



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	Census 2020	2022	2027
Population	12,695	12,481	12,423	12,613
Households	4,673	4,687	4,738	4,781
Families	3,258	-	3,352	3,392
Average Household Size	2.66	2.65	2.61	2.63
Owner Occupied Housing Units	2,787	-	2,589	2,731
Renter Occupied Housing Units	1,885	-	2,149	2,051
Median Age	38.3	-	39.6	40.1

Trends: 2022-2027 Annual Rate	Area	State	National
Population	0.30%	0.18%	0.25%
Households	0.18%	0.19%	0.31%
Families	0.24%	0.16%	0.28%
Owner HHs	1.07%	0.47%	0.53%
Median Household Income	2.80%	2.48%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	437	9.2%	332	6.9%
\$15,000 - \$24,999	179	3.8%	143	3.0%
\$25,000 - \$34,999	166	3.5%	124	2.6%
\$35,000 - \$49,999	268	5.7%	169	3.5%
\$50,000 - \$74,999	526	11.1%	432	9.0%
\$75,000 - \$99,999	438	9.3%	503	10.5%
\$100,000 - \$149,999	902	19.1%	947	19.8%
\$150,000 - \$199,999	595	12.6%	704	14.7%
\$200,000+	1,223	25.8%	1,423	29.8%

Median Household Income	\$115,015	\$132,022
Average Household Income	\$159,378	\$183,246
Per Capita Income	\$61,620	\$70,385

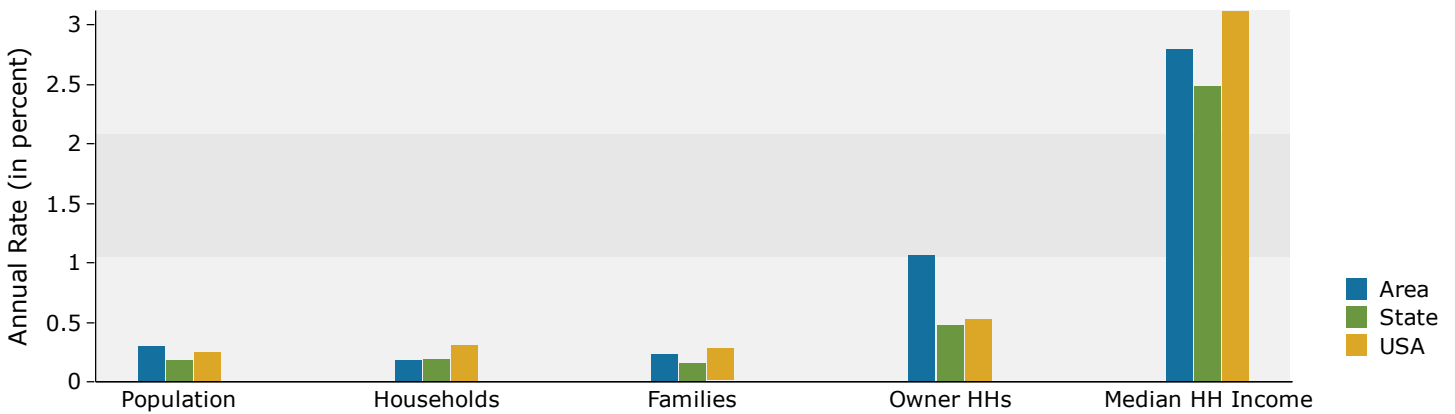
Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	794	6.3%	657	5.3%	681	5.4%
5 - 9	898	7.1%	738	5.9%	716	5.7%
10 - 14	764	6.0%	798	6.4%	719	5.7%
15 - 19	719	5.7%	758	6.1%	676	5.4%
20 - 24	744	5.9%	677	5.4%	740	5.9%
25 - 34	1,779	14.0%	1,720	13.8%	1,813	14.4%
35 - 44	1,989	15.7%	1,795	14.4%	1,848	14.7%
45 - 54	2,040	16.1%	1,663	13.4%	1,606	12.7%
55 - 64	1,548	12.2%	1,609	12.9%	1,552	12.3%
65 - 74	810	6.4%	1,225	9.9%	1,276	10.1%
75 - 84	462	3.6%	592	4.8%	758	6.0%
85+	148	1.2%	193	1.6%	228	1.8%

Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	7,089	55.8%	5,407	43.3%	5,297	42.6%	5,054	40.1%
Black Alone	1,876	14.8%	1,839	14.7%	1,839	14.8%	1,898	15.0%
American Indian Alone	37	0.3%	58	0.5%	62	0.5%	66	0.5%
Asian Alone	2,714	21.4%	2,869	23.0%	2,846	22.9%	2,941	23.3%
Pacific Islander Alone	8	0.1%	10	0.1%	10	0.1%	10	0.1%
Some Other Race Alone	480	3.8%	762	6.1%	811	6.5%	950	7.5%
Two or More Races	491	3.9%	1,537	12.3%	1,559	12.5%	1,693	13.4%
Hispanic Origin (Any Race)	1,587	12.5%	1,776	14.2%	1,813	14.6%	1,921	15.2%

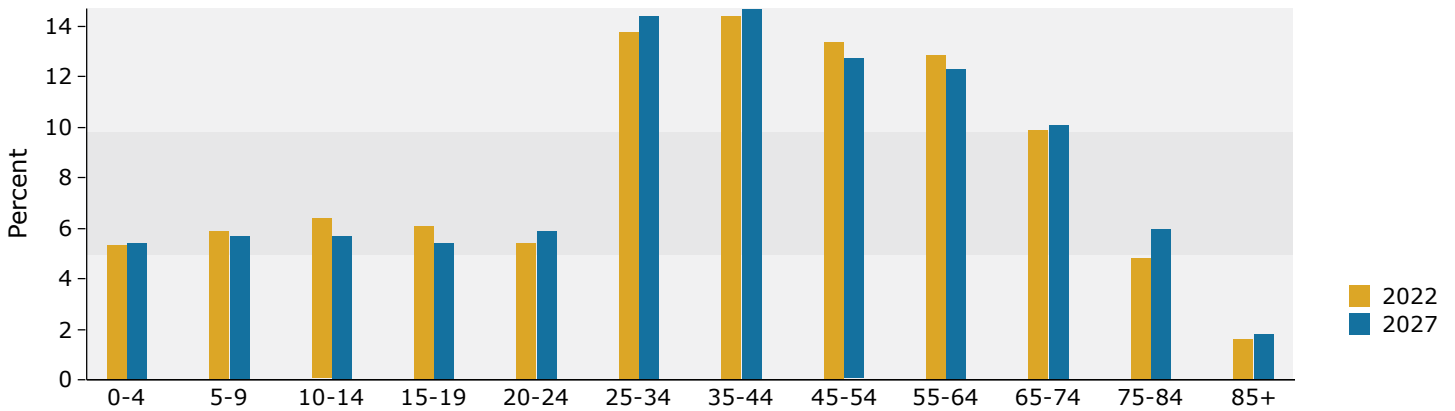
Data Note: Income is expressed in current dollars.

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

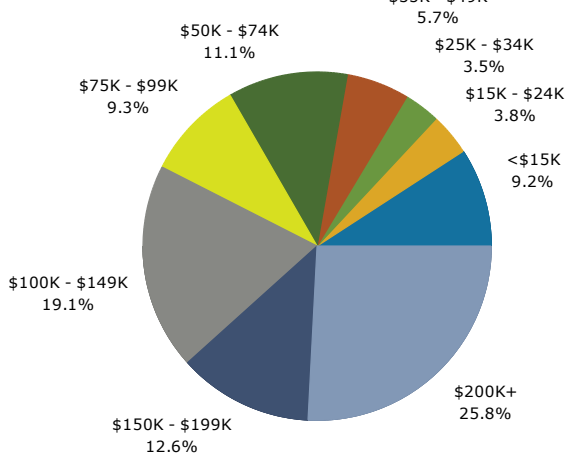
Trends 2022-2027



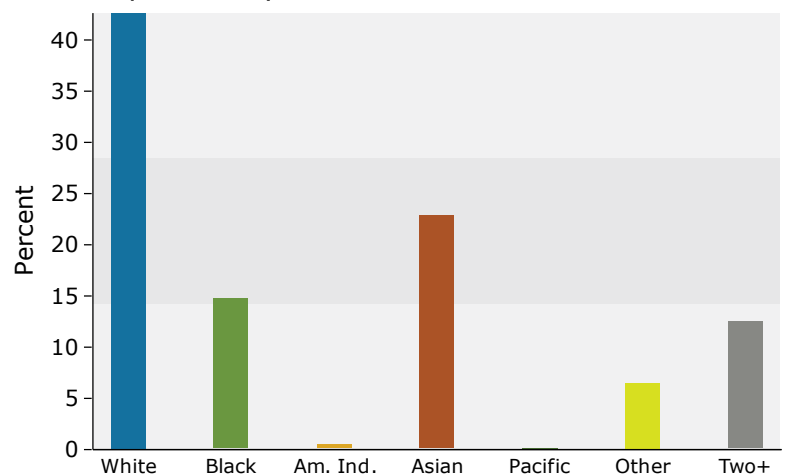
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 14.6%

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



Demographic and Income Profile

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

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Summary	Census 2010	Census 2020	2022	2027
Population	87,316	97,679	100,052	102,115
Households	32,800	38,303	39,117	39,884
Families	22,583	-	25,775	26,309
Average Household Size	2.62	2.52	2.53	2.53
Owner Occupied Housing Units	21,410	-	23,851	24,561
Renter Occupied Housing Units	11,393	-	15,266	15,323
Median Age	38.7	-	40.4	41.0

Trends: 2022-2027 Annual Rate	Area	State	National
Population	0.41%	0.18%	0.25%
Households	0.39%	0.19%	0.31%
Families	0.41%	0.16%	0.28%
Owner HHs	0.59%	0.47%	0.53%
Median Household Income	2.86%	2.48%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	1,825	4.7%	1,409	3.5%
\$15,000 - \$24,999	1,180	3.0%	927	2.3%
\$25,000 - \$34,999	1,645	4.2%	1,239	3.1%
\$35,000 - \$49,999	2,030	5.2%	1,415	3.5%
\$50,000 - \$74,999	4,569	11.7%	3,869	9.7%
\$75,000 - \$99,999	4,455	11.4%	4,386	11.0%
\$100,000 - \$149,999	7,421	19.0%	7,931	19.9%
\$150,000 - \$199,999	5,332	13.6%	6,094	15.3%
\$200,000+	10,651	27.2%	12,605	31.6%
Median Household Income	\$121,055		\$139,364	
Average Household Income	\$171,232		\$195,644	
Per Capita Income	\$66,320		\$75,689	

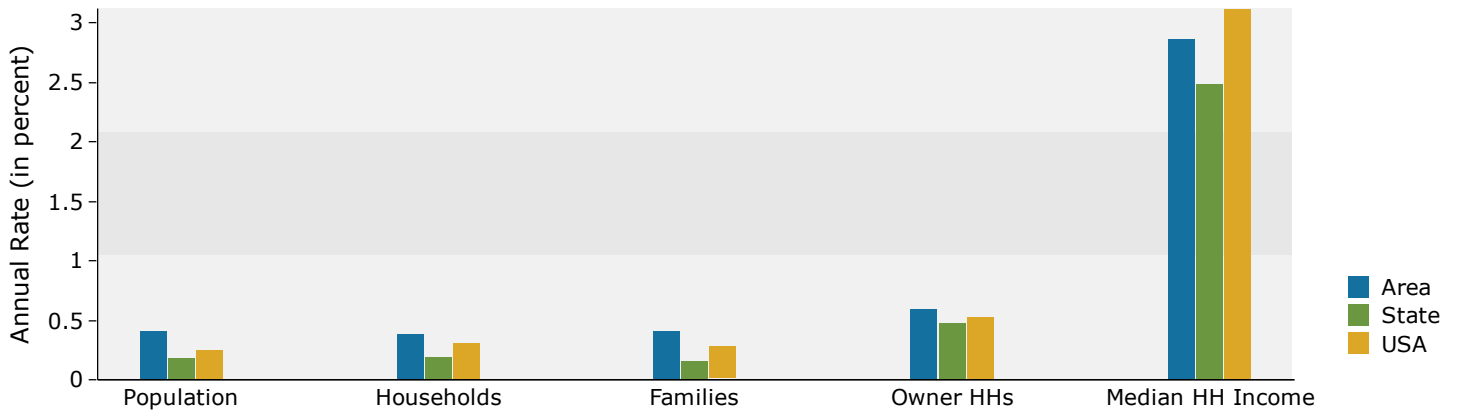
Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,567	6.4%	5,394	5.4%	5,614	5.5%
5 - 9	5,415	6.2%	5,886	5.9%	5,709	5.6%
10 - 14	5,145	5.9%	6,410	6.4%	5,803	5.7%
15 - 19	5,045	5.8%	5,515	5.5%	5,555	5.4%
20 - 24	5,004	5.7%	5,042	5.0%	5,055	5.0%
25 - 34	12,741	14.6%	13,849	13.8%	14,210	13.9%
35 - 44	12,990	14.9%	14,308	14.3%	14,964	14.7%
45 - 54	13,715	15.7%	13,033	13.0%	13,083	12.8%
55 - 64	10,688	12.2%	12,974	13.0%	12,275	12.0%
65 - 74	5,958	6.8%	10,047	10.0%	10,674	10.5%
75 - 84	3,478	4.0%	5,325	5.3%	6,599	6.5%
85+	1,569	1.8%	2,268	2.3%	2,571	2.5%

Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	51,738	59.3%	44,553	45.6%	44,966	44.9%	43,270	42.4%
Black Alone	9,539	10.9%	12,263	12.6%	12,647	12.6%	13,150	12.9%
American Indian Alone	292	0.3%	570	0.6%	594	0.6%	641	0.6%
Asian Alone	16,750	19.2%	19,934	20.4%	20,471	20.5%	21,401	21.0%
Pacific Islander Alone	47	0.1%	71	0.1%	71	0.1%	70	0.1%
Some Other Race Alone	5,427	6.2%	8,982	9.2%	9,498	9.5%	10,807	10.6%
Two or More Races	3,522	4.0%	11,307	11.6%	11,805	11.8%	12,775	12.5%
Hispanic Origin (Any Race)	14,102	16.2%	18,067	18.5%	18,605	18.6%	19,680	19.3%

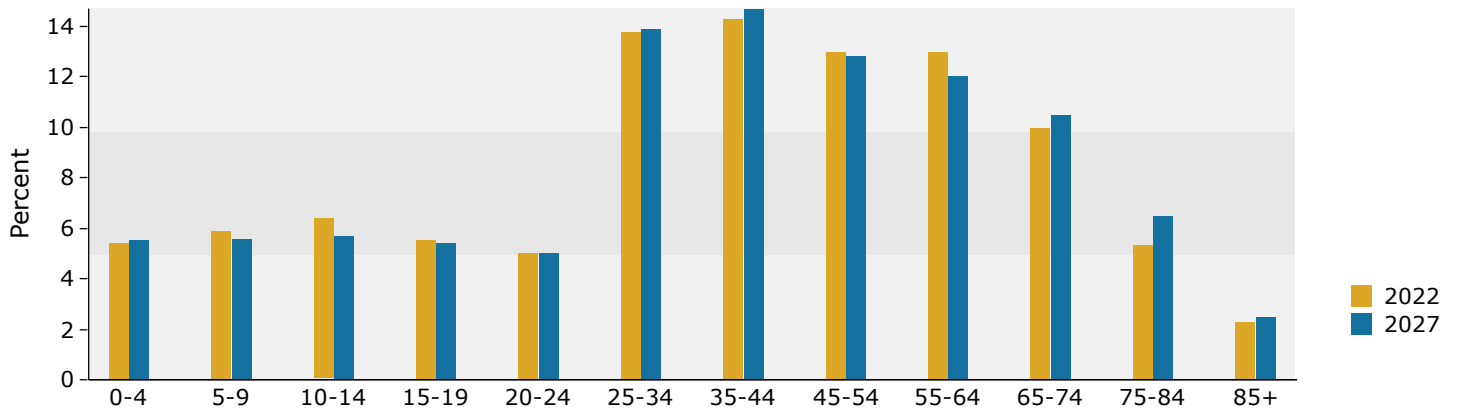
Data Note: Income is expressed in current dollars.

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

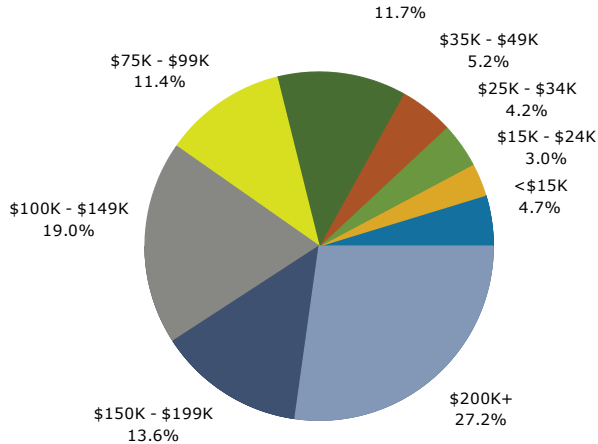
Trends 2022-2027



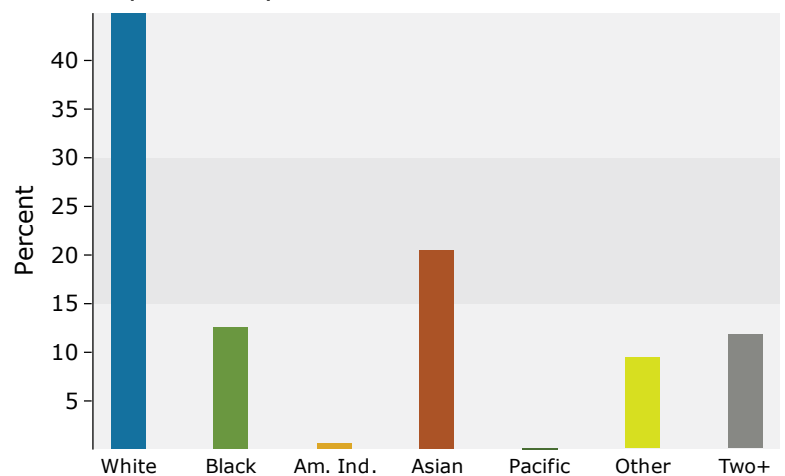
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 18.6%

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



Demographic and Income Profile

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 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.10363
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Summary	Census 2010	Census 2020	2022	2027
Population	286,682	312,370	316,839	320,169
Households	105,643	116,721	118,363	119,546
Families	72,678	-	78,491	79,204
Average Household Size	2.68	2.65	2.65	2.65
Owner Occupied Housing Units	68,770	-	72,679	74,126
Renter Occupied Housing Units	36,873	-	45,685	45,419
Median Age	38.7	-	40.6	41.3

Trends: 2022-2027 Annual Rate	Area	State	National
Population	0.21%	0.18%	0.25%
Households	0.20%	0.19%	0.31%
Families	0.18%	0.16%	0.28%
Owner HHs	0.40%	0.47%	0.53%
Median Household Income	3.19%	2.48%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	6,481	5.5%	5,319	4.5%
\$15,000 - \$24,999	4,712	4.0%	3,783	3.2%
\$25,000 - \$34,999	6,057	5.1%	5,020	4.2%
\$35,000 - \$49,999	6,869	5.8%	5,510	4.6%
\$50,000 - \$74,999	13,792	11.7%	11,866	9.9%
\$75,000 - \$99,999	13,280	11.2%	12,382	10.4%
\$100,000 - \$149,999	20,798	17.6%	20,910	17.5%
\$150,000 - \$199,999	14,207	12.0%	16,040	13.4%
\$200,000+	32,145	27.2%	38,695	32.4%
Median Household Income	\$114,842		\$134,359	
Average Household Income	\$171,270		\$197,501	
Per Capita Income	\$63,898		\$73,651	

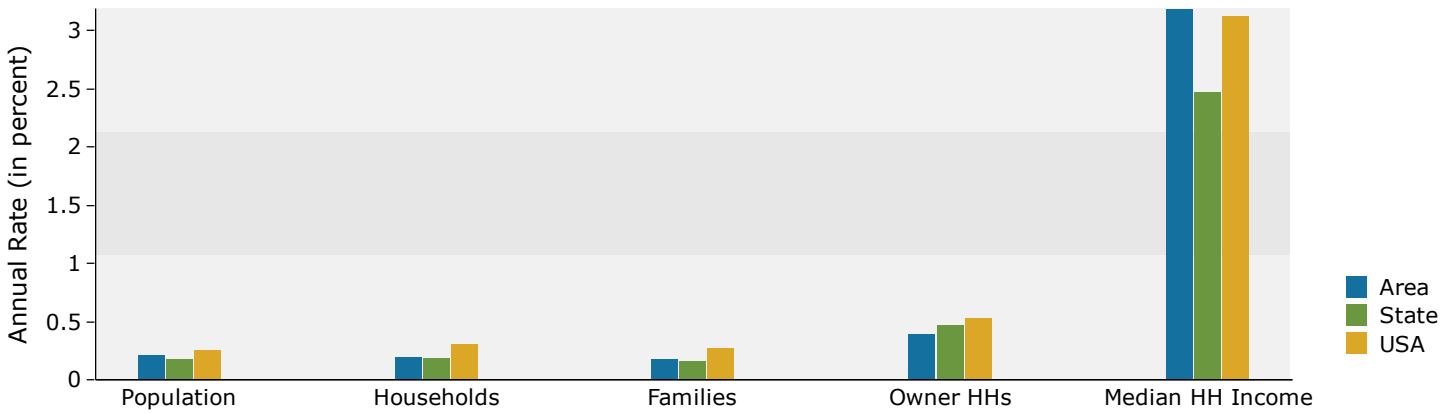
Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	18,319	6.4%	17,193	5.4%	17,597	5.5%
5 - 9	18,378	6.4%	19,155	6.0%	18,386	5.7%
10 - 14	18,402	6.4%	21,267	6.7%	19,104	6.0%
15 - 19	17,155	6.0%	18,039	5.7%	18,100	5.7%
20 - 24	15,989	5.6%	16,087	5.1%	15,888	5.0%
25 - 34	40,142	14.0%	41,403	13.1%	42,058	13.1%
35 - 44	41,365	14.4%	44,439	14.0%	45,836	14.3%
45 - 54	44,774	15.6%	40,883	12.9%	40,707	12.7%
55 - 64	33,897	11.8%	41,002	12.9%	38,331	12.0%
65 - 74	19,042	6.6%	31,439	9.9%	33,902	10.6%
75 - 84	12,465	4.3%	17,445	5.5%	21,146	6.6%
85+	6,752	2.4%	8,488	2.7%	9,114	2.8%

Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	163,390	57.0%	131,317	42.0%	131,106	41.4%	124,999	39.0%
Black Alone	36,241	12.6%	41,525	13.3%	42,130	13.3%	42,849	13.4%
American Indian Alone	1,056	0.4%	2,213	0.7%	2,293	0.7%	2,421	0.8%
Asian Alone	52,798	18.4%	62,102	19.9%	63,200	19.9%	65,150	20.3%
Pacific Islander Alone	161	0.1%	191	0.1%	192	0.1%	188	0.1%
Some Other Race Alone	21,691	7.6%	39,440	12.6%	41,190	13.0%	45,594	14.2%
Two or More Races	11,344	4.0%	35,581	11.4%	36,729	11.6%	38,968	12.2%
Hispanic Origin (Any Race)	54,161	18.9%	70,340	22.5%	71,764	22.6%	74,749	23.3%

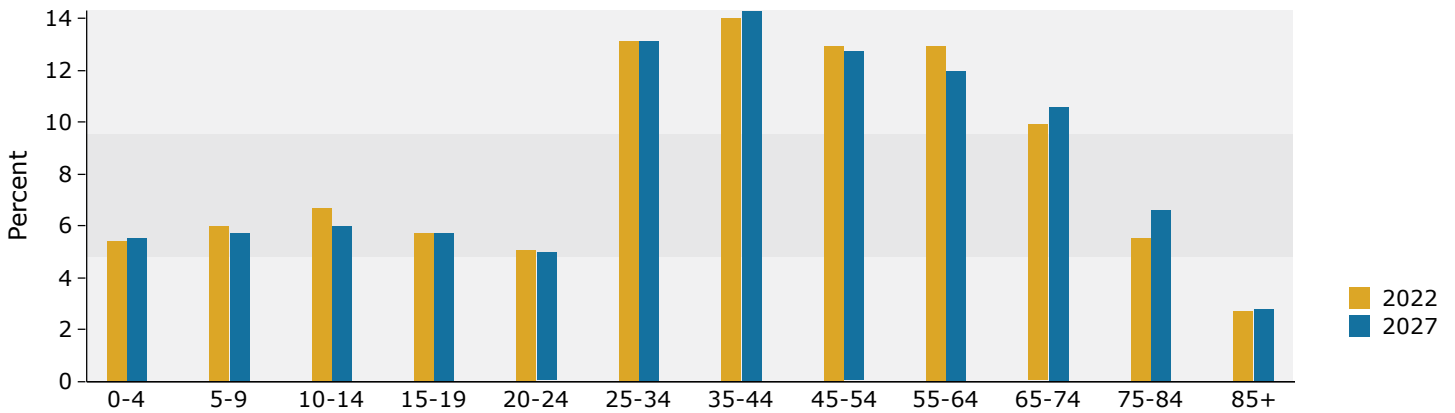
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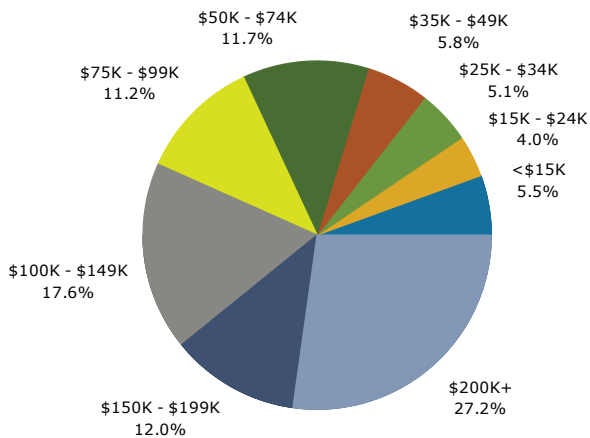
Trends 2022-2027



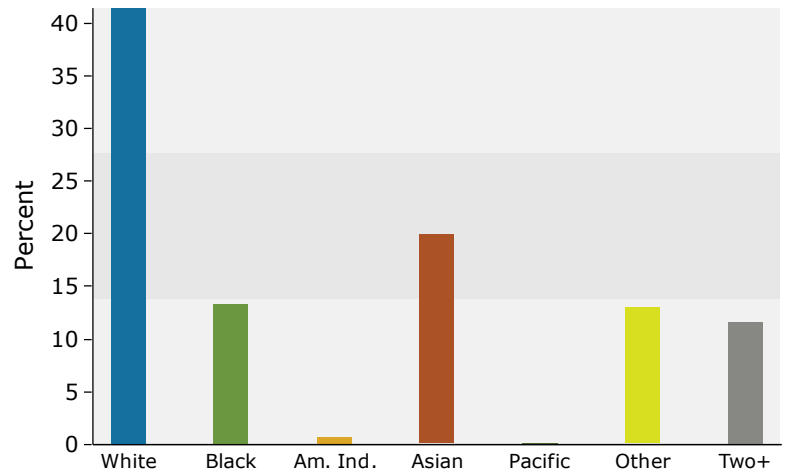
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 22.6%