



Community Profile

Rings: 1, 3, 5 mile radii

199 E Montgomery Ave Suite 100, Rockville,

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
2023 Total Population	18,909	112,564	330,333
2023 Group Quarters	333	1,475	3,509
2028 Total Population	19,115	114,173	334,137
2023-2028 Annual Rate	0.22%	0.28%	0.23%
2023 Total Daytime Population	28,300	166,315	364,825
Workers	19,967	114,348	210,831
Residents	8,333	51,967	153,994
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
2023 Total Households	7,633	44,554	124,142
2023 Average Household Size	2.43	2.49	2.63
2028 Total Households	7,762	45,460	126,053
2028 Average Household Size	2.42	2.48	2.62
2023-2028 Annual Rate	0.34%	0.40%	0.31%
2010 Families	4,162	26,239	74,588
2010 Average Family Size	3.09	3.07	3.18
2023 Families	4,327	28,751	80,613
2023 Average Family Size	3.19	3.09	3.24
2028 Families	4,399	29,340	81,954
2028 Average Family Size	3.18	3.08	3.23
2023-2028 Annual Rate	0.33%	0.41%	0.33%
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%
2023 Housing Units	8,277	46,967	130,449
Owner Occupied Housing Units	55.7%	55.6%	59.9%
Renter Occupied Housing Units	36.5%	39.2%	35.2%
Vacant Housing Units	7.8%	5.1%	4.8%
2028 Housing Units	8,345	47,752	132,461
Owner Occupied Housing Units	56.2%	55.8%	60.2%
Renter Occupied Housing Units	36.8%	39.4%	34.9%
Vacant Housing Units	7.0%	4.8%	4.8%
Median Household Income			
2023	\$100,994	\$119,343	\$113,540
2028	\$114,510	\$134,275	\$127,669
Median Home Value			
2023	\$615,159	\$658,656	\$619,328
2028	\$633,056	\$672,205	\$638,598
Per Capita Income			
2023	\$58,860	\$70,290	\$64,728
2028	\$67,395	\$78,833	\$72,919
Median Age			
2010	38.6	40.0	39.4
2023	41.0	42.0	41.4
2028	41.9	42.5	42.2

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	7,633	44,549	124,132
<\$15,000	7.8%	5.8%	5.7%
\$15,000 - \$24,999	4.2%	3.8%	4.3%
\$25,000 - \$34,999	4.0%	3.1%	4.2%
\$35,000 - \$49,999	8.0%	6.8%	7.1%
\$50,000 - \$74,999	10.2%	10.6%	11.3%
\$75,000 - \$99,999	15.4%	11.0%	11.2%
\$100,000 - \$149,999	15.6%	18.2%	17.9%
\$150,000 - \$199,999	15.1%	13.9%	12.7%
\$200,000+	19.8%	26.6%	25.8%
Average Household Income	\$146,566	\$178,444	\$172,066
2028 Households by Income			
Household Income Base	7,762	45,455	126,043
<\$15,000	6.6%	5.2%	5.1%
\$15,000 - \$24,999	3.5%	3.2%	3.6%
\$25,000 - \$34,999	3.2%	2.6%	3.5%
\$35,000 - \$49,999	6.6%	5.8%	6.1%
\$50,000 - \$74,999	9.8%	9.5%	10.1%
\$75,000 - \$99,999	14.8%	10.1%	10.3%
\$100,000 - \$149,999	14.9%	17.9%	17.7%
\$150,000 - \$199,999	17.3%	15.6%	14.3%
\$200,000+	23.3%	30.1%	29.4%
Average Household Income	\$166,807	\$199,102	\$193,119
2023 Owner Occupied Housing Units by Value			
Total	4,609	26,128	78,176
<\$50,000	0.6%	0.4%	1.1%
\$50,000 - \$99,999	0.0%	0.2%	0.9%
\$100,000 - \$149,999	0.2%	0.2%	0.9%
\$150,000 - \$199,999	0.7%	0.5%	1.7%
\$200,000 - \$249,999	1.3%	0.7%	2.0%
\$250,000 - \$299,999	1.8%	0.9%	2.6%
\$300,000 - \$399,999	9.5%	7.8%	11.6%
\$400,000 - \$499,999	13.3%	12.0%	12.6%
\$500,000 - \$749,999	49.1%	43.2%	34.8%
\$750,000 - \$999,999	17.7%	22.8%	17.8%
\$1,000,000 - \$1,499,999	5.3%	9.1%	10.0%
\$1,500,000 - \$1,999,999	0.4%	1.3%	2.3%
\$2,000,000 +	0.2%	1.0%	1.7%
Average Home Value	\$641,723	\$715,110	\$690,872
2028 Owner Occupied Housing Units by Value			
Total	4,694	26,656	79,799
<\$50,000	0.4%	0.3%	0.9%
\$50,000 - \$99,999	0.0%	0.1%	0.5%
\$100,000 - \$149,999	0.1%	0.1%	0.5%
\$150,000 - \$199,999	0.3%	0.2%	0.9%
\$200,000 - \$249,999	0.6%	0.3%	1.2%
\$250,000 - \$299,999	1.2%	0.6%	2.0%
\$300,000 - \$399,999	7.6%	6.4%	10.7%
\$400,000 - \$499,999	12.6%	11.7%	13.1%
\$500,000 - \$749,999	51.2%	44.2%	36.5%
\$750,000 - \$999,999	19.0%	23.7%	18.3%
\$1,000,000 - \$1,499,999	6.3%	10.0%	10.9%
\$1,500,000 - \$1,999,999	0.4%	1.4%	2.7%
\$2,000,000 +	0.3%	1.0%	1.9%
Average Home Value	\$667,901	\$735,602	\$720,529

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 2023 and 2028. 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%
2023 Population by Age			
Total	18,910	112,563	330,335
0 - 4	4.9%	4.9%	5.2%
5 - 9	5.2%	5.7%	5.8%
10 - 14	5.3%	6.3%	6.5%
15 - 24	9.8%	10.3%	10.7%
25 - 34	15.4%	12.7%	12.7%
35 - 44	15.5%	14.4%	14.1%
45 - 54	12.6%	12.8%	12.6%
55 - 64	12.8%	13.1%	12.9%
65 - 74	9.8%	10.8%	10.5%
75 - 84	5.9%	6.3%	6.2%
85 +	2.8%	2.8%	2.8%
18 +	81.3%	79.4%	78.8%
2028 Population by Age			
Total	19,117	114,174	334,137
0 - 4	5.0%	5.0%	5.2%
5 - 9	4.9%	5.4%	5.5%
10 - 14	4.7%	5.5%	5.8%
15 - 24	9.7%	10.1%	10.6%
25 - 34	14.8%	13.0%	12.7%
35 - 44	15.6%	14.4%	14.1%
45 - 54	13.0%	12.9%	12.7%
55 - 64	11.7%	12.1%	11.9%
65 - 74	10.3%	10.9%	10.9%
75 - 84	7.1%	7.3%	7.3%
85 +	3.2%	3.2%	3.2%
18 +	82.4%	80.6%	79.9%
2010 Population by Sex			
Males	8,446	48,732	143,083
Females	9,017	52,244	154,737
2023 Population by Sex			
Males	9,207	54,700	160,247
Females	9,702	57,864	170,086
2028 Population by Sex			
Males	9,286	55,335	161,742
Females	9,830	58,838	172,396

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 01, 2023



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
2023 Population by Race/Ethnicity			
Total	18,908	112,564	330,333
White Alone	44.2%	48.0%	41.7%
Black Alone	11.8%	10.4%	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	10.1%	8.0%	13.0%
Two or More Races	12.5%	11.7%	12.2%
Hispanic Origin	21.3%	17.3%	23.8%
Diversity Index	81.5	78.1	83.4
2028 Population by Race/Ethnicity			
Total	19,116	114,173	334,138
White Alone	40.5%	44.2%	38.6%
Black Alone	12.1%	10.9%	12.7%
American Indian Alone	0.8%	0.6%	0.8%
Asian Alone	21.5%	22.4%	20.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	11.6%	9.1%	14.2%
Two or More Races	13.4%	12.7%	13.0%
Hispanic Origin	23.9%	19.5%	25.9%
Diversity Index	83.7	80.6	84.9
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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2023 Population 25+ by Educational Attainment			
Total	14,142	81,980	237,046
Less than 9th Grade	3.9%	2.8%	5.0%
9th - 12th Grade, No Diploma	3.8%	2.8%	3.5%
High School Graduate	10.9%	9.0%	12.0%
GED/Alternative Credential	2.4%	1.3%	1.2%
Some College, No Degree	12.6%	10.0%	10.7%
Associate Degree	6.2%	4.8%	5.8%
Bachelor's Degree	27.9%	29.8%	28.1%
Graduate/Professional Degree	32.2%	39.6%	33.7%
2023 Population 15+ by Marital Status			
Total	16,001	93,538	272,389
Never Married	32.0%	30.0%	31.1%
Married	53.1%	56.3%	55.4%
Widowed	5.1%	5.7%	5.4%
Divorced	9.8%	8.1%	8.0%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,826	62,546	183,848
Population 16+ Employed	98.4%	97.7%	97.0%
Population 16+ Unemployment rate	1.6%	2.3%	3.0%
Population 16-24 Employed	8.7%	8.7%	9.4%
Population 16-24 Unemployment rate	3.5%	5.4%	6.8%
Population 25-54 Employed	65.1%	63.4%	62.8%
Population 25-54 Unemployment rate	1.5%	2.0%	2.6%
Population 55-64 Employed	16.9%	18.3%	18.0%
Population 55-64 Unemployment rate	1.0%	1.9%	2.9%
Population 65+ Employed	9.3%	9.6%	9.8%
Population 65+ Unemployment rate	1.1%	1.8%	1.6%
2023 Employed Population 16+ by Industry			
Total	10,657	61,115	178,371
Agriculture/Mining	0.3%	0.1%	0.1%
Construction	8.6%	5.4%	6.8%
Manufacturing	2.2%	3.0%	3.0%
Wholesale Trade	0.7%	0.7%	0.9%
Retail Trade	7.4%	5.9%	6.9%
Transportation/Utilities	2.7%	2.5%	3.2%
Information	1.9%	3.0%	2.5%
Finance/Insurance/Real Estate	3.7%	6.2%	6.3%
Services	59.8%	60.5%	58.7%
Public Administration	12.8%	12.8%	11.4%
2023 Employed Population 16+ by Occupation			
Total	10,658	61,117	178,373
White Collar	77.3%	82.1%	75.6%
Management/Business/Financial	19.9%	25.2%	22.7%
Professional	43.8%	44.5%	38.6%
Sales	6.1%	5.9%	6.6%
Administrative Support	7.5%	6.5%	7.7%
Services	12.6%	10.5%	13.5%
Blue Collar	10.2%	7.4%	10.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.0%	2.6%	4.2%
Installation/Maintenance/Repair	1.3%	1.2%	1.7%
Production	1.8%	1.4%	1.6%
Transportation/Material Moving	3.1%	2.2%	3.4%

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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%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	65	72	74
Percent of Income for Mortgage	36.6%	33.2%	32.8%
Wealth Index	134	195	192
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)
2023 Consumer Spending			
Apparel & Services: Total \$	\$23,408,451	\$162,517,809	\$436,606,749
Average Spent	\$3,066.74	\$3,647.66	\$3,516.99
Spending Potential Index	139	166	160
Education: Total \$	\$21,332,007	\$153,819,932	\$402,891,282
Average Spent	\$2,794.71	\$3,452.44	\$3,245.41
Spending Potential Index	156	193	181
Entertainment/Recreation: Total \$	\$37,742,925	\$267,766,297	\$723,150,307
Average Spent	\$4,944.70	\$6,009.93	\$5,825.19
Spending Potential Index	131	159	154
Food at Home: Total \$	\$70,696,848	\$486,051,993	\$1,315,519,108
Average Spent	\$9,262.00	\$10,909.28	\$10,596.89
Spending Potential Index	136	160	156
Food Away from Home: Total \$	\$38,759,378	\$271,127,187	\$732,365,025
Average Spent	\$5,077.87	\$6,085.36	\$5,899.41
Spending Potential Index	136	163	158
Health Care: Total \$	\$68,782,396	\$486,696,189	\$1,329,730,591
Average Spent	\$9,011.19	\$10,923.74	\$10,711.37
Spending Potential Index	122	148	146
HH Furnishings & Equipment: Total \$	\$30,186,015	\$215,727,134	\$581,563,282
Average Spent	\$3,954.67	\$4,841.93	\$4,684.66
Spending Potential Index	134	164	159
Personal Care Products & Services: Total \$	\$10,046,350	\$70,258,936	\$190,565,979
Average Spent	\$1,316.17	\$1,576.94	\$1,535.06
Spending Potential Index	138	165	161
Shelter: Total \$	\$271,386,562	\$1,878,614,867	\$5,059,522,795
Average Spent	\$35,554.38	\$42,164.90	\$40,755.93
Spending Potential Index	144	170	164
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$29,598,144	\$216,879,531	\$589,769,969
Average Spent	\$3,877.66	\$4,867.79	\$4,750.77
Spending Potential Index	124	156	152
Travel: Total \$	\$23,224,527	\$168,741,568	\$453,032,784
Average Spent	\$3,042.65	\$3,787.35	\$3,649.31
Spending Potential Index	135	168	162
Vehicle Maintenance & Repairs: Total \$	\$12,431,593	\$87,346,972	\$239,176,777
Average Spent	\$1,628.66	\$1,960.47	\$1,926.64
Spending Potential Index	124	150	147

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.