



Demographic and Income Profile

College Plaza
15100 Frederick Rd, Rockville, Maryland, 20850
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.10363
Longitude: -77.15622

Summary	Census 2010	2020	2025
Population	12,472	13,013	13,195
Households	4,602	4,748	4,779
Families	3,123	3,181	3,205
Average Household Size	2.65	2.69	2.71
Owner Occupied Housing Units	2,674	2,599	2,691
Renter Occupied Housing Units	1,928	2,149	2,088
Median Age	37.6	39.3	39.7
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.28%	0.51%	0.72%
Households	0.13%	0.48%	0.72%
Families	0.15%	0.42%	0.64%
Owner HHs	0.70%	0.53%	0.72%
Median Household Income	1.55%	1.24%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	502	10.6%	455	9.5%
\$15,000 - \$24,999	137	2.9%	123	2.6%
\$25,000 - \$34,999	167	3.5%	144	3.0%
\$35,000 - \$49,999	375	7.9%	342	7.2%
\$50,000 - \$74,999	544	11.5%	482	10.1%
\$75,000 - \$99,999	557	11.7%	526	11.0%
\$100,000 - \$149,999	1,013	21.3%	1,028	21.5%
\$150,000 - \$199,999	583	12.3%	650	13.6%
\$200,000+	870	18.3%	1,029	21.5%
Median Household Income	\$102,957		\$111,172	
Average Household Income	\$132,267		\$148,757	
Per Capita Income	\$49,843		\$55,754	

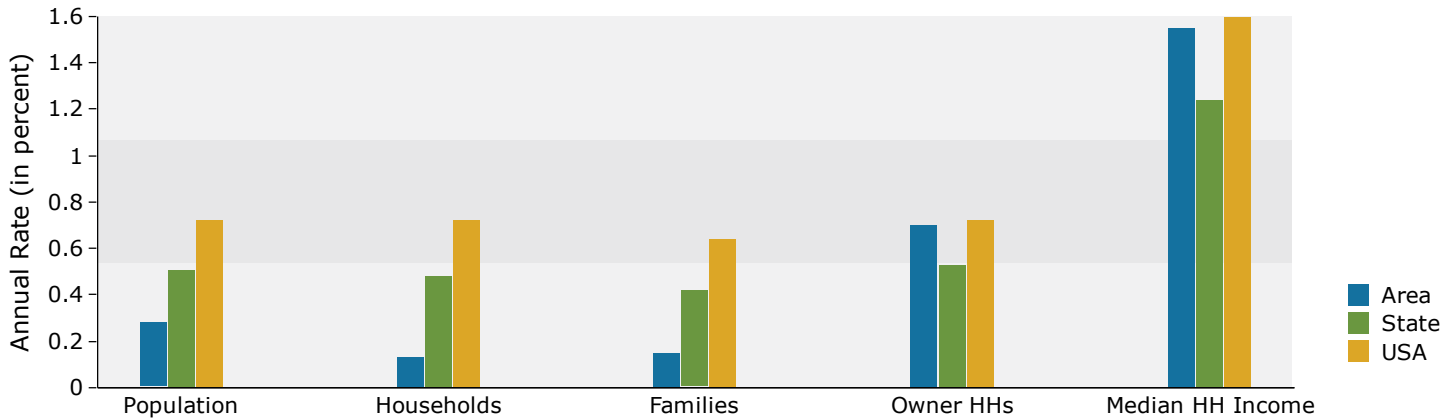
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	787	6.3%	704	5.4%	722	5.5%
5 - 9	863	6.9%	777	6.0%	740	5.6%
10 - 14	728	5.8%	835	6.4%	747	5.7%
15 - 19	686	5.5%	783	6.0%	714	5.4%
20 - 24	754	6.0%	720	5.5%	788	6.0%
25 - 34	1,903	15.3%	1,820	14.0%	1,950	14.8%
35 - 44	1,992	16.0%	1,927	14.8%	1,954	14.8%
45 - 54	1,972	15.8%	1,860	14.3%	1,767	13.4%
55 - 64	1,495	12.0%	1,690	13.0%	1,652	12.5%
65 - 74	763	6.1%	1,177	9.0%	1,251	9.5%
75 - 84	403	3.2%	542	4.2%	704	5.3%
85+	126	1.0%	178	1.4%	206	1.6%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	6,986	56.0%	6,407	49.2%	6,071	46.0%
Black Alone	1,823	14.6%	2,235	17.2%	2,411	18.3%
American Indian Alone	37	0.3%	45	0.3%	50	0.4%
Asian Alone	2,660	21.3%	3,102	23.8%	3,305	25.0%
Pacific Islander Alone	8	0.1%	8	0.1%	8	0.1%
Some Other Race Alone	473	3.8%	609	4.7%	692	5.2%
Two or More Races	484	3.9%	607	4.7%	659	5.0%
Hispanic Origin (Any Race)	1,552	12.4%	2,050	15.8%	2,352	17.8%

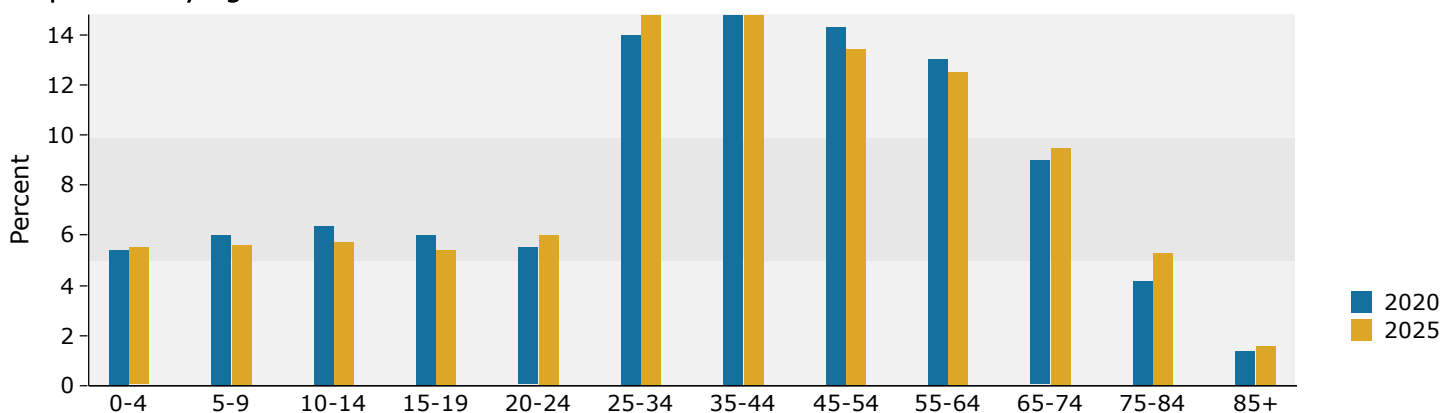
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

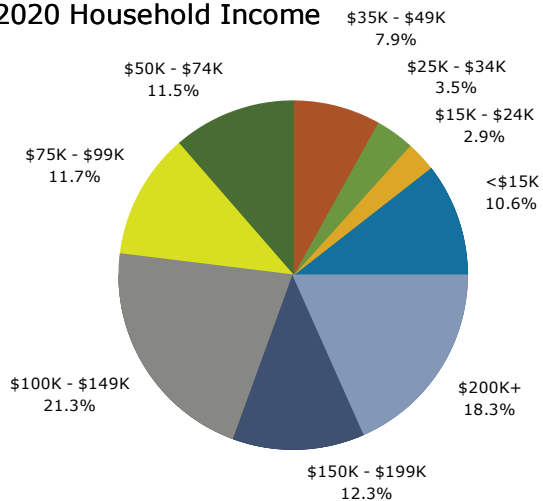
Trends 2020-2025



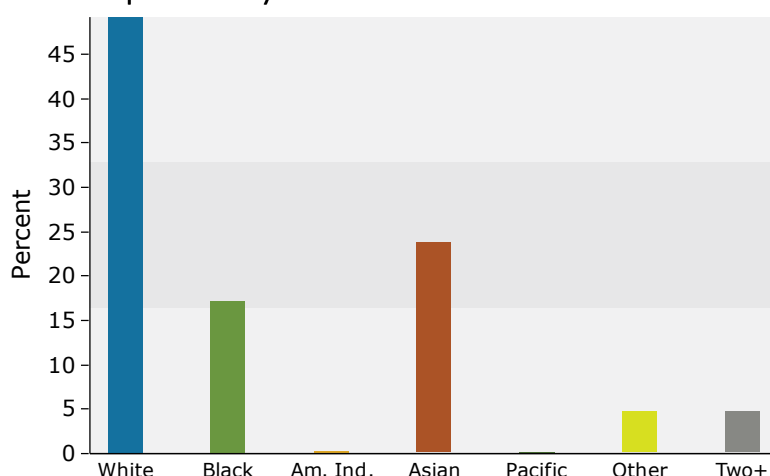
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 15.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



Demographic and Income Profile

College Plaza
15100 Frederick Rd, Rockville, Maryland, 20850
Ring: 3 mile radius

Prepared by Esri
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Summary	Census 2010	2020	2025
Population	86,914	99,766	103,820
Households	32,741	37,998	39,445
Families	22,467	25,416	26,297
Average Household Size	2.61	2.59	2.59
Owner Occupied Housing Units	21,331	21,898	22,805
Renter Occupied Housing Units	11,410	16,100	16,640
Median Age	39.1	40.4	41.0
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.80%	0.51%	0.72%
Households	0.75%	0.48%	0.72%
Families	0.68%	0.42%	0.64%
Owner HHs	0.81%	0.53%	0.72%
Median Household Income	1.23%	1.24%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	2,111	5.6%	1,993	5.1%
\$15,000 - \$24,999	1,144	3.0%	1,079	2.7%
\$25,000 - \$34,999	1,445	3.8%	1,319	3.3%
\$35,000 - \$49,999	2,441	6.4%	2,357	6.0%
\$50,000 - \$74,999	4,684	12.3%	4,453	11.3%
\$75,000 - \$99,999	4,732	12.5%	4,589	11.6%
\$100,000 - \$149,999	8,331	21.9%	8,695	22.0%
\$150,000 - \$199,999	4,933	13.0%	5,535	14.0%
\$200,000+	8,176	21.5%	9,425	23.9%
Median Household Income	\$110,478		\$117,456	
Average Household Income	\$148,525		\$162,421	
Per Capita Income	\$56,433		\$61,581	

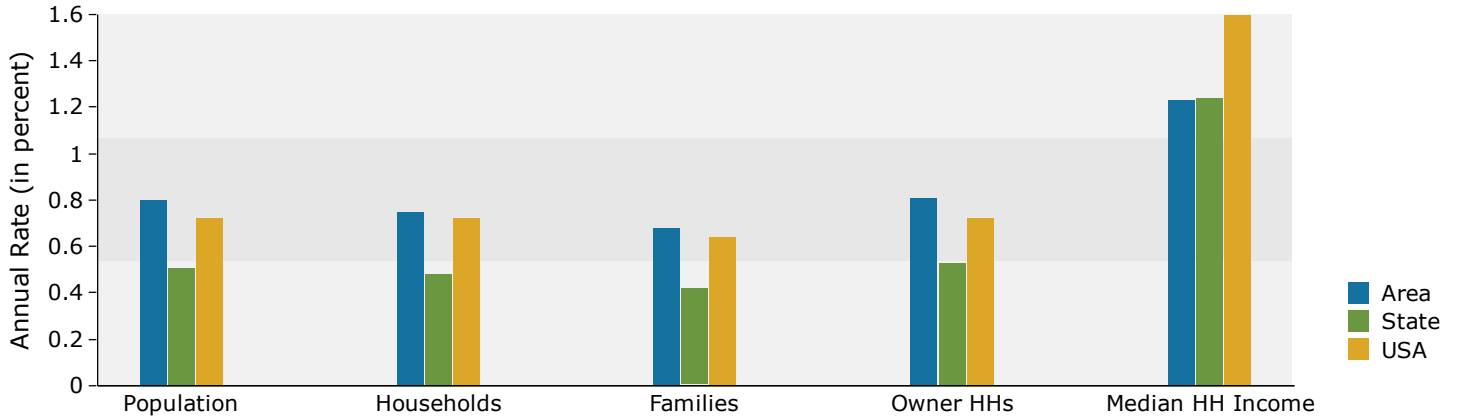
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,442	6.3%	5,460	5.5%	5,767	5.6%
5 - 9	5,373	6.2%	5,956	6.0%	5,867	5.7%
10 - 14	5,102	5.9%	6,541	6.6%	5,978	5.8%
15 - 19	4,989	5.7%	5,588	5.6%	5,858	5.6%
20 - 24	4,870	5.6%	4,964	5.0%	5,086	4.9%
25 - 34	12,480	14.4%	13,343	13.4%	14,187	13.7%
35 - 44	12,904	14.8%	14,369	14.4%	15,225	14.7%
45 - 54	13,697	15.8%	13,552	13.6%	13,568	13.1%
55 - 64	10,744	12.4%	13,189	13.2%	12,925	12.4%
65 - 74	6,101	7.0%	9,492	9.5%	10,474	10.1%
75 - 84	3,607	4.2%	4,983	5.0%	6,275	6.0%
85+	1,605	1.8%	2,330	2.3%	2,609	2.5%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	52,249	60.1%	52,419	52.5%	50,884	49.0%
Black Alone	9,170	10.6%	12,688	12.7%	14,133	13.6%
American Indian Alone	284	0.3%	360	0.4%	402	0.4%
Asian Alone	16,845	19.4%	22,333	22.4%	24,621	23.7%
Pacific Islander Alone	44	0.1%	57	0.1%	65	0.1%
Some Other Race Alone	4,873	5.6%	7,065	7.1%	8,284	8.0%
Two or More Races	3,449	4.0%	4,845	4.9%	5,430	5.2%
Hispanic Origin (Any Race)	13,000	15.0%	18,804	18.8%	22,072	21.3%

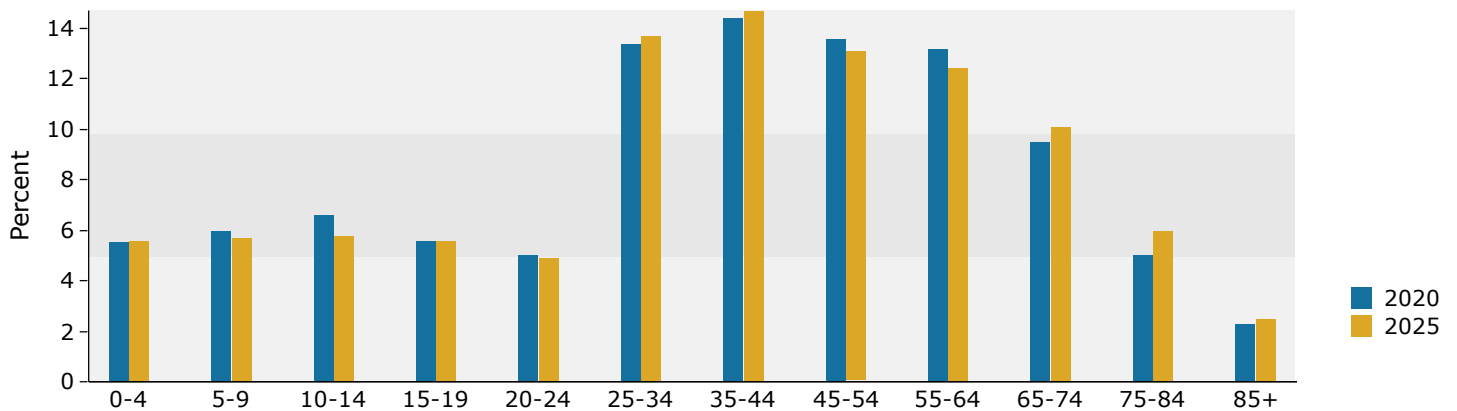
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

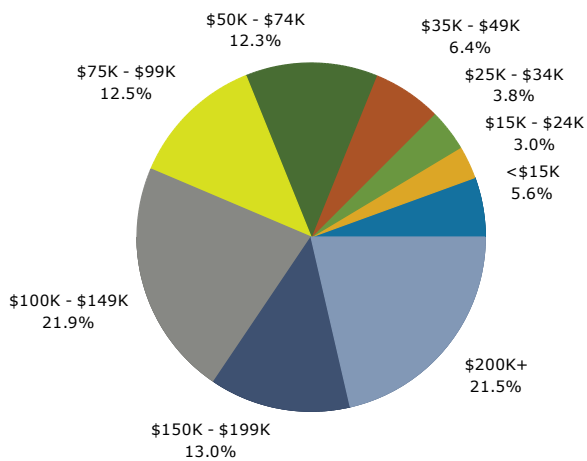
Trends 2020-2025



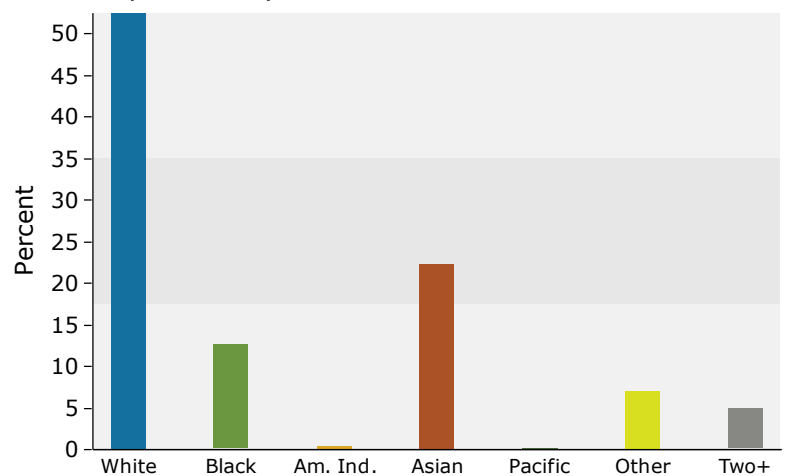
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 18.8%



Demographic and Income Profile

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Summary	Census 2010	2020	2025
Population	291,551	321,027	330,370
Households	108,393	119,651	122,811
Families	73,945	80,144	82,062
Average Household Size	2.66	2.65	2.66
Owner Occupied Housing Units	70,780	72,039	73,636
Renter Occupied Housing Units	37,613	47,612	49,174
Median Age	39.0	40.5	41.1
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.58%	0.51%	0.72%
Households	0.52%	0.48%	0.72%
Families	0.47%	0.42%	0.64%
Owner HHs	0.44%	0.53%	0.72%
Median Household Income	1.09%	1.24%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	7,552	6.3%	7,107	5.8%
\$15,000 - \$24,999	4,840	4.0%	4,486	3.7%
\$25,000 - \$34,999	5,835	4.9%	5,394	4.4%
\$35,000 - \$49,999	8,914	7.5%	8,660	7.1%
\$50,000 - \$74,999	15,291	12.8%	14,693	12.0%
\$75,000 - \$99,999	14,450	12.1%	14,284	11.6%
\$100,000 - \$149,999	23,630	19.7%	24,450	19.9%
\$150,000 - \$199,999	13,824	11.6%	15,208	12.4%
\$200,000+	25,315	21.2%	28,528	23.2%
Median Household Income	\$104,209		\$110,037	
Average Household Income	\$145,993		\$159,050	
Per Capita Income	\$54,418		\$59,125	

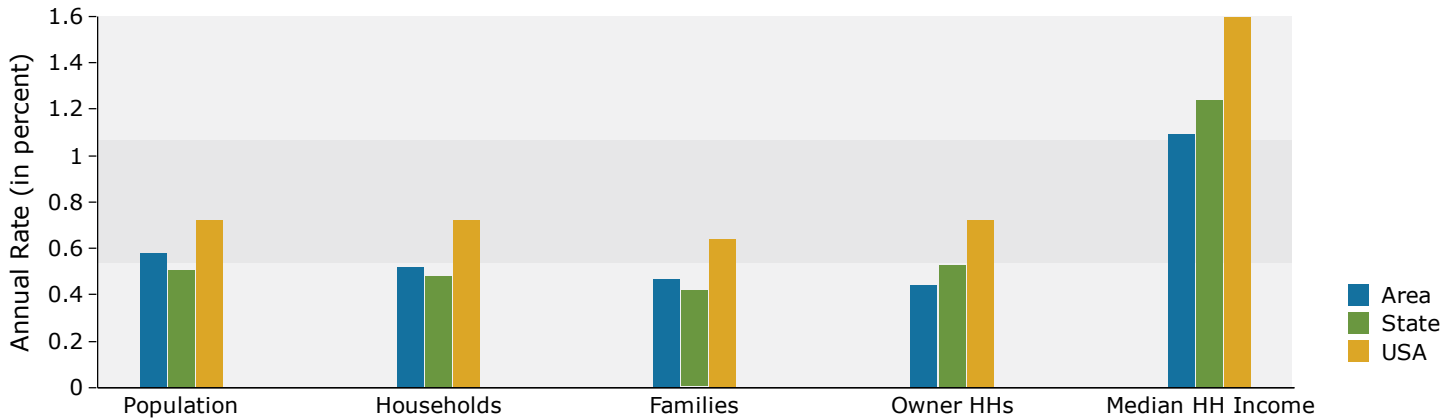
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	18,473	6.3%	17,695	5.5%	18,388	5.6%
5 - 9	18,553	6.4%	19,505	6.1%	19,065	5.8%
10 - 14	18,553	6.4%	21,876	6.8%	19,901	6.0%
15 - 19	17,281	5.9%	18,449	5.7%	19,198	5.8%
20 - 24	16,121	5.5%	16,519	5.1%	16,256	4.9%
25 - 34	40,474	13.9%	41,674	13.0%	43,565	13.2%
35 - 44	41,721	14.3%	44,379	13.8%	46,863	14.2%
45 - 54	45,241	15.5%	42,939	13.4%	42,389	12.8%
55 - 64	34,484	11.8%	41,936	13.1%	40,690	12.3%
65 - 74	19,802	6.8%	30,242	9.4%	34,194	10.4%
75 - 84	13,571	4.7%	16,318	5.1%	20,184	6.1%
85+	7,275	2.5%	9,495	3.0%	9,677	2.9%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	167,516	57.5%	163,886	51.1%	158,736	48.0%
Black Alone	36,662	12.6%	46,284	14.4%	49,927	15.1%
American Indian Alone	1,059	0.4%	1,250	0.4%	1,361	0.4%
Asian Alone	53,009	18.2%	64,921	20.2%	70,083	21.2%
Pacific Islander Alone	161	0.1%	192	0.1%	206	0.1%
Some Other Race Alone	21,711	7.4%	29,490	9.2%	33,585	10.2%
Two or More Races	11,434	3.9%	15,003	4.7%	16,471	5.0%
Hispanic Origin (Any Race)	54,418	18.7%	73,396	22.9%	83,619	25.3%

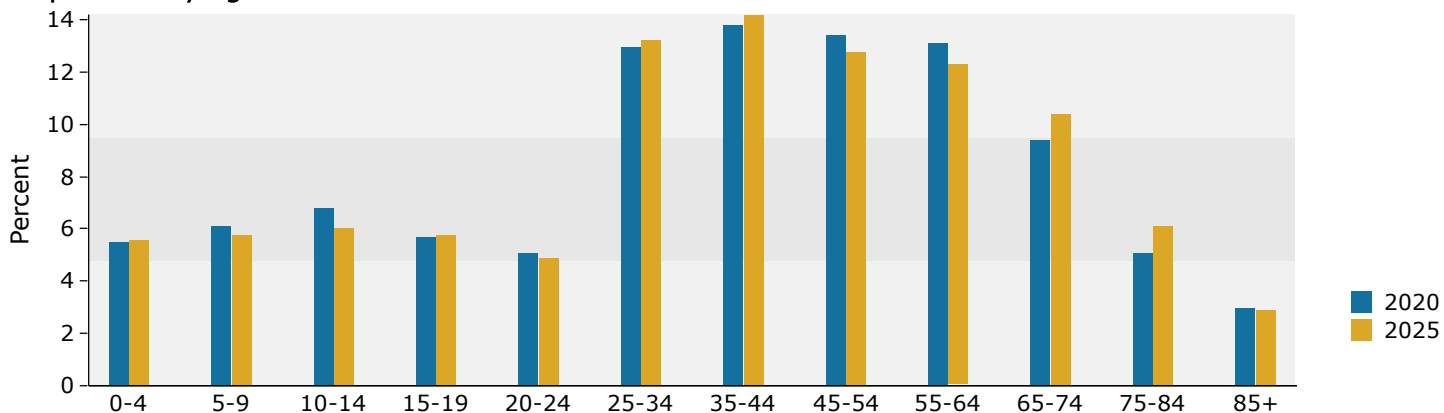
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

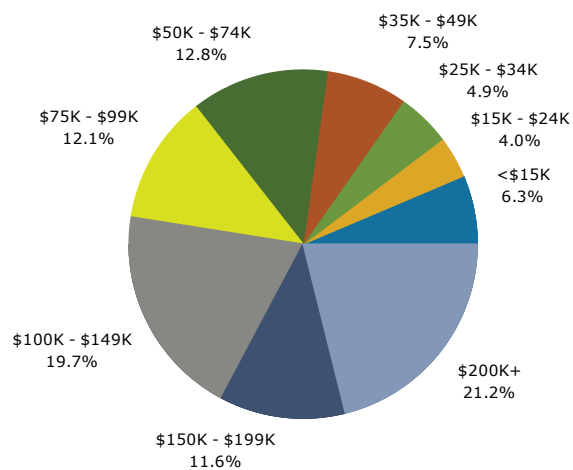
Trends 2020-2025



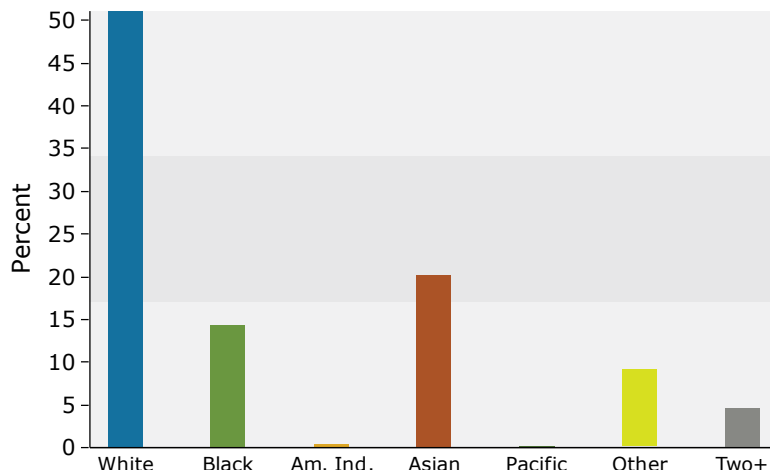
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 22.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.