 Households by Tenure and Mortgage Status			
Total	6,891	38,723	110,654
Owner Occupied	60.8%	64.0%	66.3%
Owned with a Mortgage/Loan	48.3%	50.1%	50.9%
Owned Free and Clear	12.5%	13.9%	15.5%
Renter Occupied	39.2%	36.0%	33.7%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	89	92	95
Percent of Income for Mortgage	26.2%	25.6%	25.1%
Wealth Index	143	203	198
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,269	40,865	116,607
Housing Units Inside Urbanized Area	100.0%	99.8%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.3%
2010 Population By Urban/ Rural Status			
Total Population	17,463	100,976	297,821
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%

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 (2D)	Enterprising Professionals (2D)
2.	Trendsetters (3C)	Top Tier (1A)	Top Tier (1A)
3.	Retirement Communities (9E)	Pleasantville (2B)	Pleasantville (2B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$26,307,414	\$184,215,677	\$489,071,993
Average Spent	\$3,502.05	\$4,139.86	\$3,948.65
Spending Potential Index	145	172	164
Education: Total \$	\$24,465,162	\$176,223,656	\$457,830,342
Average Spent	\$3,256.81	\$3,960.26	\$3,696.41
Spending Potential Index	166	202	188
Entertainment/Recreation: Total \$	\$38,293,959	\$272,700,734	\$725,845,796
Average Spent	\$5,097.70	\$6,128.38	\$5,860.31
Spending Potential Index	139	167	160
Food at Home: Total \$	\$65,930,412	\$455,826,452	\$1,221,342,334
Average Spent	\$8,776.68	\$10,243.75	\$9,860.83
Spending Potential Index	142	165	159
Food Away from Home: Total \$	\$47,417,221	\$330,395,610	\$880,360,979
Average Spent	\$6,312.20	\$7,424.95	\$7,107.82
Spending Potential Index	146	172	165
Health Care: Total \$	\$68,810,949	\$490,520,850	\$1,326,021,057
Average Spent	\$9,160.14	\$11,023.44	\$10,705.98
Spending Potential Index	129	156	151
HH Furnishings & Equipment: Total \$	\$26,558,690	\$192,186,740	\$513,360,443
Average Spent	\$3,535.50	\$4,319.00	\$4,144.75
Spending Potential Index	138	169	162
Personal Care Products & Services: Total \$	\$11,014,575	\$77,501,819	\$207,265,532
Average Spent	\$1,466.26	\$1,741.69	\$1,673.41
Spending Potential Index	144	171	164
Shelter: Total \$	\$267,864,162	\$1,851,489,769	\$4,909,747,444
Average Spent	\$35,658.17	\$41,608.38	\$39,640.13
Spending Potential Index	156	182	173
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$26,027,522	\$191,955,602	\$519,290,529
Average Spent	\$3,464.79	\$4,313.80	\$4,192.63
Spending Potential Index	128	159	154
Travel: Total \$	\$31,544,740	\$231,638,045	\$614,434,323
Average Spent	\$4,199.25	\$5,205.58	\$4,960.80
Spending Potential Index	146	181	173
Vehicle Maintenance & Repairs: Total \$	\$12,196,378	\$86,842,609	\$235,029,817
Average Spent	\$1,623.59	\$1,951.61	\$1,897.57
Spending Potential Index	129	155	151

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.