



Community Profile

10076 Darnestown Rd, Rockville, Maryland, 20850
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.09692
Longitude: -77.20706

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,930	84,082	210,293
2010 Total Population	13,597	103,467	235,393
2019 Total Population	15,640	115,820	259,012
2019 Group Quarters	177	950	2,511
2024 Total Population	18,470	123,882	272,321
2019-2024 Annual Rate	3.38%	1.35%	1.01%
2019 Total Daytime Population	20,419	121,587	280,501
Workers	13,531	68,747	160,842
Residents	6,888	52,840	119,659
Household Summary			
2000 Households	3,236	29,129	73,831
2000 Average Household Size	2.95	2.84	2.81
2010 Households	5,136	37,802	84,485
2010 Average Household Size	2.60	2.71	2.76
2019 Households	6,002	42,521	92,855
2019 Average Household Size	2.58	2.70	2.76
2024 Households	7,293	45,765	97,700
2024 Average Household Size	2.51	2.69	2.76
2019-2024 Annual Rate	3.97%	1.48%	1.02%
2010 Families	3,605	27,438	60,972
2010 Average Family Size	3.14	3.17	3.21
2019 Families	4,044	30,182	65,990
2019 Average Family Size	3.17	3.19	3.24
2024 Families	4,660	31,988	68,876
2024 Average Family Size	3.15	3.20	3.25
2019-2024 Annual Rate	2.88%	1.17%	0.86%
Housing Unit Summary			
2000 Housing Units	3,299	30,400	76,348
Owner Occupied Housing Units	76.0%	69.4%	66.9%
Renter Occupied Housing Units	22.1%	26.4%	29.8%
Vacant Housing Units	1.9%	4.2%	3.3%
2010 Housing Units	5,294	39,509	88,320
Owner Occupied Housing Units	59.4%	65.3%	64.5%
Renter Occupied Housing Units	37.6%	30.3%	31.1%
Vacant Housing Units	3.0%	4.3%	4.3%
2019 Housing Units	6,141	44,063	96,044
Owner Occupied Housing Units	54.9%	61.0%	61.0%
Renter Occupied Housing Units	42.9%	35.5%	35.6%
Vacant Housing Units	2.3%	3.5%	3.3%
2024 Housing Units	7,354	47,161	100,622
Owner Occupied Housing Units	62.0%	62.6%	62.1%
Renter Occupied Housing Units	37.2%	34.4%	35.0%
Vacant Housing Units	0.8%	3.0%	2.9%
Median Household Income			
2019	\$121,983	\$121,126	\$109,506
2024	\$132,023	\$132,279	\$118,391
Median Home Value			
2019	\$680,951	\$613,844	\$554,543
2024	\$661,404	\$632,830	\$581,853
Per Capita Income			
2019	\$61,323	\$59,724	\$55,251
2024	\$67,384	\$65,445	\$60,359
Median Age			
2010	37.8	38.8	38.5
2019	39.2	40.3	39.8
2024	39.3	40.8	40.4

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	6,002	42,521	92,855
<\$15,000	5.1%	4.2%	4.9%
\$15,000 - \$24,999	2.8%	2.8%	3.6%
\$25,000 - \$34,999	4.6%	3.9%	4.9%
\$35,000 - \$49,999	5.2%	6.0%	7.1%
\$50,000 - \$74,999	10.5%	12.1%	13.0%
\$75,000 - \$99,999	10.2%	10.8%	11.5%
\$100,000 - \$149,999	21.1%	19.6%	19.2%
\$150,000 - \$199,999	11.3%	14.6%	12.9%
\$200,000+	29.0%	26.1%	23.0%
Average Household Income	\$160,348	\$162,026	\$153,705
2024 Households by Income			
Household Income Base	7,293	45,765	97,700
<\$15,000	4.4%	3.6%	4.2%
\$15,000 - \$24,999	2.5%	2.4%	3.1%
\$25,000 - \$34,999	4.1%	3.5%	4.5%
\$35,000 - \$49,999	4.7%	5.4%	6.4%
\$50,000 - \$74,999	9.9%	10.9%	11.8%
\$75,000 - \$99,999	10.1%	10.2%	11.0%
\$100,000 - \$149,999	19.9%	19.2%	19.4%
\$150,000 - \$199,999	12.7%	15.8%	14.3%
\$200,000+	31.9%	29.0%	25.4%
Average Household Income	\$170,585	\$176,456	\$167,801
2019 Owner Occupied Housing Units by Value			
Total	3,369	26,891	58,620
<\$50,000	0.1%	0.7%	0.8%
\$50,000 - \$99,999	0.2%	0.4%	0.9%
\$100,000 - \$149,999	0.7%	0.5%	1.7%
\$150,000 - \$199,999	0.4%	1.1%	1.9%
\$200,000 - \$249,999	0.8%	2.0%	3.2%
\$250,000 - \$299,999	4.9%	4.2%	6.1%
\$300,000 - \$399,999	7.0%	12.8%	16.1%
\$400,000 - \$499,999	8.1%	11.0%	12.9%
\$500,000 - \$749,999	38.5%	38.2%	29.5%
\$750,000 - \$999,999	21.3%	20.6%	17.0%
\$1,000,000 - \$1,499,999	16.2%	6.9%	7.4%
\$1,500,000 - \$1,999,999	0.6%	0.8%	1.4%
\$2,000,000 +	1.3%	0.9%	1.2%
Average Home Value	\$746,349	\$652,670	\$620,496
2024 Owner Occupied Housing Units by Value			
Total	4,559	29,525	62,485
<\$50,000	0.0%	0.3%	0.4%
\$50,000 - \$99,999	0.0%	0.2%	0.6%
\$100,000 - \$149,999	0.2%	0.2%	0.9%
\$150,000 - \$199,999	0.2%	0.6%	1.3%
\$200,000 - \$249,999	0.5%	1.3%	2.4%
\$250,000 - \$299,999	4.6%	3.5%	5.2%
\$300,000 - \$399,999	5.7%	11.5%	15.4%
\$400,000 - \$499,999	7.6%	10.5%	13.3%
\$500,000 - \$749,999	48.3%	41.4%	31.9%
\$750,000 - \$999,999	19.4%	21.5%	17.3%
\$1,000,000 - \$1,499,999	12.0%	7.3%	8.6%
\$1,500,000 - \$1,999,999	0.4%	0.9%	1.4%
\$2,000,000 +	1.0%	0.9%	1.2%
Average Home Value	\$720,740	\$675,053	\$648,184

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	13,596	103,466	235,394
0 - 4	5.6%	6.3%	6.4%
5 - 9	7.0%	7.1%	6.8%
10 - 14	7.8%	7.2%	6.8%
15 - 24	11.8%	11.0%	11.6%
25 - 34	13.5%	12.8%	13.4%
35 - 44	15.8%	15.6%	14.6%
45 - 54	18.0%	16.9%	16.4%
55 - 64	11.5%	12.4%	12.3%
65 - 74	5.0%	6.3%	6.4%
75 - 84	2.4%	3.0%	3.4%
85 +	1.4%	1.4%	1.7%
18 +	74.2%	75.0%	75.5%
2019 Population by Age			
Total	15,638	115,820	259,012
0 - 4	5.2%	5.5%	5.7%
5 - 9	5.8%	6.5%	6.4%
10 - 14	7.5%	7.4%	7.1%
15 - 24	12.5%	11.1%	11.2%
25 - 34	13.0%	12.0%	12.9%
35 - 44	14.3%	14.1%	13.6%
45 - 54	15.9%	15.0%	14.0%
55 - 64	13.3%	13.6%	13.6%
65 - 74	7.9%	9.2%	9.3%
75 - 84	3.3%	4.0%	4.3%
85 +	1.4%	1.7%	2.0%
18 +	77.0%	76.4%	76.8%
2024 Population by Age			
Total	18,469	123,883	272,320
0 - 4	5.5%	5.7%	5.8%
5 - 9	5.3%	6.1%	6.0%
10 - 14	5.8%	6.5%	6.3%
15 - 24	12.1%	10.9%	10.8%
25 - 34	14.9%	12.6%	13.3%
35 - 44	14.6%	14.3%	14.1%
45 - 54	14.2%	13.8%	13.0%
55 - 64	13.1%	13.2%	12.9%
65 - 74	8.9%	10.0%	10.2%
75 - 84	4.3%	5.1%	5.3%
85 +	1.4%	1.9%	2.1%
18 +	79.2%	77.8%	77.9%
2010 Population by Sex			
Males	6,430	49,780	114,283
Females	7,167	53,687	121,110
2019 Population by Sex			
Males	7,417	55,647	125,762
Females	8,222	60,174	133,250
2024 Population by Sex			
Males	8,752	59,441	132,201
Females	9,717	64,441	140,120

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

September 12, 2019



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2010 Population by Race/Ethnicity			
Total	13,596	103,468	235,393
White Alone	52.3%	59.0%	57.5%
Black Alone	8.0%	9.2%	11.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	34.7%	23.8%	20.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	4.1%	6.5%
Two or More Races	3.4%	3.6%	4.0%
Hispanic Origin	6.0%	11.6%	16.4%
Diversity Index	64.5	67.1	72.1
2019 Population by Race/Ethnicity			
Total	15,640	115,819	259,011
White Alone	44.8%	52.1%	50.8%
Black Alone	10.2%	11.1%	13.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	38.7%	27.0%	22.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	5.1%	8.1%
Two or More Races	4.2%	4.4%	4.7%
Hispanic Origin	8.3%	14.6%	20.3%
Diversity Index	69.4	73.2	77.9
2024 Population by Race/Ethnicity			
Total	18,469	123,882	272,321
White Alone	41.2%	48.4%	47.4%
Black Alone	12.1%	12.2%	14.6%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	39.0%	28.6%	23.6%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	2.6%	5.7%	9.0%
Two or More Races	4.8%	4.9%	5.1%
Hispanic Origin	10.2%	16.5%	22.6%
Diversity Index	72.5	76.1	80.4
2010 Population by Relationship and Household Type			
Total	13,597	103,467	235,393
In Households	98.2%	99.1%	99.0%
In Family Households	84.3%	86.2%	86.0%
Householder	26.2%	26.6%	26.0%
Spouse	21.8%	21.8%	20.7%
Child	31.2%	31.3%	31.1%
Other relative	4.1%	4.4%	5.3%
Nonrelative	1.1%	2.1%	2.8%
In Nonfamily Households	13.9%	12.9%	13.0%
In Group Quarters	1.8%	0.9%	1.0%
Institutionalized Population	1.4%	0.7%	0.7%
Noninstitutionalized Population	0.4%	0.2%	0.3%

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	10,795	80,411	180,318
Less than 9th Grade	1.4%	3.1%	5.0%
9th - 12th Grade, No Diploma	2.0%	2.9%	3.7%
High School Graduate	8.0%	8.1%	10.7%
GED/Alternative Credential	0.3%	1.0%	1.3%
Some College, No Degree	11.3%	11.0%	12.1%
Associate Degree	4.9%	4.8%	5.4%
Bachelor's Degree	31.2%	29.6%	27.8%
Graduate/Professional Degree	41.0%	39.6%	34.0%
2019 Population 15+ by Marital Status			
Total	12,754	93,255	209,363
Never Married	27.2%	28.1%	30.8%
Married	60.2%	59.5%	56.8%
Widowed	4.3%	3.9%	4.4%
Divorced	8.3%	8.5%	8.1%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.9%	96.0%	96.0%
Civilian Unemployed (Unemployment Rate)	3.1%	4.0%	4.0%
2019 Employed Population 16+ by Industry			
Total	8,955	64,057	141,766
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	2.0%	4.4%	5.5%
Manufacturing	3.9%	3.5%	3.3%
Wholesale Trade	1.7%	1.5%	1.5%
Retail Trade	5.6%	5.8%	6.8%
Transportation/Utilities	2.7%	2.7%	3.1%
Information	2.2%	2.3%	2.4%
Finance/Insurance/Real Estate	8.3%	7.3%	6.7%
Services	62.4%	60.3%	59.1%
Public Administration	10.8%	12.1%	11.3%
2019 Employed Population 16+ by Occupation			
Total	8,955	64,057	141,766
White Collar	86.5%	81.1%	75.8%
Management/Business/Financial	27.0%	24.3%	22.0%
Professional	45.1%	39.7%	35.8%
Sales	7.6%	7.9%	8.2%
Administrative Support	6.9%	9.2%	9.8%
Services	9.8%	11.5%	14.9%
Blue Collar	3.7%	7.4%	9.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	0.8%	2.4%	3.4%
Installation/Maintenance/Repair	0.9%	1.1%	1.4%
Production	0.5%	1.4%	1.4%
Transportation/Material Moving	1.4%	2.4%	2.9%
2010 Population By Urban/ Rural Status			
Total Population	13,597	103,467	235,393
Population Inside Urbanized Area	100.0%	100.0%	99.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.7%

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	5,136	37,802	84,485
Households with 1 Person	23.9%	21.7%	22.0%
Households with 2+ People	76.1%	78.3%	78.0%
Family Households	70.2%	72.6%	72.2%
Husband-wife Families	58.3%	59.6%	57.7%
With Related Children	32.1%	30.6%	28.9%
Other Family (No Spouse Present)	11.9%	13.0%	14.5%
Other Family with Male Householder	2.6%	3.3%	3.8%
With Related Children	1.4%	1.7%	2.0%
Other Family with Female Householder	9.2%	9.7%	10.7%
With Related Children	5.6%	5.8%	6.5%
Nonfamily Households	6.0%	5.7%	5.8%
All Households with Children	39.3%	38.5%	37.7%
Multigenerational Households	3.8%	3.7%	4.3%
Unmarried Partner Households	4.1%	4.0%	4.3%
Male-female	3.7%	3.4%	3.7%
Same-sex	0.4%	0.6%	0.6%
2010 Households by Size			
Total	5,134	37,801	84,486
1 Person Household	23.9%	21.7%	22.0%
2 Person Household	29.8%	31.3%	30.9%
3 Person Household	18.8%	18.8%	18.2%
4 Person Household	18.5%	17.5%	16.6%
5 Person Household	6.3%	6.9%	7.3%
6 Person Household	1.9%	2.3%	2.9%
7 + Person Household	0.7%	1.4%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	5,136	37,802	84,485
Owner Occupied	61.2%	68.3%	67.4%
Owned with a Mortgage/Loan	54.0%	57.9%	56.0%
Owned Free and Clear	7.2%	10.4%	11.4%
Renter Occupied	38.8%	31.7%	32.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,294	39,509	88,320
Housing Units Inside Urbanized Area	100.0%	100.0%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.7%

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.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals
2.	Professional Pride (1B)	Professional Pride (1B)	Top Tier (1A)
3.	Pacific Heights (2C)	Top Tier (1A)	Professional Pride (1B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$23,754,497	\$167,884,286	\$347,019,266
Average Spent	\$3,957.76	\$3,948.27	\$3,737.22
Spending Potential Index	185	184	174
Education: Total \$	\$18,748,961	\$137,370,452	\$286,165,560
Average Spent	\$3,123.79	\$3,230.65	\$3,081.85
Spending Potential Index	196	203	193
Entertainment/Recreation: Total \$	\$34,445,772	\$248,160,695	\$514,395,154
Average Spent	\$5,739.05	\$5,836.19	\$5,539.77
Spending Potential Index	176	179	169
Food at Home: Total \$	\$53,826,311	\$382,500,692	\$796,866,294
Average Spent	\$8,968.06	\$8,995.57	\$8,581.84
Spending Potential Index	173	174	166
Food Away from Home: Total \$	\$40,810,005	\$287,147,676	\$591,718,135
Average Spent	\$6,799.40	\$6,753.08	\$6,372.50
Spending Potential Index	185	184	173
Health Care: Total \$	\$57,932,111	\$421,673,641	\$877,347,093
Average Spent	\$9,652.13	\$9,916.83	\$9,448.57
Spending Potential Index	163	167	159
HH Furnishings & Equipment: Total \$	\$22,721,427	\$163,220,277	\$336,288,635
Average Spent	\$3,785.64	\$3,838.58	\$3,621.65
Spending Potential Index	178	180	170
Personal Care Products & Services: Total \$	\$9,736,316	\$69,209,298	\$142,132,904
Average Spent	\$1,622.18	\$1,627.65	\$1,530.70
Spending Potential Index	183	184	173
Shelter: Total \$	\$207,458,530	\$1,473,914,907	\$3,085,570,651
Average Spent	\$34,564.90	\$34,663.22	\$33,229.99
Spending Potential Index	187	187	180
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$24,714,260	\$184,457,736	\$384,202,106
Average Spent	\$4,117.67	\$4,338.04	\$4,137.66
Spending Potential Index	166	175	167
Travel: Total \$	\$25,587,799	\$183,895,899	\$380,654,470
Average Spent	\$4,263.21	\$4,324.83	\$4,099.45
Spending Potential Index	190	193	183
Vehicle Maintenance & Repairs: Total \$	\$11,394,689	\$83,359,074	\$173,188,189
Average Spent	\$1,898.48	\$1,960.42	\$1,865.15
Spending Potential Index	166	171	163

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.