

# 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	2024	2029
Population	12,276	12,079	11,996	12,223
Households	4,486	4,493	4,521	4,569
Families	3,106	3,071	3,021	3,056
Average Household Size	2.68	2.68	2.64	2.67
Owner Occupied Housing Units	2,640	2,457	2,613	2,758
Renter Occupied Housing Units	1,845	2,036	1,908	1,812
Median Age	38.2	39.5	40.2	41.3

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.38%	0.21%	0.38%
Households	0.21%	0.45%	0.64%
Families	0.23%	0.35%	0.56%
Owner HHs	1.09%	0.94%	0.97%
Median Household Income	2.63%	1.95%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	370	8.2%	332	7.3%
\$15,000 - \$24,999	274	6.1%	218	4.8%
\$25,000 - \$34,999	132	2.9%	112	2.5%
\$35,000 - \$49,999	289	6.4%	238	5.2%
\$50,000 - \$74,999	314	7.0%	275	6.0%
\$75,000 - \$99,999	414	9.2%	404	8.8%
\$100,000 - \$149,999	956	21.2%	896	19.6%
\$150,000 - \$199,999	632	14.0%	652	14.3%
\$200,000+	1,137	25.2%	1,439	31.5%

Median Household Income	\$119,244	\$135,742
Average Household Income	\$159,915	\$187,220
Per Capita Income	\$61,885	\$71,865

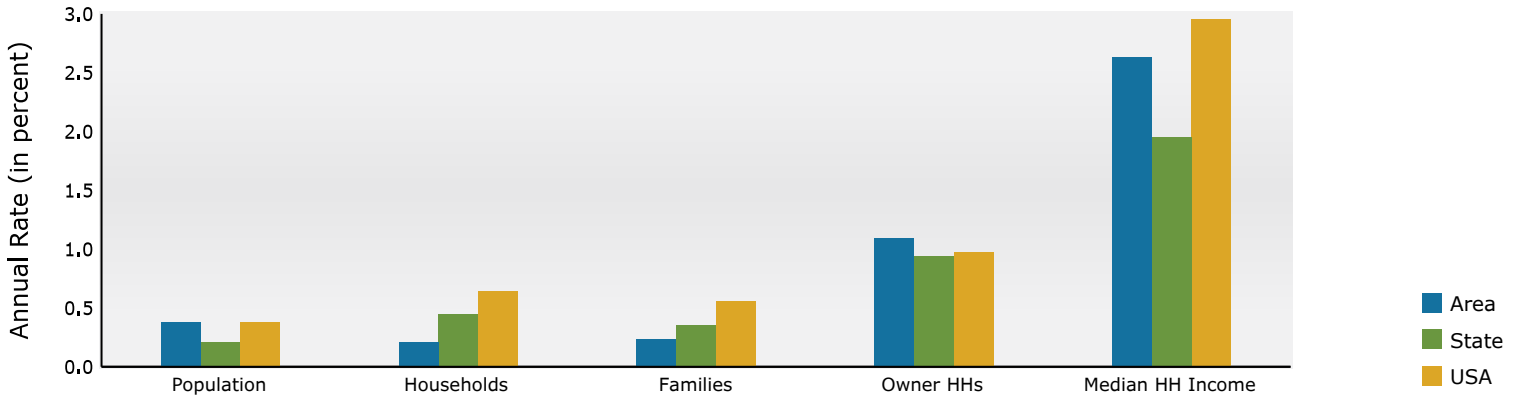
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	771	6.3%	585	4.8%	578	4.8%	578	4.7%
5 - 9	872	7.1%	748	6.2%	635	5.3%	600	4.9%
10 - 14	736	6.0%	887	7.3%	735	6.1%	667	5.5%
15 - 19	689	5.6%	806	6.7%	768	6.4%	715	5.8%
20 - 24	722	5.9%	727	6.0%	796	6.6%	768	6.3%
25 - 34	1,745	14.2%	1,504	12.5%	1,661	13.8%	1,737	14.2%
35 - 44	1,932	15.7%	1,770	14.7%	1,655	13.8%	1,653	13.5%
45 - 54	1,965	16.0%	1,634	13.5%	1,640	13.7%	1,636	13.4%
55 - 64	1,485	12.1%	1,497	12.4%	1,477	12.3%	1,484	12.1%
65 - 74	777	6.3%	1,087	9.0%	1,126	9.4%	1,256	10.3%
75 - 84	442	3.6%	583	4.8%	655	5.5%	807	6.6%
85+	142	1.2%	250	2.1%	270	2.3%	323	2.6%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	6,802	55.4%	5,197	43.0%	4,898	40.8%	4,655	38.1%
Black Alone	1,841	15.0%	1,805	14.9%	1,847	15.4%	1,893	15.5%
American Indian Alone	36	0.3%	57	0.5%	63	0.5%	66	0.5%
Asian Alone	2,644	21.5%	2,790	23.1%	2,867	23.9%	3,114	25.5%
Pacific Islander Alone	8	0.1%	9	0.1%	6	0.1%	6	0.0%
Some Other Race Alone	471	3.8%	740	6.1%	789	6.6%	862	7.1%
Two or More Races	474	3.9%	1,481	12.3%	1,527	12.7%	1,626	13.3%
Hispanic Origin (Any Race)	1,545	12.6%	1,723	14.3%	1,818	15.2%	1,969	16.1%

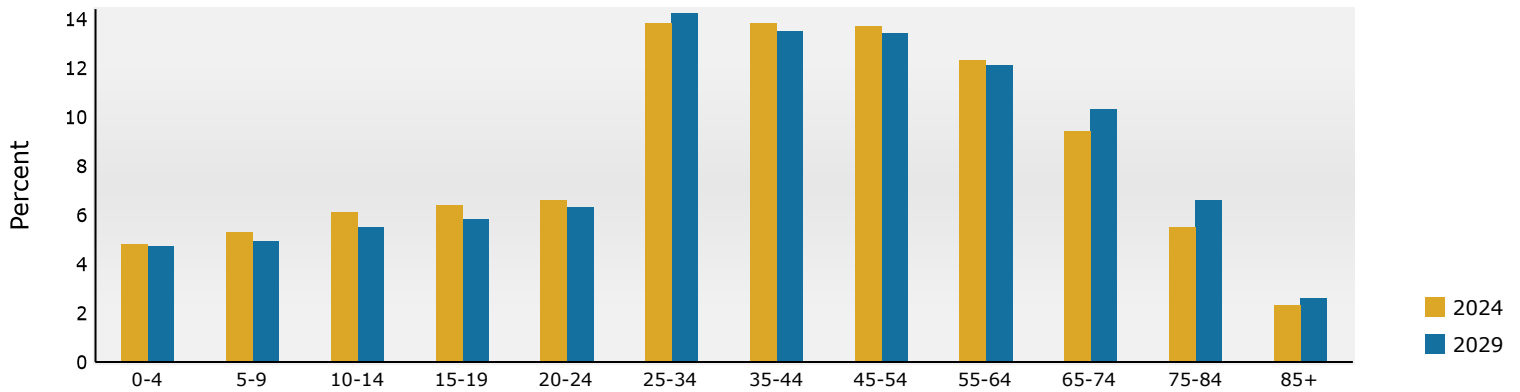
**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

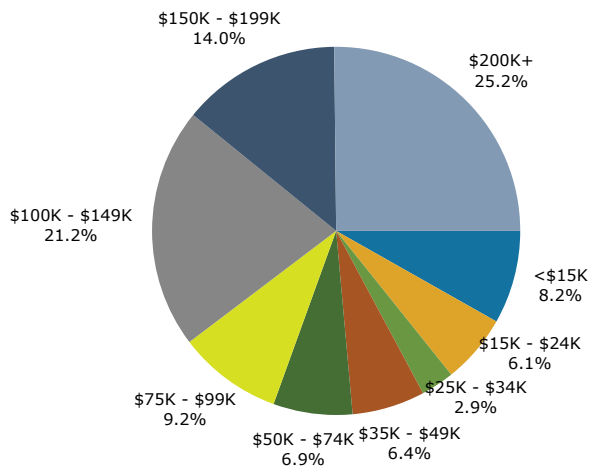
## Trends 2024-2029



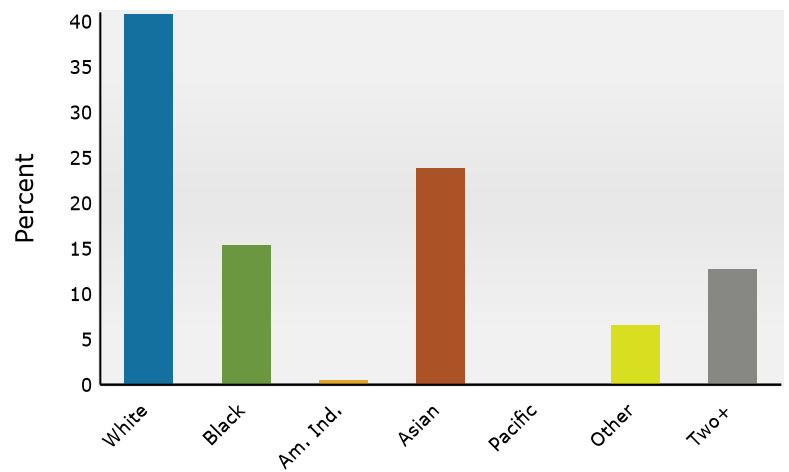
## Population by Age



## 2024 Household Income



## 2024 Population by Race



2024 Percent Hispanic Origin: 15.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

# Demographic and Income Profile

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

Prepared by Esri  
Latitude: 39.10363  
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Summary	Census 2010	Census 2020	2024	2029
Population	88,975	99,540	103,252	104,378
Households	33,344	38,926	40,310	40,549
Families	22,957	25,596	25,769	25,955
Average Household Size	2.62	2.52	2.53	2.54
Owner Occupied Housing Units	21,566	21,727	23,279	24,030
Renter Occupied Housing Units	11,778	17,199	17,031	16,519
Median Age	38.4	39.2	39.8	41.1

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.22%	0.21%	0.38%
Households	0.12%	0.45%	0.64%
Families	0.14%	0.35%	0.56%
Owner HHs	0.64%	0.94%	0.97%
Median Household Income	2.47%	1.95%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	1,841	4.6%	1,601	3.9%
\$15,000 - \$24,999	1,436	3.6%	1,113	2.7%
\$25,000 - \$34,999	1,372	3.4%	1,106	2.7%
\$35,000 - \$49,999	2,245	5.6%	1,784	4.4%
\$50,000 - \$74,999	3,746	9.3%	3,135	7.7%
\$75,000 - \$99,999	4,552	11.3%	4,420	10.9%
\$100,000 - \$149,999	8,160	20.2%	8,079	19.9%
\$150,000 - \$199,999	5,877	14.6%	6,466	15.9%
\$200,000+	11,071	27.5%	12,836	31.7%
Median Household Income	\$125,475		\$141,725	
Average Household Income	\$175,720		\$198,484	
Per Capita Income	\$68,072		\$76,500	

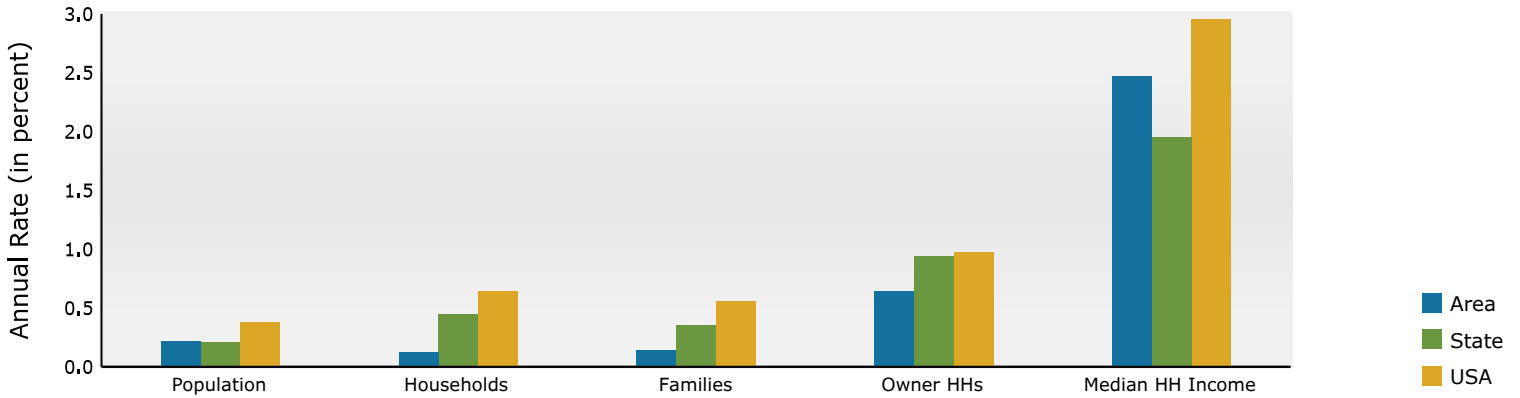
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,771	6.5%	5,398	5.4%	5,493	5.3%	5,314	5.1%
5 - 9	5,494	6.2%	5,598	5.6%	5,694	5.5%	5,345	5.1%
10 - 14	5,172	5.8%	5,754	5.8%	5,486	5.3%	5,743	5.5%
15 - 19	5,068	5.7%	5,723	5.7%	5,373	5.2%	5,321	5.1%
20 - 24	5,128	5.8%	5,694	5.7%	6,222	6.0%	5,645	5.4%
25 - 34	13,297	14.9%	15,144	15.2%	15,764	15.3%	15,101	14.5%
35 - 44	13,252	14.9%	14,395	14.5%	15,764	15.3%	15,668	15.0%
45 - 54	13,773	15.5%	12,792	12.9%	13,127	12.7%	13,825	13.2%
55 - 64	10,838	12.2%	12,952	13.0%	12,407	12.0%	11,943	11.4%
65 - 74	6,082	6.8%	9,047	9.1%	9,823	9.5%	10,667	10.2%
75 - 84	3,524	4.0%	4,847	4.9%	5,735	5.6%	7,036	6.7%
85+	1,577	1.8%	2,195	2.2%	2,363	2.3%	2,772	2.7%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	52,279	58.8%	44,983	45.2%	44,745	43.3%	42,399	40.6%
Black Alone	9,788	11.0%	12,457	12.5%	13,286	12.9%	13,595	13.0%
American Indian Alone	307	0.3%	570	0.6%	646	0.6%	682	0.7%
Asian Alone	17,234	19.4%	20,594	20.7%	22,220	21.5%	23,909	22.9%
Pacific Islander Alone	47	0.1%	71	0.1%	63	0.1%	64	0.1%
Some Other Race Alone	5,733	6.4%	9,377	9.4%	9,971	9.7%	10,721	10.3%
Two or More Races	3,588	4.0%	11,488	11.5%	12,320	11.9%	13,008	12.5%
Hispanic Origin (Any Race)	14,728	16.6%	18,680	18.8%	19,939	19.3%	21,306	20.4%

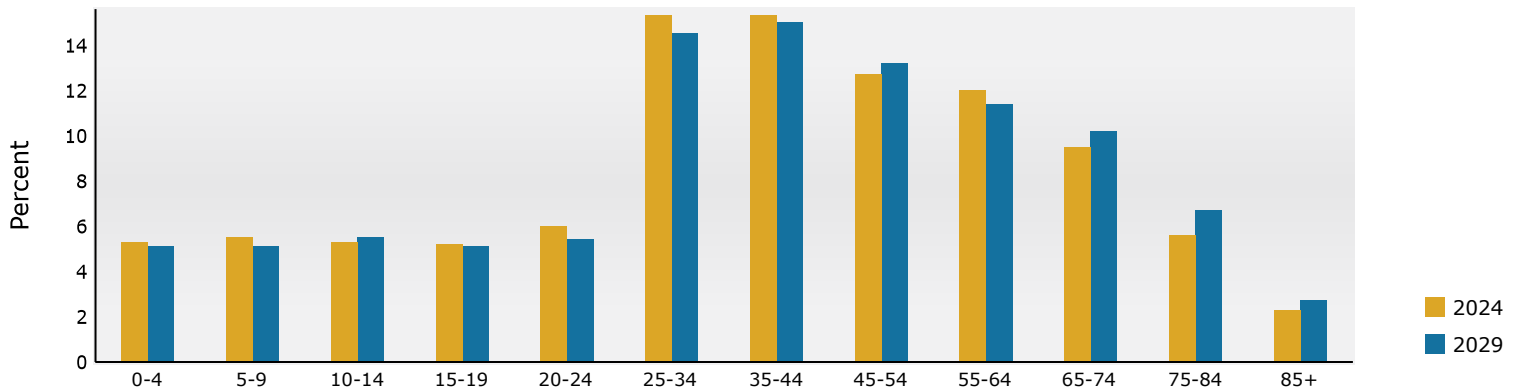
**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

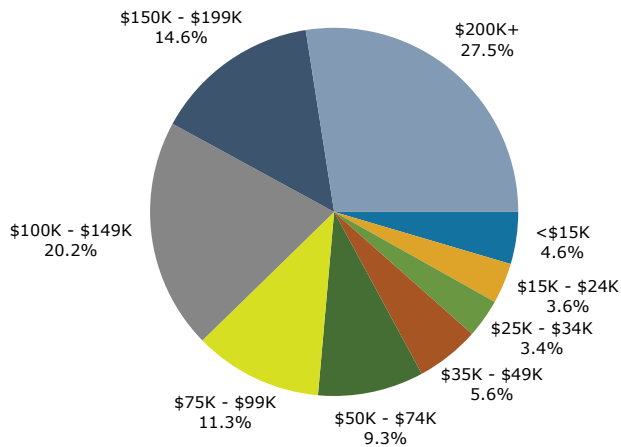
## Trends 2024-2029



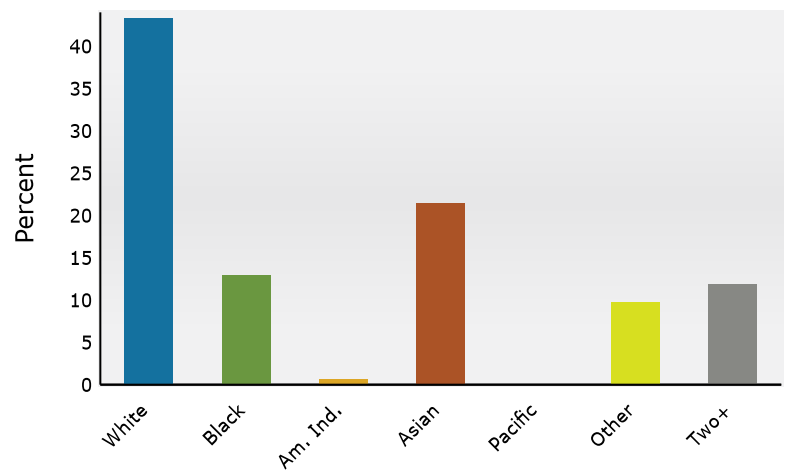
## Population by Age



## 2024 Household Income



## 2024 Population by Race



2024 Percent Hispanic Origin: 19.3%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

# Demographic and Income Profile

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Ring: 5 mile radius

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Latitude: 39.10363  
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Summary	Census 2010	Census 2020	2024	2029
Population	288,000	313,563	317,002	319,451
Households	106,428	117,456	118,685	119,241
Families	73,081	79,518	78,391	78,624
Average Household Size	2.68	2.64	2.65	2.65
Owner Occupied Housing Units	69,486	69,050	71,786	73,361
Renter Occupied Housing Units	36,942	48,406	46,899	45,881
Median Age	38.8	39.7	40.5	41.8

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.15%	0.21%	0.38%
Households	0.09%	0.45%	0.64%
Families	0.06%	0.35%	0.56%
Owner HHs	0.44%	0.94%	0.97%
Median Household Income	2.68%	1.95%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	6,200	5.2%	5,528	4.6%
\$15,000 - \$24,999	4,443	3.7%	3,487	2.9%
\$25,000 - \$34,999	5,127	4.3%	4,258	3.6%
\$35,000 - \$49,999	7,127	6.0%	5,803	4.9%
\$50,000 - \$74,999	12,420	10.5%	10,537	8.8%
\$75,000 - \$99,999	12,442	10.5%	11,986	10.1%
\$100,000 - \$149,999	21,506	18.1%	21,387	17.9%
\$150,000 - \$199,999	15,583	13.1%	16,990	14.3%
\$200,000+	33,815	28.5%	39,243	32.9%

Median Household Income	\$122,128	\$139,391
Average Household Income	\$177,634	\$201,290
Per Capita Income	\$66,421	\$75,032

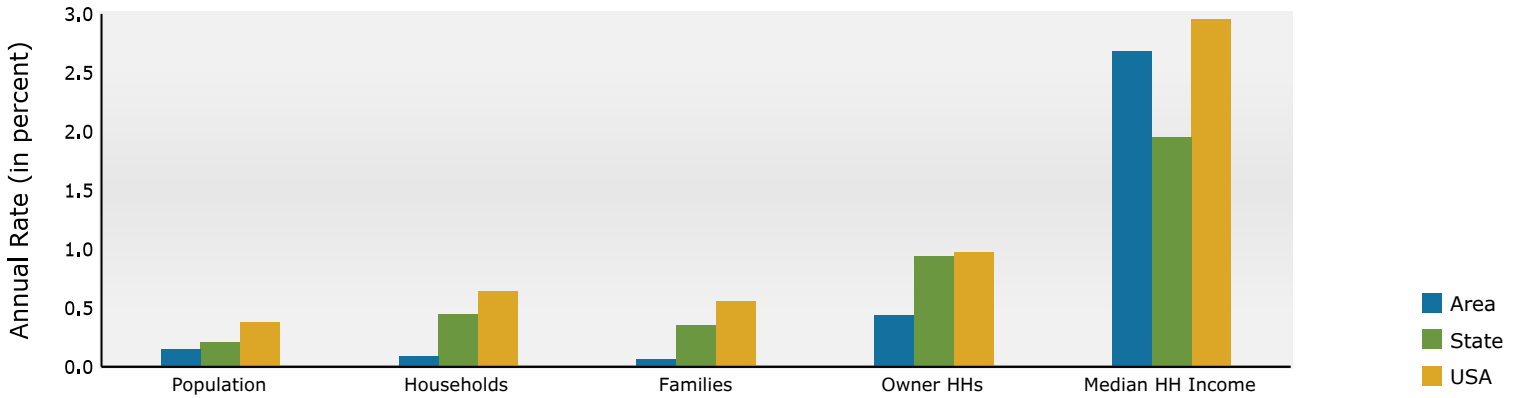
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	18,331	6.4%	17,262	5.5%	17,072	5.4%	16,460	5.2%
5 - 9	18,418	6.4%	19,097	6.1%	18,549	5.9%	17,217	5.4%
10 - 14	18,445	6.4%	20,381	6.5%	18,900	6.0%	18,941	5.9%
15 - 19	17,174	6.0%	19,125	6.1%	18,480	5.8%	18,132	5.7%
20 - 24	16,003	5.6%	17,655	5.6%	18,704	5.9%	17,989	5.6%
25 - 34	40,159	13.9%	41,969	13.4%	41,736	13.2%	41,193	12.9%
35 - 44	41,421	14.4%	43,754	14.0%	46,137	14.6%	44,160	13.8%
45 - 54	44,854	15.6%	40,510	12.9%	41,379	13.1%	42,793	13.4%
55 - 64	34,028	11.8%	40,239	12.8%	37,914	12.0%	37,099	11.6%
65 - 74	19,294	6.7%	29,149	9.3%	30,769	9.7%	32,782	10.3%
75 - 84	12,930	4.5%	16,308	5.2%	18,865	6.0%	22,974	7.2%
85+	6,945	2.4%	8,114	2.6%	8,496	2.7%	9,713	3.0%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	164,590	57.1%	132,299	42.2%	128,206	40.4%	121,516	38.0%
Black Alone	36,298	12.6%	41,594	13.3%	42,715	13.5%	43,105	13.5%
American Indian Alone	1,055	0.4%	2,216	0.7%	2,453	0.8%	2,545	0.8%
Asian Alone	52,858	18.4%	62,197	19.8%	65,442	20.6%	70,100	21.9%
Pacific Islander Alone	161	0.1%	191	0.1%	171	0.1%	170	0.1%
Some Other Race Alone	21,674	7.5%	39,428	12.6%	40,823	12.9%	43,147	13.5%
Two or More Races	11,366	3.9%	35,638	11.4%	37,191	11.7%	38,868	12.2%
Hispanic Origin (Any Race)	54,143	18.8%	70,360	22.4%	72,980	23.0%	76,866	24.1%

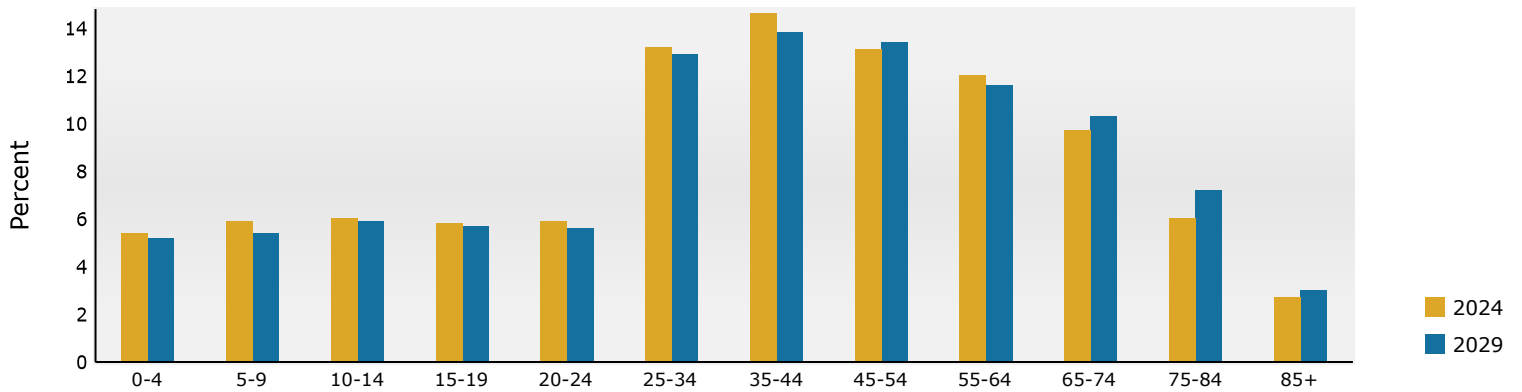
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**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

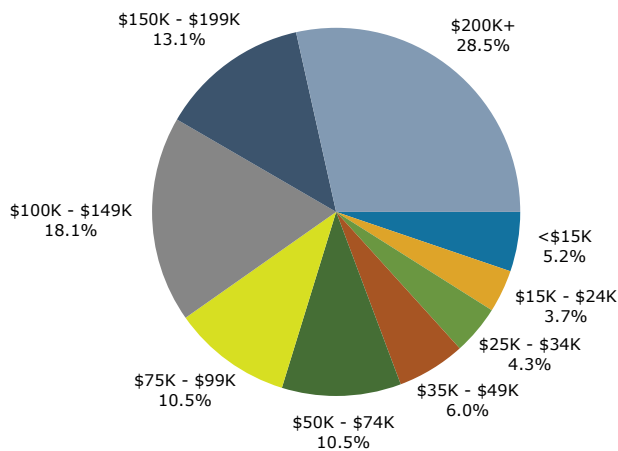
## Trends 2024-2029



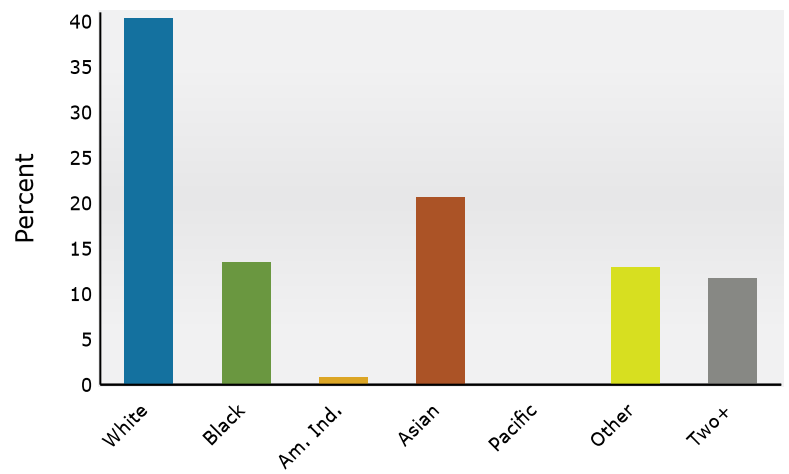
## Population by Age



## 2024 Household Income



## 2024 Population by Race



2024 Percent Hispanic Origin: 23.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.