



Community Profile

Rings: 1, 2, 3 mile radii

11140 Rockville Pike, Rockville, MD 20852,

Latitude: 39.0399

Longitude: -77.11007

	1 mile	2 mile	3 mile
Population Summary			
2000 Total Population	16,290	61,307	129,728
2010 Total Population	19,502	68,515	142,856
2019 Total Population	22,825	76,651	154,729
2019 Group Quarters	368	1,184	2,048
2024 Total Population	24,217	79,900	159,460
2019-2024 Annual Rate	1.19%	0.83%	0.60%
2019 Total Daytime Population	32,914	109,549	206,993
Workers	23,606	75,726	136,966
Residents	9,308	33,823	70,027
Household Summary			
2000 Households	7,982	26,594	50,633
2000 Average Household Size	2.01	2.26	2.52
2010 Households	9,628	29,456	54,175
2010 Average Household Size	1.99	2.29	2.60
2019 Households	11,376	33,096	58,636
2019 Average Household Size	1.97	2.28	2.60
2024 Households	12,091	34,477	60,348
2024 Average Household Size	1.97	2.28	2.61
2019-2024 Annual Rate	1.23%	0.82%	0.58%
2010 Families	4,702	16,307	34,239
2010 Average Family Size	2.72	3.00	3.19
2019 Families	5,411	17,937	36,400
2019 Average Family Size	2.73	3.03	3.23
2024 Families	5,721	18,628	37,337
2024 Average Family Size	2.73	3.03	3.24
2019-2024 Annual Rate	1.12%	0.76%	0.51%
Housing Unit Summary			
2000 Housing Units	8,462	27,649	52,176
Owner Occupied Housing Units	59.5%	57.6%	67.6%
Renter Occupied Housing Units	34.8%	38.6%	29.4%
Vacant Housing Units	5.7%	3.8%	3.0%
2010 Housing Units	10,353	31,623	57,337
Owner Occupied Housing Units	54.3%	52.6%	62.6%
Renter Occupied Housing Units	38.7%	40.5%	31.9%
Vacant Housing Units	7.0%	6.9%	5.5%
2019 Housing Units	11,905	34,951	61,449
Owner Occupied Housing Units	49.7%	49.3%	59.2%
Renter Occupied Housing Units	45.9%	45.3%	36.2%
Vacant Housing Units	4.4%	5.3%	4.6%
2024 Housing Units	12,567	36,286	63,132
Owner Occupied Housing Units	50.3%	49.9%	59.7%
Renter Occupied Housing Units	45.9%	45.1%	35.9%
Vacant Housing Units	3.8%	5.0%	4.4%
Median Household Income			
2019	\$111,412	\$102,747	\$105,080
2024	\$121,450	\$111,070	\$113,749
Median Home Value			
2019	\$532,816	\$534,837	\$498,976
2024	\$562,924	\$565,776	\$532,578
Per Capita Income			
2019	\$74,760	\$61,130	\$57,052
2024	\$83,244	\$67,858	\$62,912
Median Age			
2010	40.1	39.0	39.0
2019	41.6	40.5	40.5
2024	42.4	41.6	41.7

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	11,376	33,096	58,636
<\$15,000	4.5%	5.5%	4.7%
\$15,000 - \$24,999	3.3%	4.0%	3.8%
\$25,000 - \$34,999	4.4%	5.0%	4.7%
\$35,000 - \$49,999	6.9%	7.9%	7.3%
\$50,000 - \$74,999	13.5%	13.9%	13.7%
\$75,000 - \$99,999	10.5%	12.0%	12.8%
\$100,000 - \$149,999	21.9%	21.1%	20.3%
\$150,000 - \$199,999	14.4%	12.2%	12.1%
\$200,000+	20.6%	18.5%	20.6%
Average Household Income	\$150,928	\$141,646	\$150,302
2024 Households by Income			
Household Income Base	12,091	34,477	60,348
<\$15,000	3.6%	4.6%	4.0%
\$15,000 - \$24,999	2.6%	3.2%	3.1%
\$25,000 - \$34,999	4.0%	4.5%	4.3%
\$35,000 - \$49,999	6.0%	6.9%	6.4%
\$50,000 - \$74,999	11.6%	12.4%	12.2%
\$75,000 - \$99,999	10.0%	11.6%	12.2%
\$100,000 - \$149,999	22.7%	22.0%	21.0%
\$150,000 - \$199,999	16.5%	14.1%	13.8%
\$200,000+	23.0%	20.7%	22.9%
Average Household Income	\$167,867	\$157,394	\$166,012
2019 Owner Occupied Housing Units by Value			
Total	5,910	17,243	36,372
<\$50,000	0.5%	0.7%	0.8%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.4%	0.5%	0.5%
\$150,000 - \$199,999	1.4%	2.3%	2.2%
\$200,000 - \$249,999	5.0%	4.9%	4.7%
\$250,000 - \$299,999	4.4%	5.7%	7.0%
\$300,000 - \$399,999	18.3%	18.2%	21.8%
\$400,000 - \$499,999	15.2%	13.3%	13.2%
\$500,000 - \$749,999	35.4%	31.5%	26.1%
\$750,000 - \$999,999	12.3%	13.7%	14.5%
\$1,000,000 - \$1,499,999	5.8%	7.6%	7.2%
\$1,500,000 - \$1,999,999	0.8%	1.0%	1.2%
\$2,000,000 +	0.3%	0.5%	0.8%
Average Home Value	\$581,514	\$596,707	\$589,520
2024 Owner Occupied Housing Units by Value			
Total	6,317	18,119	37,673
<\$50,000	0.2%	0.3%	0.3%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.2%	0.2%	0.2%
\$150,000 - \$199,999	0.6%	1.1%	1.2%
\$200,000 - \$249,999	3.3%	3.2%	3.2%
\$250,000 - \$299,999	3.6%	4.7%	5.8%
\$300,000 - \$399,999	16.7%	17.4%	21.4%
\$400,000 - \$499,999	15.9%	14.1%	14.2%
\$500,000 - \$749,999	37.4%	33.5%	27.2%
\$750,000 - \$999,999	14.4%	15.4%	15.1%
\$1,000,000 - \$1,499,999	6.4%	8.3%	9.0%
\$1,500,000 - \$1,999,999	0.9%	1.1%	1.3%
\$2,000,000 +	0.3%	0.6%	0.9%
Average Home Value	\$611,301	\$626,435	\$622,809

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	19,505	68,516	142,855
0 - 4	5.4%	6.2%	6.5%
5 - 9	3.9%	5.5%	6.1%
10 - 14	3.7%	5.0%	5.7%
15 - 24	8.8%	9.7%	10.7%
25 - 34	20.2%	17.3%	14.9%
35 - 44	14.8%	15.2%	15.0%
45 - 54	13.8%	14.0%	14.8%
55 - 64	12.8%	11.1%	11.7%
65 - 74	7.8%	6.9%	6.9%
75 - 84	5.9%	5.4%	4.9%
85 +	3.1%	3.6%	2.8%
18 +	84.8%	80.4%	78.2%
2019 Population by Age			
Total	22,823	76,648	154,728
0 - 4	4.6%	5.3%	5.6%
5 - 9	4.1%	5.4%	6.0%
10 - 14	4.2%	5.5%	6.4%
15 - 24	8.7%	9.5%	10.0%
25 - 34	18.2%	15.5%	13.6%
35 - 44	14.7%	15.0%	14.3%
45 - 54	12.0%	12.7%	13.3%
55 - 64	13.0%	12.4%	13.0%
65 - 74	10.5%	9.3%	9.4%
75 - 84	6.4%	5.7%	5.3%
85 +	3.6%	3.7%	3.1%
18 +	84.9%	80.9%	78.5%
2024 Population by Age			
Total	24,216	79,902	159,461
0 - 4	4.5%	5.2%	5.5%
5 - 9	4.0%	5.1%	5.7%
10 - 14	4.0%	5.2%	6.0%
15 - 24	8.7%	9.5%	10.2%
25 - 34	17.6%	15.0%	12.8%
35 - 44	14.8%	15.0%	14.7%
45 - 54	11.8%	12.6%	13.1%
55 - 64	11.9%	11.8%	12.5%
65 - 74	11.2%	10.1%	10.3%
75 - 84	7.7%	6.7%	6.2%
85 +	3.8%	3.8%	3.1%
18 +	85.1%	81.5%	79.2%
2010 Population by Sex			
Males	9,076	32,475	68,916
Females	10,426	36,040	73,940
2019 Population by Sex			
Males	10,675	36,516	74,903
Females	12,150	40,135	79,826
2024 Population by Sex			
Males	11,342	38,117	77,370
Females	12,875	41,784	82,090

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	19,502	68,515	142,856
White Alone	73.1%	66.9%	64.2%
Black Alone	6.7%	8.5%	8.5%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	13.8%	14.9%	13.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.6%	5.7%	8.9%
Two or More Races	3.5%	3.6%	4.1%
Hispanic Origin	10.5%	15.8%	21.5%
Diversity Index	54.7	65.0	71.0
2019 Population by Race/Ethnicity			
Total	22,825	76,650	154,729
White Alone	66.6%	61.1%	58.6%
Black Alone	8.7%	10.0%	9.9%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	16.8%	17.1%	15.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.4%	6.9%	10.6%
Two or More Races	4.3%	4.4%	4.8%
Hispanic Origin	13.7%	19.6%	25.7%
Diversity Index	63.3	71.7	76.7
2024 Population by Race/Ethnicity			
Total	24,217	79,900	159,459
White Alone	63.1%	58.0%	55.7%
Black Alone	9.7%	10.8%	10.6%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	18.4%	18.3%	16.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.9%	7.7%	11.6%
Two or More Races	4.8%	4.8%	5.2%
Hispanic Origin	15.9%	22.0%	28.4%
Diversity Index	67.7	75.0	79.3
2010 Population by Relationship and Household Type			
Total	19,502	68,515	142,856
In Households	98.2%	98.3%	98.6%
In Family Households	67.1%	74.1%	80.3%
Householder	23.9%	23.8%	24.0%
Spouse	19.2%	18.8%	18.9%
Child	19.3%	24.5%	27.7%
Other relative	3.1%	4.4%	5.8%
Nonrelative	1.5%	2.6%	3.9%
In Nonfamily Households	31.1%	24.3%	18.3%
In Group Quarters	1.8%	1.7%	1.4%
Institutionalized Population	1.6%	1.3%	1.0%
Noninstitutionalized Population	0.2%	0.3%	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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Population 25+ by Educational Attainment			
Total	17,899	56,974	111,242
Less than 9th Grade	1.5%	4.5%	6.4%
9th - 12th Grade, No Diploma	1.6%	2.3%	3.7%
High School Graduate	6.9%	9.2%	11.3%
GED/Alternative Credential	1.5%	1.2%	1.3%
Some College, No Degree	11.4%	12.0%	12.2%
Associate Degree	3.3%	4.6%	4.7%
Bachelor's Degree	32.5%	29.7%	27.5%
Graduate/Professional Degree	41.2%	36.4%	32.9%
2019 Population 15+ by Marital Status			
Total	19,887	64,237	126,786
Never Married	34.0%	33.1%	32.8%
Married	50.0%	50.9%	52.7%
Widowed	5.7%	6.5%	5.7%
Divorced	10.3%	9.5%	8.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.5%	96.4%	95.9%
Civilian Unemployed (Unemployment Rate)	2.5%	3.6%	4.1%
2019 Employed Population 16+ by Industry			
Total	13,652	43,328	85,821
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	3.4%	4.9%	6.6%
Manufacturing	2.6%	1.9%	2.1%
Wholesale Trade	0.7%	0.8%	1.0%
Retail Trade	3.9%	4.8%	5.8%
Transportation/Utilities	1.6%	1.9%	2.3%
Information	2.9%	2.9%	2.5%
Finance/Insurance/Real Estate	7.3%	7.2%	7.0%
Services	59.9%	61.0%	59.6%
Public Administration	17.5%	14.6%	13.0%
2019 Employed Population 16+ by Occupation			
Total	13,651	43,327	85,821
White Collar	86.7%	79.8%	73.6%
Management/Business/Financial	28.3%	23.7%	21.4%
Professional	43.5%	39.2%	34.8%
Sales	5.9%	7.8%	8.0%
Administrative Support	9.1%	9.1%	9.4%
Services	9.2%	12.9%	16.5%
Blue Collar	4.1%	7.3%	9.8%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	1.6%	3.0%	4.6%
Installation/Maintenance/Repair	0.3%	1.0%	1.5%
Production	0.7%	1.2%	1.4%
Transportation/Material Moving	1.4%	2.1%	2.4%
2010 Population By Urban/ Rural Status			
Total Population	19,502	68,515	142,856
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	9,629	29,456	54,176
Households with 1 Person	41.2%	35.9%	29.1%
Households with 2+ People	58.8%	64.1%	70.9%
Family Households	48.8%	55.4%	63.2%
Husband-wife Families	39.2%	43.7%	49.8%
With Related Children	14.5%	20.0%	24.1%
Other Family (No Spouse Present)	9.7%	11.6%	13.4%
Other Family with Male Householder	2.5%	3.1%	3.7%
With Related Children	0.9%	1.3%	1.7%
Other Family with Female Householder	7.2%	8.6%	9.7%
With Related Children	3.6%	4.6%	5.3%
Nonfamily Households	9.9%	8.8%	7.7%
All Households with Children	19.2%	26.2%	31.5%
Multigenerational Households	1.3%	2.5%	3.7%
Unmarried Partner Households	5.6%	5.0%	4.7%
Male-female	4.8%	4.2%	3.9%
Same-sex	0.8%	0.8%	0.8%
2010 Households by Size			
Total	9,629	29,456	54,176
1 Person Household	41.2%	35.9%	29.1%
2 Person Household	34.9%	31.7%	30.8%
3 Person Household	12.3%	13.8%	15.2%
4 Person Household	7.7%	11.1%	13.3%
5 Person Household	2.6%	4.4%	6.0%
6 Person Household	0.8%	1.6%	2.6%
7 + Person Household	0.5%	1.5%	2.9%
2010 Households by Tenure and Mortgage Status			
Total	9,628	29,456	54,176
Owner Occupied	58.4%	56.5%	66.3%
Owned with a Mortgage/Loan	43.8%	42.1%	50.5%
Owned Free and Clear	14.5%	14.5%	15.8%
Renter Occupied	41.6%	43.5%	33.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,353	31,623	57,337
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Metro Renters (3B)	Top Tier (1A)
2.	Urban Chic (2A)	Golden Years (9B)	Pleasantville (2B)
3.	Laptops and Lattes (3A)	Urban Chic (2A)	Metro Renters (3B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$42,732,860	\$115,215,508	\$212,111,074
Average Spent	\$3,756.40	\$3,481.25	\$3,617.42
Spending Potential Index	175	163	169
Education: Total \$	\$33,831,389	\$94,012,581	\$182,012,178
Average Spent	\$2,973.93	\$2,840.60	\$3,104.10
Spending Potential Index	187	178	195
Entertainment/Recreation: Total \$	\$61,577,580	\$168,706,024	\$317,565,348
Average Spent	\$5,412.94	\$5,097.47	\$5,415.88
Spending Potential Index	166	156	166
Food at Home: Total \$	\$96,840,518	\$263,382,177	\$486,919,853
Average Spent	\$8,512.70	\$7,958.13	\$8,304.11
Spending Potential Index	165	154	160
Food Away from Home: Total \$	\$72,967,431	\$196,013,458	\$360,064,870
Average Spent	\$6,414.16	\$5,922.57	\$6,140.68
Spending Potential Index	175	161	167
Health Care: Total \$	\$103,307,551	\$285,559,348	\$538,849,000
Average Spent	\$9,081.18	\$8,628.21	\$9,189.73
Spending Potential Index	153	145	155
HH Furnishings & Equipment: Total \$	\$40,038,626	\$109,259,282	\$205,053,561
Average Spent	\$3,519.57	\$3,301.28	\$3,497.06
Spending Potential Index	165	155	164
Personal Care Products & Services: Total \$	\$16,956,703	\$46,063,410	\$85,555,864
Average Spent	\$1,490.57	\$1,391.81	\$1,459.10
Spending Potential Index	168	157	165
Shelter: Total \$	\$379,899,303	\$1,032,708,388	\$1,926,451,652
Average Spent	\$33,394.81	\$31,203.42	\$32,854.42
Spending Potential Index	180	169	178
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$46,285,542	\$126,690,529	\$239,285,326
Average Spent	\$4,068.70	\$3,827.97	\$4,080.86
Spending Potential Index	164	154	165
Travel: Total \$	\$44,633,403	\$123,006,865	\$235,888,853
Average Spent	\$3,923.47	\$3,716.67	\$4,022.94
Spending Potential Index	175	166	179
Vehicle Maintenance & Repairs: Total \$	\$21,054,696	\$57,433,269	\$106,512,199
Average Spent	\$1,850.80	\$1,735.35	\$1,816.50
Spending Potential Index	162	152	159

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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