



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	2021	2026
Population	12,472	12,697	12,928
Households	4,602	4,645	4,705
Families	3,123	3,087	3,122
Average Household Size	2.65	2.68	2.69
Owner Occupied Housing Units	2,674	2,651	2,802
Renter Occupied Housing Units	1,928	1,994	1,903
Median Age	37.6	39.4	39.8
Trends: 2021-2026 Annual Rate	Area	State	National
Population	0.36%	0.49%	0.71%
Households	0.26%	0.48%	0.71%
Families	0.23%	0.40%	0.64%
Owner HHs	1.11%	0.74%	0.91%
Median Household Income	1.54%	1.76%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	502	10.8%	448	9.5%
\$15,000 - \$24,999	193	4.2%	173	3.7%
\$25,000 - \$34,999	189	4.1%	166	3.5%
\$35,000 - \$49,999	311	6.7%	268	5.7%
\$50,000 - \$74,999	584	12.6%	546	11.6%
\$75,000 - \$99,999	441	9.5%	453	9.6%
\$100,000 - \$149,999	910	19.6%	921	19.6%
\$150,000 - \$199,999	599	12.9%	649	13.8%
\$200,000+	915	19.7%	1,080	23.0%
Median Household Income	\$103,773		\$111,994	
Average Household Income	\$133,966		\$150,661	
Per Capita Income	\$50,706		\$56,812	

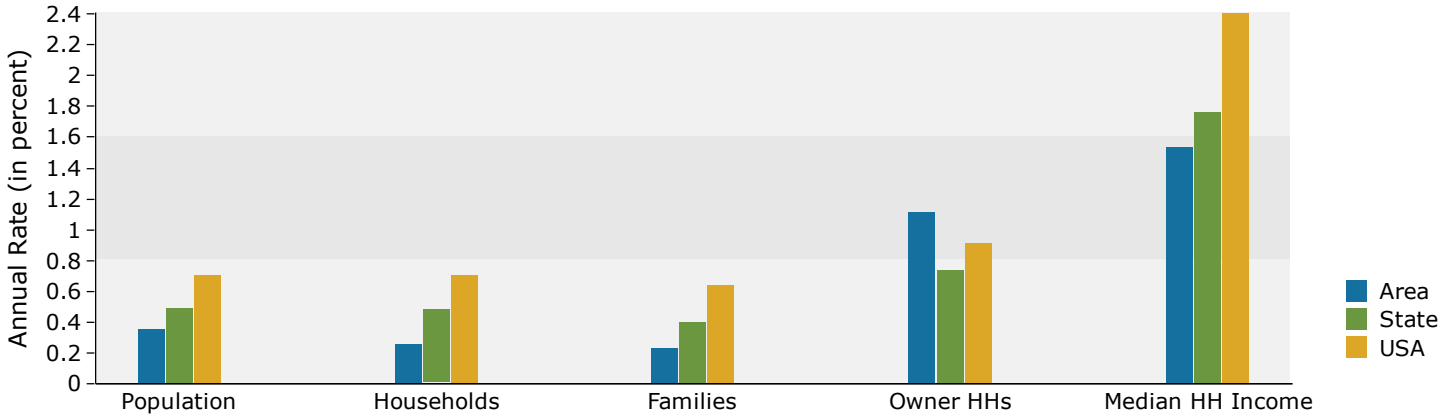
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	787	6.3%	675	5.3%	700	5.4%
5 - 9	863	6.9%	748	5.9%	721	5.6%
10 - 14	728	5.8%	807	6.4%	721	5.6%
15 - 19	686	5.5%	766	6.0%	690	5.3%
20 - 24	754	6.0%	698	5.5%	777	6.0%
25 - 34	1,903	15.3%	1,781	14.0%	1,916	14.8%
35 - 44	1,992	16.0%	1,900	15.0%	1,931	14.9%
45 - 54	1,972	15.8%	1,763	13.9%	1,716	13.3%
55 - 64	1,495	12.0%	1,635	12.9%	1,589	12.3%
65 - 74	763	6.1%	1,194	9.4%	1,243	9.6%
75 - 84	403	3.2%	553	4.4%	716	5.5%
85+	126	1.0%	176	1.4%	208	1.6%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	6,986	56.0%	6,201	48.8%	5,915	45.8%
Black Alone	1,823	14.6%	2,202	17.3%	2,379	18.4%
American Indian Alone	37	0.3%	44	0.3%	48	0.4%
Asian Alone	2,660	21.3%	3,045	24.0%	3,248	25.1%
Pacific Islander Alone	8	0.1%	7	0.1%	7	0.1%
Some Other Race Alone	473	3.8%	597	4.7%	676	5.2%
Two or More Races	484	3.9%	600	4.7%	654	5.1%
Hispanic Origin (Any Race)	1,552	12.4%	2,019	15.9%	2,313	17.9%

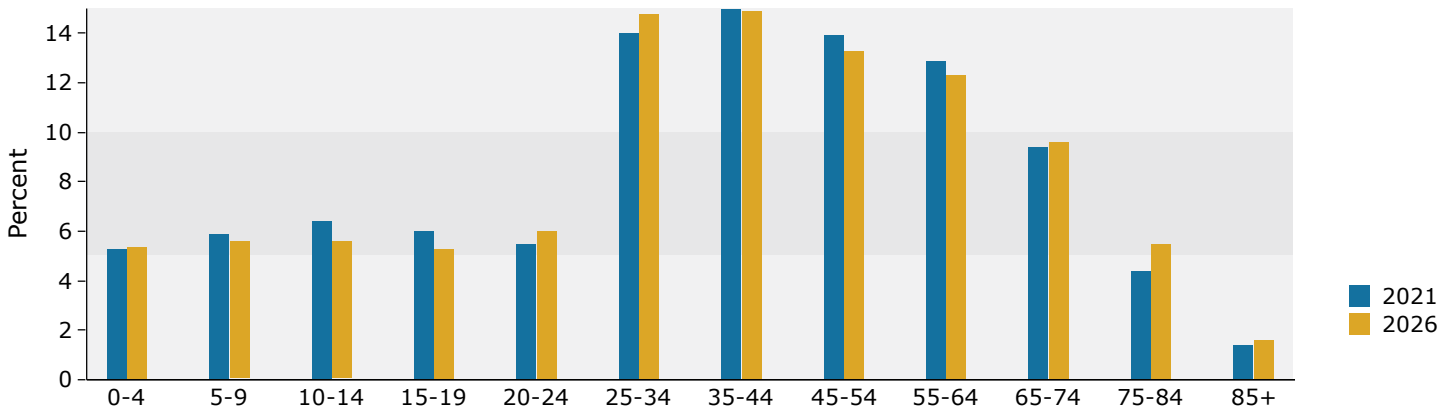
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

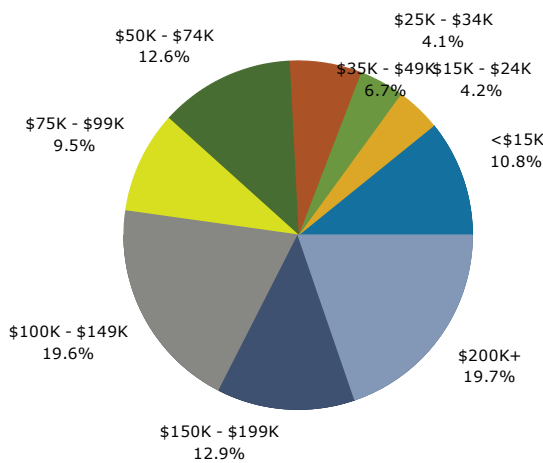
Trends 2021-2026



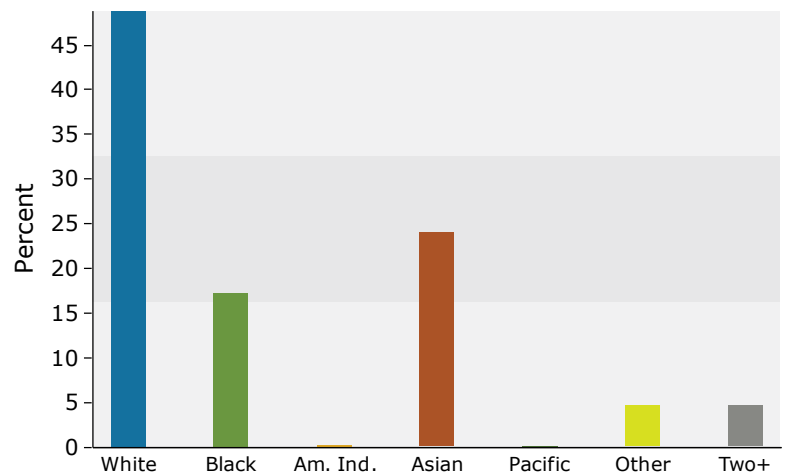
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 15.9%



Demographic and Income Profile

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

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Summary	Census 2010	2021	2026
Population	86,914	98,962	104,025
Households	32,741	37,779	39,792
Families	22,467	25,137	26,267
Average Household Size	2.61	2.58	2.58
Owner Occupied Housing Units	21,331	22,330	23,686
Renter Occupied Housing Units	11,410	15,449	16,107
Median Age	39.1	40.6	41.1
Trends: 2021-2026 Annual Rate	Area	State	National
Population	1.00%	0.49%	0.71%
Households	1.04%	0.48%	0.71%
Families	0.88%	0.40%	0.64%
Owner HHs	1.19%	0.74%	0.91%
Median Household Income	1.57%	1.76%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	2,080	5.5%	1,920	4.8%
\$15,000 - \$24,999	1,285	3.4%	1,169	2.9%
\$25,000 - \$34,999	1,721	4.6%	1,579	4.0%
\$35,000 - \$49,999	2,234	5.9%	1,988	5.0%
\$50,000 - \$74,999	4,889	12.9%	4,714	11.8%
\$75,000 - \$99,999	4,579	12.1%	4,717	11.9%
\$100,000 - \$149,999	7,164	19.0%	7,711	19.4%
\$150,000 - \$199,999	5,148	13.6%	5,779	14.5%
\$200,000+	8,680	23.0%	10,215	25.7%
Median Household Income	\$110,792		\$119,782	
Average Household Income	\$150,753		\$166,263	
Per Capita Income	\$57,411		\$63,466	

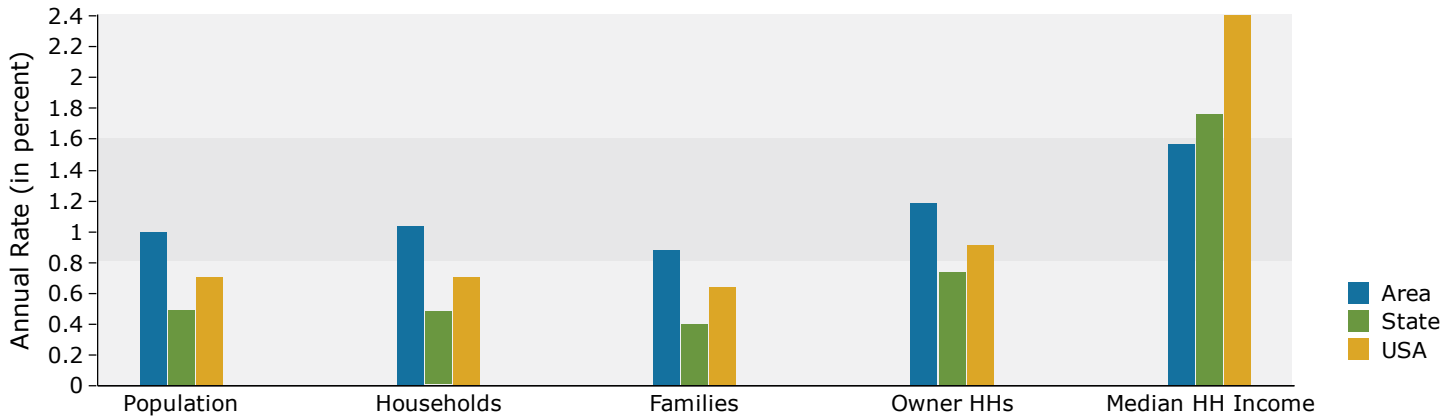
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,442	6.3%	5,330	5.4%	5,720	5.5%
5 - 9	5,373	6.2%	5,815	5.9%	5,845	5.6%
10 - 14	5,102	5.9%	6,402	6.5%	5,904	5.7%
15 - 19	4,989	5.7%	5,512	5.6%	5,802	5.6%
20 - 24	4,870	5.6%	4,875	4.9%	5,107	4.9%
25 - 34	12,480	14.4%	13,282	13.4%	14,193	13.6%
35 - 44	12,904	14.8%	14,378	14.5%	15,408	14.8%
45 - 54	13,697	15.8%	13,016	13.2%	13,468	12.9%
55 - 64	10,744	12.4%	12,966	13.1%	12,667	12.2%
65 - 74	6,101	7.0%	9,841	9.9%	10,655	10.2%
75 - 84	3,607	4.2%	5,208	5.3%	6,581	6.3%
85+	1,605	1.8%	2,337	2.4%	2,675	2.6%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	52,249	60.1%	51,647	52.2%	50,764	48.8%
Black Alone	9,170	10.6%	12,702	12.8%	14,311	13.8%
American Indian Alone	284	0.3%	358	0.4%	401	0.4%
Asian Alone	16,845	19.4%	22,287	22.5%	24,705	23.7%
Pacific Islander Alone	44	0.1%	55	0.1%	61	0.1%
Some Other Race Alone	4,873	5.6%	7,052	7.1%	8,283	8.0%
Two or More Races	3,449	4.0%	4,861	4.9%	5,501	5.3%
Hispanic Origin (Any Race)	13,000	15.0%	18,791	19.0%	22,122	21.3%

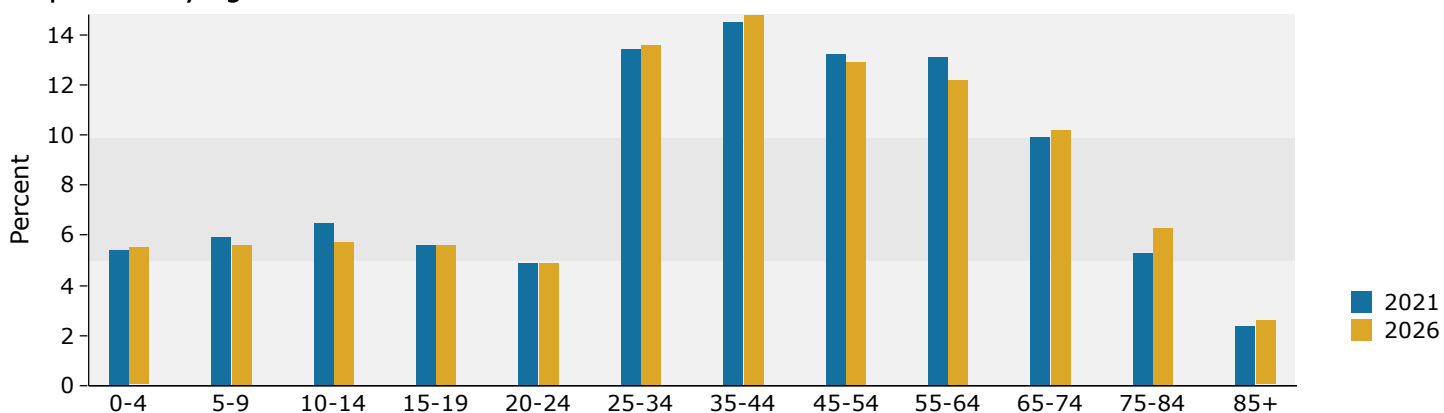
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

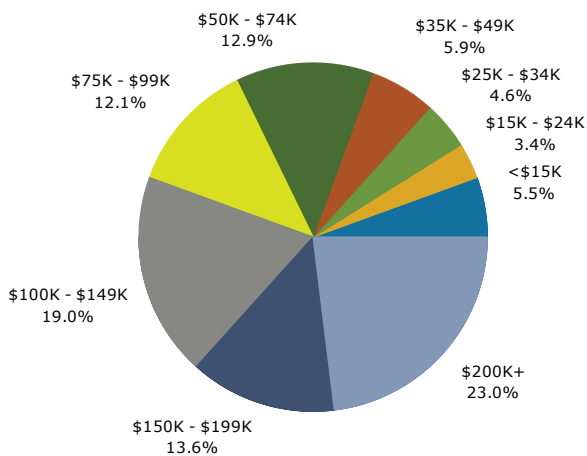
Trends 2021-2026



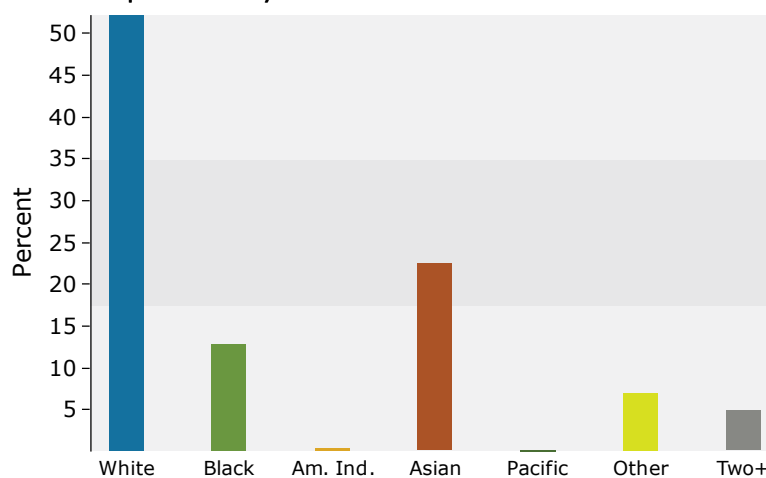
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 19.0%



Demographic and Income Profile

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Summary	Census 2010	2021	2026
Population	291,551	318,864	330,591
Households	108,393	119,150	123,544
Families	73,945	79,430	81,927
Average Household Size	2.66	2.65	2.65
Owner Occupied Housing Units	70,780	73,160	76,183
Renter Occupied Housing Units	37,613	45,990	47,362
Median Age	39.0	40.7	41.4
Trends: 2021-2026 Annual Rate	Area	State	National
Population	0.72%	0.49%	0.71%
Households	0.73%	0.48%	0.71%
Families	0.62%	0.40%	0.64%
Owner HHs	0.81%	0.74%	0.91%
Median Household Income	1.62%	1.76%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	7,374	6.2%	6,856	5.5%
\$15,000 - \$24,999	5,504	4.6%	4,996	4.0%
\$25,000 - \$34,999	6,817	5.7%	6,427	5.2%
\$35,000 - \$49,999	8,020	6.7%	7,293	5.9%
\$50,000 - \$74,999	15,407	12.9%	14,631	11.8%
\$75,000 - \$99,999	14,159	11.9%	14,293	11.6%
\$100,000 - \$149,999	20,633	17.3%	21,910	17.7%
\$150,000 - \$199,999	14,119	11.8%	15,801	12.8%
\$200,000+	27,117	22.8%	31,338	25.4%
Median Household Income	\$103,848		\$112,557	
Average Household Income	\$149,157		\$164,869	
Per Capita Income	\$55,729		\$61,597	

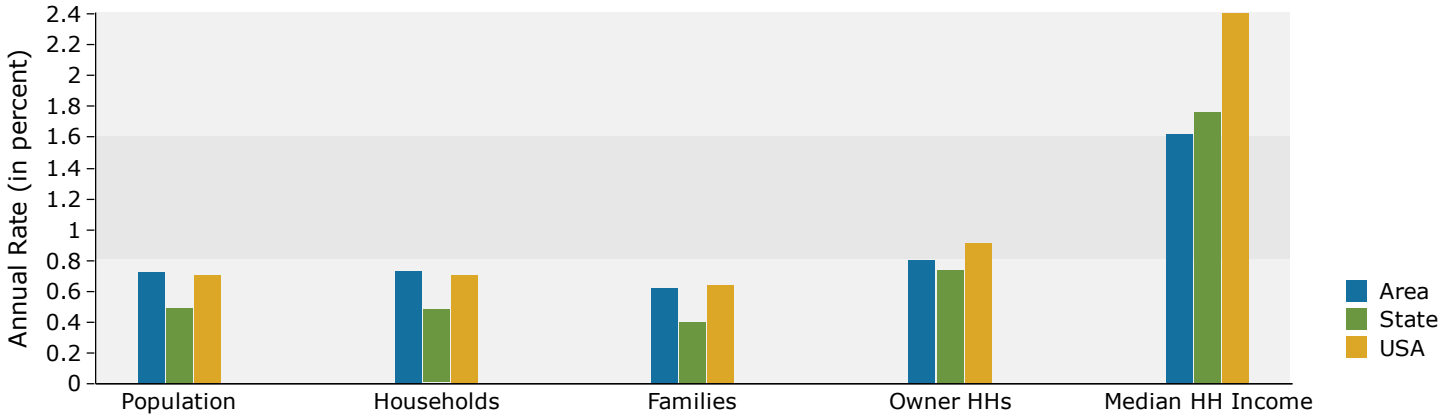
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	18,473	6.3%	17,280	5.4%	18,124	5.5%
5 - 9	18,553	6.4%	19,174	6.0%	18,963	5.7%
10 - 14	18,553	6.4%	21,394	6.7%	19,713	6.0%
15 - 19	17,281	5.9%	18,062	5.7%	18,880	5.7%
20 - 24	16,121	5.5%	16,095	5.0%	16,100	4.9%
25 - 34	40,474	13.9%	41,262	12.9%	42,874	13.0%
35 - 44	41,721	14.3%	44,619	14.0%	47,433	14.3%
45 - 54	45,241	15.5%	41,223	12.9%	42,003	12.7%
55 - 64	34,484	11.8%	41,492	13.0%	39,996	12.1%
65 - 74	19,802	6.8%	31,460	9.9%	34,879	10.6%
75 - 84	13,571	4.7%	17,347	5.4%	21,639	6.5%
85+	7,275	2.5%	9,458	3.0%	9,986	3.0%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	167,516	57.5%	161,856	50.8%	158,350	47.9%
Black Alone	36,662	12.6%	46,312	14.5%	50,288	15.2%
American Indian Alone	1,059	0.4%	1,254	0.4%	1,369	0.4%
Asian Alone	53,009	18.2%	64,745	20.3%	70,235	21.2%
Pacific Islander Alone	161	0.1%	183	0.1%	193	0.1%
Some Other Race Alone	21,711	7.4%	29,479	9.2%	33,564	10.2%
Two or More Races	11,434	3.9%	15,035	4.7%	16,591	5.0%
Hispanic Origin (Any Race)	54,418	18.7%	73,387	23.0%	83,734	25.3%

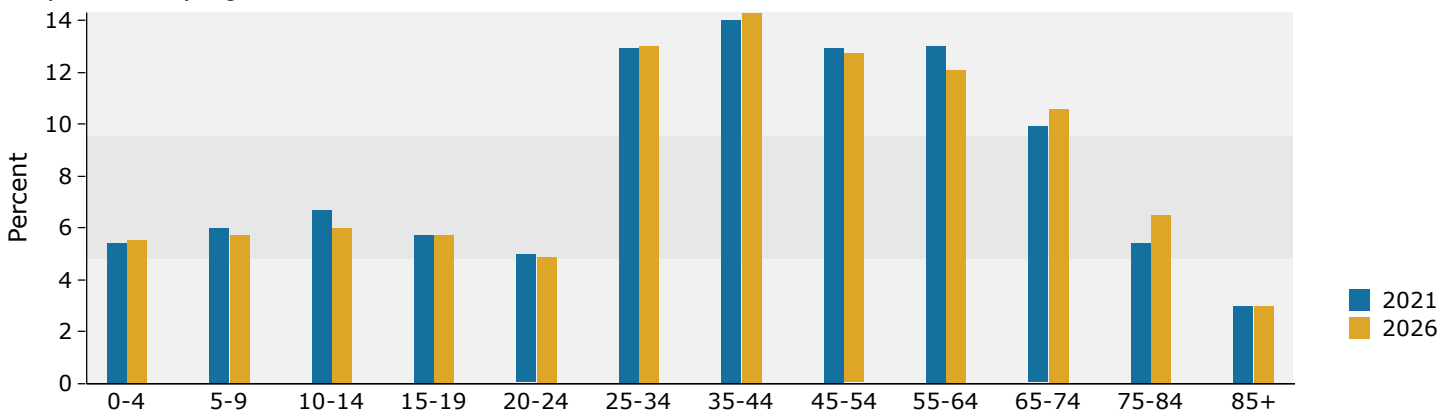
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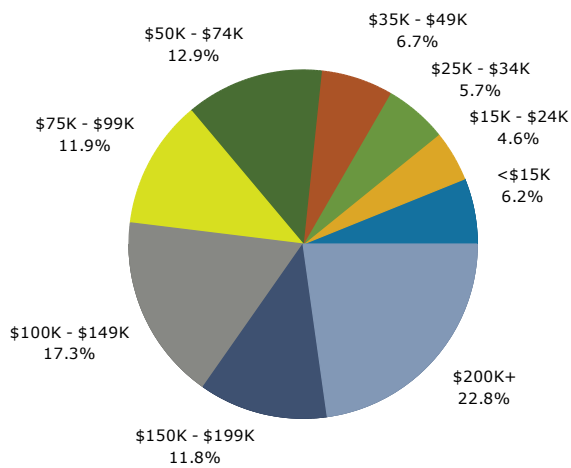
Trends 2021-2026



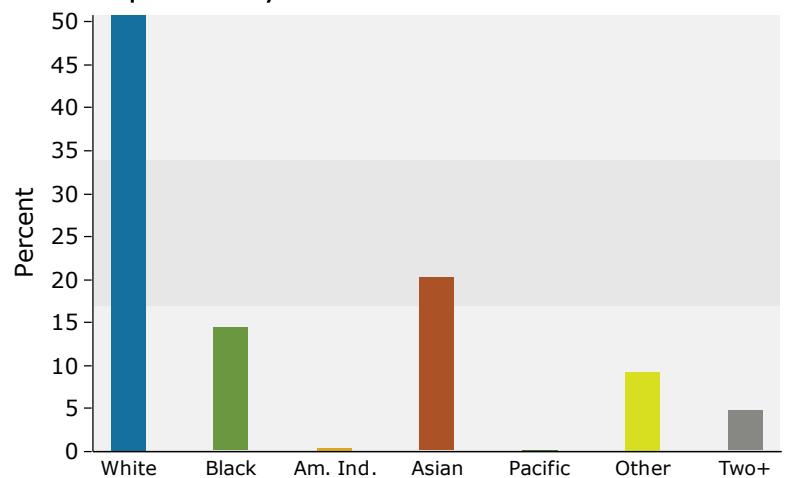
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 23.0%