Audience Profile

Jan 1 - Dec 31, 2023

Rockville Town Center

199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Overview						
Population	20,170		112,078		316,639	
Households	8,024		42,451		119,564	
Persons per Household	2.46	95	2.59	100	2.62	101
Household Median Income	$99,972.69	144	$128,865.98	185	$116,381.15	167
Household Median Disposable Income	$83,302.91	138	$104,672.56	174	$94,891.8	158
Household Median Discretionary Income	$60,032.04	140	$78,035.11	182	$69,436.81	162
Average Income Per Person	$54,195.56	145	$61,775.54	165	$58,007.83	155
Median Rent	$1,922.53	151	$2,064.7	163	$1,973.83	155
Median House Value	$743,458.83	181	$864,180.55	210	$750,769.37	183
Households in Poverty	794 (9.9%)	74	2,817 (6.6%)	53	8,411 (7%)	56
Household Median Wealth	$94,464.52	120	$110,505.88	141	$101,625.6	129
Average Age	40.81	102	41.99	105	41.75	104
Median Age	41.68	108	42.55	111	42.03	109
Households with Children	2,003 (25%)	91	13,413 (31.6%)	115	35,864 (30%)	109
High School Graduate or Higher	12,836 (90.8%)	102	73,595 (93.5%)	105	200,569 (90.4%)	102

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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<div align="right">Benchmark: Nationwide</div>

	● 1 Mile			● 3 Mile			● 5 Mile		
Bachelor's Degree or Higher	8,192	(58%)	174	53,752	(68.3%)	205	134,125	(60.5%)	182
Pop density (per sq mi)	6,443			3,748			4,358		
Area (based on blockgroups)	3			30			73		

Population

	1 Mile	3 Mile	5 Mile
Population 2022 Q4	20,170	112,078	316,639
Population 2022 Q3	20,205	112,238	316,096
Population 2022 Q2	20,197	112,195	315,737
Population 2022 Q1	20,042	112,020	315,483
Population 2021 Q4	19,754	111,594	314,283
Population 2021 Q3	19,780	111,744	314,539
Population 2021 Q2	19,786	111,703	314,955
Population 2021 Q1	19,842	111,983	315,654
Population 2020 Q4	19,880	112,063	316,128
Population 5 Years Forecast	21,026	116,016	326,576
Population 10 Years Forecast	21,887	120,342	338,264
Persons per Household	2.46 (95)	2.59 (100)	2.62 (101)

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Audience Profile

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Group Quarters	421	(2.1%)	89	1,937	(1.7%)	74	3,683	(1.2%)	50
Transient Population - Average Last 4 Quarters				1,453	(1.3%)	105	3,380	(1.1%)	86

Households

	1 Mile	3 Mile	5 Mile
Households 2022 Q4	8,024	42,451	119,564
Households 2022 Q3	8,037	42,519	119,328
Households 2022 Q2	8,033	42,500	119,167
Households 2022 Q1	7,950	42,409	119,035
Households 2021 Q4	7,834	42,243	118,517
Households 2021 Q3	7,844	42,307	118,640
Households 2021 Q2	7,845	42,292	118,819
Households 2021 Q1	7,868	42,406	119,048
Households 2020 Q4	7,881	42,438	119,259
Households 5 Years Forecast	8,402	44,098	123,802
Households 10 Years Forecast	8,770	45,832	128,522

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Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Gender									
Male	9,804	(48.6%)	99	54,210	(48.4%)	98	151,956	(48%)	98
Female	10,366	(51.4%)	101	57,868	(51.6%)	102	164,683	(52%)	102
Ethnicity									
White	9,764	(48.4%)	7	60,342	(53.8%)	88	146,166	(46.2%)	75
Asian	3,716	(18.4%)	362	21,379	(19.1%)	375	57,656	(18.2%)	358
Hispanic (Ethnic)	3,455	(17.1%)	95	15,932	(14.2%)	78	64,489	(20.4%)	112
Black	2,075	(10.3%)	87	9,353	(8.3%)	70	34,924	(11%)	93
Other	1,160	(5.8%)	159	5,072	(4.5%)	125	13,404	(4.2%)	117
Household by Ethnicity									
White	4,358	(54.3%)	85	22,921	(54%)	84	58,836	(49.2%)	7
Asian	1,471	(18.3%)	416	7,731	(18.2%)	413	20,180	(16.9%)	383
Hispanic (Ethnic)	1,021	(12.7%)	86	5,103	(12%)	8	18,904	(15.8%)	107
Black	644	(8%)	71	3,694	(8.7%)	7	12,102	(10.1%)	90
Other	530	(6.6%)	121	3,002	(7.1%)	130	9,542	(8%)	147

Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Rockville Town Center
199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Household Average Income	$132,756.75		136	$160,498.82		165	$151,813.07		156
Average Income Per Person	$54,195.56		145	$61,775.54		165	$58,007.83		155
Household Median Income	$99,972.69		144	$128,865.98		185	$116,381.15		167
<$15K	522	(6.5%)	71	1,876	(4.4%)	48	5,709	(4.8%)	52
$15K - $25K	409	(5.1%)	66	1,457	(3.4%)	45	4,653	(3.9%)	51
$25K - $35K	291	(3.6%)	45	1,357	(3.2%)	39	5,634	(4.7%)	58
$35K - $50K	667	(8.3%)	73	2,702	(6.4%)	56	7,900	(6.6%)	58
$50K - $75K	1,025	(12.8%)	70	4,515	(10.6%)	63	14,447	(12.1%)	72
$75K - $100K	1,099	(13.7%)	106	4,604	(10.8%)	84	13,273	(11.1%)	86
$100K - $150K	1,255	(15.6%)	95	8,172	(19.3%)	117	23,233	(19.4%)	118
$150K - $175K	800	(10%)	190	4,039	(9.5%)	181	10,220	(8.5%)	163
$175K - $200K	579	(7.2%)	134	6,461	(15.2%)	282	17,295	(14.5%)	268
$200K - $250K	771	(9.6%)	257	4,069	(9.6%)	257	9,628	(8.1%)	216
$250K - $500K	331	(4.1%)	259	1,745	(4.1%)	258	4,133	(3.5%)	217
>$500K	275	(3.4%)	257	1,454	(3.4%)	257	3,439	(2.9%)	216

Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	$98,459.48		133	$109,454.15		148	$102,818.09		139
Household Median Disposable Income	$83,302.91		138	$104,672.56		174	$94,891.8		158
<$15K	574	(7.2%)	72	2,039	(4.8%)	48	6,194	(5.2%)	52
$15K - $25K	498	(6.2%)	69	1,794	(4.2%)	47	5,948	(5%)	55
$25K - $35K	277	(3.5%)	37	1,505	(3.5%)	38	6,280	(5.3%)	57
$35K - $50K	976	(12.2%)	91	3,816	(9%)	67	10,386	(8.7%)	65
$50K - $75K	1,252	(15.6%)	84	5,567	(13.1%)	71	17,573	(14.7%)	7
$75K - $100K	1,069	(13.3%)	96	5,455	(12.9%)	92	16,495	(13.8%)	99
$100K - $150K	1,746	(21.8%)	139	10,791	(25.4%)	162	28,812	(24.1%)	154
$150K - $175K	588	(7.3%)	152	5,988	(14.1%)	293	14,890	(12.5%)	258
$175K - $200K	282	(3.5%)	226	1,483	(3.5%)	224	3,513	(2.9%)	189
$200K - $250K	305	(3.8%)	249	1,613	(3.8%)	249	3,813	(3.2%)	209
$250K - $500K	419	(5.2%)	249	2,206	(5.2%)	248	5,205	(4.4%)	208
>$500K	38	(<0.5%)	258	194	(<0.5%)	249	455	(<0.5%)	207

Discretionary Households Income

	1 Mile		3 Mile		5 Mile	
Household Average Discretionary Income	$69,078.07	33	$79,537.06	153	$74,431.66	144

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	● 1 Mile			● 3 Mile			● 5 Mile		
Household Median Discretionary Income	$60,032.04		140	$78,035.11		182	$69,436.81		162
<$10K	529	(6.6%)	65	1,814	(4.3%)	42	5,734	(4.8%)	47
$10K - $20K	647	(8.1%)	62	2,389	(5.6%)	43	8,755	(7.3%)	56
$20K - $30K	616	(7.7%)	61	2,789	(6.6%)	52	9,180	(7.7%)	61
$30K - $40K	753	(9.4%)	83	3,092	(7.3%)	64	9,559	(8%)	70
$40K - $50K	712	(8.9%)	92	3,051	(7.2%)	75	9,632	(8.1%)	84
$50K - $75K	1,472	(18.3%)	101	7,249	(17.1%)	94	21,244	(17.8%)	98
$75K - $100K	1,271	(15.8%)	150	7,102	(16.7%)	158	17,795	(14.9%)	140
$100K - $125K	824	(10.3%)	152	7,137	(16.8%)	248	18,139	(15.2%)	224
$125K - $150K	785	(9.8%)	222	5,426	(12.8%)	290	13,210	(11%)	251
>$150K	415	(5.2%)	206	2,402	(5.7%)	225	6,316	(5.3%)	210

Households Income by Ethnicity

	1 Mile		3 Mile		5 Mile	
Average Income - White	$121,378.2	139	$128,103.64	147	$122,101.73	140
Median Income - White	$125,000	164	$143,963.12	189	$133,030.47	175
Average Income - Black	$82,175.14	134	$101,870.02	166	$96,619.98	158
Median Income - Black	$74,463.32	156	$92,524.05	193	$87,922.96	184

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Average Income - Asian	$86,329.63	83	$118,750.57	115	$116,928.48	113
Median Income - Asian	$75,932.8	77	$127,716.56	129	$125,368.67	127
Average Income - Hispanic	$93,312.48	131	$105,671.96	148	$99,275.27	139
Median Income - Hispanic	$79,781.69	135	$100,777.06	171	$92,843.88	157
Average Income - Other	$117,255	148	$110,794.72	140	$105,054.13	133
Median Income - Other	$118,268.51	175	$111,316.68	165	$103,174.48	153

Age

	● 1 Mile			● 3 Mile			● 5 Mile		
Average Age	40.81		102	41.99		105	41.75		104
Median Age	41.68		108	42.55		111	42.03		109
0-4	1,294	(6.4%)	105	6,235	(5.6%)	91	18,320	(5.8%)	95
5-13	2,455	(12.2%)	111	12,124	(10.8%)	98	35,012	(11.1%)	100
14-17	937	(4.6%)	94	5,275	(4.7%)	95	14,976	(4.7%)	96
18-21	807	(4%)	66	5,554	(5%)	8	15,122	(4.8%)	7
22-24	546	(2.7%)	66	4,149	(3.7%)	90	11,347	(3.6%)	87
25-29	933	(4.6%)	71	6,530	(5.8%)	90	18,220	(5.8%)	89
30-34	1,095	(5.4%)	89	5,769	(5.1%)	84	16,746	(5.3%)	87

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Benchmark: Nationwide

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
35-39	1,370	(6.8%)	113	6,025	(5.4%)	89	18,272	(5.8%)	96
40-44	1,544	(7.7%)	126	6,865	(6.1%)	101	20,333	(6.4%)	106
45-49	1,476	(7.3%)	122	7,265	(6.5%)	108	20,459	(6.5%)	107
50-54	1,382	(6.9%)	112	7,613	(6.8%)	111	20,882	(6.6%)	108
55-59	1,360	(6.7%)	105	8,075	(7.2%)	112	21,816	(6.9%)	108
60-64	1,353	(6.7%)	104	8,025	(7.2%)	111	21,715	(6.9%)	106
65-69	1,232	(6.1%)	105	7,139	(6.4%)	109	19,614	(6.2%)	106
70-74	953	(4.7%)	98	5,902	(5.3%)	109	16,072	(5.1%)	105
75-79	672	(3.3%)	95	4,319	(3.9%)	109	11,798	(3.7%)	106
80-84	397	(2%)	88	2,726	(2.4%)	109	7,966	(2.5%)	113
85+	364	(1.8%)	105	2,488	(2.2%)	129	7,969	(2.5%)	147

Age - Male

	🟣 1 Mile			🟠 3 Mile			🔵 5 Mile		
Male Average Age	39.32		101	40.41		104	39.95		103
Male Median Age	40.42		109	40.68		110	40.17		108
0-4	664	(6.8%)	107	3,198	(5.9%)	93	9,399	(6.2%)	97
5-13	1,257	(12.8%)	112	6,202	(11.4%)	100	17,924	(11.8%)	103

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14-17	492	(5%)	98	2,699	(5%)	97	7,633	(5%)	98
18-21	419	(4.3%)	68	2,847	(5.3%)	84	7,656	(5%)	8
22-24	273	(2.8%)	64	2,154	(4%)	91	5,793	(3.8%)	88
25-29	467	(4.8%)	70	3,387	(6.2%)	91	9,356	(6.2%)	90
30-34	567	(5.8%)	91	3,004	(5.5%)	87	8,595	(5.7%)	89
35-39	685	(7%)	114	3,043	(5.6%)	91	9,194	(6.1%)	98
40-44	742	(7.6%)	123	3,335	(6.2%)	100	10,011	(6.6%)	107
45-49	728	(7.4%)	123	3,482	(6.4%)	106	9,913	(6.5%)	108
50-54	701	(7.2%)	117	3,625	(6.7%)	109	9,922	(6.5%)	107
55-59	656	(6.7%)	106	3,795	(7%)	111	10,207	(6.7%)	106
60-64	632	(6.4%)	102	3,782	(7%)	111	10,164	(6.7%)	106
65-69	553	(5.6%)	101	3,265	(6%)	108	8,880	(5.8%)	105
70-74	418	(4.3%)	95	2,632	(4.9%)	109	7,010	(4.6%)	103
75-79	283	(2.9%)	92	1,865	(3.4%)	109	4,898	(3.2%)	102
80-84	157	(1.6%)	86	1,099	(2%)	109	3,002	(2%)	106
85+	110	(1.1%)	99	796	(1.5%)	130	2,399	(1.6%)	139
Age - Female									
Female Average Age	42.22		102	43.47		105	43.41		105
Female Median Age	42.84		105	45.29		111	43.83		107
0-4	630	(6.1%)	104	3,037	(5.2%)	90	8,921	(5.4%)	93
5-13	1,198	(11.6%)	109	5,922	(10.2%)	97	17,088	(10.4%)	98
14-17	445	(4.3%)	90	2,576	(4.5%)	94	7,343	(4.5%)	94
18-21	388	(3.7%)	64	2,707	(4.7%)	76	7,466	(4.5%)	7
22-24	273	(2.6%)	68	1,995	(3.4%)	89	5,554	(3.4%)	87
25-29	466	(4.5%)	72	3,143	(5.4%)	89	8,864	(5.4%)	88
30-34	528	(5.1%)	87	2,765	(4.8%)	82	8,151	(4.9%)	85
35-39	685	(6.6%)	112	2,982	(5.2%)	88	9,078	(5.5%)	94
40-44	802	(7.7%)	128	3,530	(6.1%)	101	10,322	(6.3%)	104
45-49	748	(7.2%)	120	3,783	(6.5%)	109	10,546	(6.4%)	107
50-54	681	(6.6%)	107	3,988	(6.9%)	112	10,960	(6.7%)	108
55-59	704	(6.8%)	105	4,280	(7.4%)	114	11,609	(7%)	109
60-64	721	(7%)	105	4,243	(7.3%)	111	11,551	(7%)	106
65-69	679	(6.6%)	107	3,874	(6.7%)	109	10,734	(6.5%)	107
70-74	535	(5.2%)	100	3,270	(5.7%)	110	9,062	(5.5%)	107
75-79	389	(3.8%)	97	2,454	(4.2%)	109	6,900	(4.2%)	108
80-84	240	(2.3%)	90	1,627	(2.8%)	109	4,964	(3%)	117
85+	254	(2.5%)	107	1,692	(2.9%)	128	5,570	(3.4%)	148

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Employment by Occupation									
Total Employees (16+ Years Old)	10,615			60,737			170,660		
Professional Specialty	4,251	(40%)	169	25,309	(41.7%)	176	62,714	(36.7%)	155
Managerial/Executive	2,170	(20.4%)	125	15,601	(25.7%)	157	38,229	(22.4%)	137
Office Admin	842	(7.9%)	71	4,122	(6.8%)	61	13,079	(7.7%)	69
Sales	786	(7.4%)	76	4,341	(7.1%)	73	13,057	(7.7%)	7
Construction	605	(5.7%)	69	2,413	(4%)	48	10,677	(6.3%)	76
Food Preparation & Serving	573	(5.4%)	101	1,990	(3.3%)	61	7,043	(4.1%)	7
Production & Transportation	474	(4.5%)	34	1,908	(3.1%)	24	7,914	(4.6%)	35
Building Maintenance & Cleaning	298	(2.8%)	7	1,598	(2.6%)	73	7,200	(4.2%)	116
Personal Care	242	(2.3%)	87	1,468	(2.4%)	92	4,503	(2.6%)	100
Protective	211	(2%)	91	1,067	(1.8%)	8	2,365	(1.4%)	64
Healthcare support	163	(1.5%)	47	906	(1.5%)	46	3,798	(2.2%)	68
Farming, Fishing & Forestry				14	(<0.5%)	4	81	(<0.5%)	7
Employment by Industry									
Total Employees (16+ Years Old)	10,615			60,737			170,660		

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Educational Services	2,580	(24.3%)	104	13,113	(21.6%)	93	34,497	(20.2%)	87
Professional Services	2,115	(19.9%)	266	13,415	(22.1%)	295	33,919	(19.9%)	265
Public Administration	1,293	(12.2%)	254	7,701	(12.7%)	264	19,330	(11.3%)	236
Wholesale Retail	911	(8.6%)	64	4,151	(6.8%)	51	13,749	(8.1%)	60
Agriculture/Mining/Construction	867	(8.2%)	95	3,178	(5.2%)	61	11,540	(6.8%)	7
Entertainment Services	827	(7.8%)	86	4,224	(7%)	7	13,407	(7.9%)	87
Other Professional Services	575	(5.4%)	114	4,029	(6.6%)	139	11,467	(6.7%)	141
Financial, Insurance & Real Estate	413	(3.9%)	59	4,090	(6.7%)	102	11,188	(6.6%)	99
Administrative/Waste Services	331	(3.1%)	75	1,959	(3.2%)	7	7,560	(4.4%)	106
Transportation	260	(2.4%)	43	1,162	(1.9%)	34	4,523	(2.7%)	47
Manufacturing	224	(2.1%)	21	1,765	(2.9%)	29	4,862	(2.8%)	28
Information	205	(1.9%)	103	1,807	(3%)	159	4,318	(2.5%)	135
Management Services	14	(<0.5%)	94	143	(<0.5%)	168	300	(<0.5%)	125

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	● 1 Mile			● 3 Mile			● 5 Mile		
Language Spoken									
Speak English at Home	10,852	(57.5%)	74	61,673	(58.3%)	79	161,087	(54%)	69
Speak Other Language at Home	5,727	(30.3%)	374	30,957	(29.2%)	361	81,426	(27.3%)	337
Speak Spanish at Home	2,297	(12.2%)	87	13,213	(12.5%)	90	55,806	(18.7%)	134
Ancestry									
Other	5,478	(27.2%)	125	30,542	(27.3%)	125	85,607	(27%)	124
Chinese	1,868	(9.3%)	777	9,029	(8.1%)	676	21,372	(6.7%)	566
Unclassified	1,756	(8.7%)	52	9,730	(8.7%)	52	26,547	(8.4%)	50
Central American	1,682	(8.3%)	562	5,514	(4.9%)	332	31,055	(9.8%)	661
Scottish/Irish	998	(4.9%)	73	6,030	(5.4%)	7	13,914	(4.4%)	65
Other European (e.g. Greek/Russian)	990	(4.9%)	153	7,839	(7%)	218	18,130	(5.7%)	178
German	961	(4.8%)	59	5,161	(4.6%)	57	11,963	(3.8%)	47
South American	794	(3.9%)	369	4,997	(4.5%)	418	15,895	(5%)	471
British	711	(3.5%)	65	3,969	(3.5%)	65	9,896	(3.1%)	58
Middle Eastern	691	(3.4%)	543	2,871	(2.6%)	406	6,601	(2.1%)	331
South Central Asian (e.g. Indian)	670	(3.3%)	253	4,846	(4.3%)	330	14,735	(4.7%)	355

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

Rockville Town Center
199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
South East Asian (e.g. Vietnamese)	557	(2.8%)	171	2,692	(2.4%)	149	9,449	(3%)	185
Other Hispanic	419	(2.1%)	158	1,899	(1.7%)	128	7,133	(2.3%)	171
American	414	(2.1%)	42	2,552	(2.3%)	46	6,126	(1.9%)	39
Italian	304	(1.5%)	50	2,006	(1.8%)	60	5,684	(1.8%)	60
Korean	303	(1.5%)	354	2,795	(2.5%)	588	6,906	(2.2%)	514
Polish	299	(1.5%)	96	1,574	(1.4%)	91	3,880	(1.2%)	7
Other Asian	299	(1.5%)	480	1,396	(1.2%)	404	3,541	(1.1%)	362
Mexican	278	(1.4%)	13	1,461	(1.3%)	12	4,227	(1.3%)	13
French	163	(0.8%)	64	835	(0.7%)	59	2,049	(0.6%)	51
Scandinavian	150	(0.7%)	38	990	(0.9%)	45	2,445	(0.8%)	40
Puerto Rican	147	(0.7%)	28	821	(0.7%)	29	3,015	(1%)	37
Dominican	83	(<0.5%)	72	794	(0.7%)	125	2,093	(0.7%)	116
Cuban	52	(<0.5%)	39	446	(<0.5%)	61	1,071	(<0.5%)	52
Dutch	38	(<0.5%)	30	340	(<0.5%)	49	824	(<0.5%)	42
Native American (Indian/Eskimo)	34	(<0.5%)	21	250	(<0.5%)	28	676	(<0.5%)	27
Japanese	19	(<0.5%)	41	621	(0.6%)	239	1,653	(0.5%)	225

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Rockville Town Center
199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Hawaiian/Pacific Islander	12	(<0.5%)	34	78	(<0.5%)	40	152	(<0.5%)	28
Education (Age 25+)									
Total Educated Population	14,131			78,741			221,862		
Elementary (0 to 8 Years)	673	(4.8%)	97	2,743	(3.5%)	71	12,908	(5.8%)	118
Some High School (9 to 11 Years)	622	(4.4%)	69	2,403	(3.1%)	48	8,385	(3.8%)	59
High School Graduate (12 Years)	1,845	(13.1%)	49	7,675	(9.7%)	37	27,938	(12.6%)	47
Some College (13 to 16 Years)	2,050	(14.5%)	73	8,892	(11.3%)	56	26,805	(12.1%)	60
Associates Degree Only	749	(5.3%)	60	3,276	(4.2%)	47	11,701	(5.3%)	60
Bachelor's Degree Only	3,829	(27.1%)	133	22,219	(28.2%)	139	59,830	(27%)	32
Graduate Degree	4,363	(30.9%)	240	31,533	(40%)	311	74,295	(33.5%)	260

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Rockville Town Center
199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Household Type									
Households	8,024			42,451			119,564		
One Person Households	2,522	(31.4%)	119	10,414	(24.5%)	93	32,208	(26.9%)	102
Married Couple	3,792	(47.3%)	96	23,517	(55.4%)	113	62,216	(52%)	106
Male Householder	393	(4.9%)	97	1,784	(4.2%)	83	4,958	(4.1%)	8
Female Householder	827	(10.3%)	8	4,160	(9.8%)	7	12,574	(10.5%)	83
Non Family Households	490	(6.1%)	89	2,576	(6.1%)	88	7,608	(6.4%)	93
Household Size									
Households	8,024			42,451			119,564		
1 Person Household	2,522	(31.4%)	119	10,414	(24.5%)	93	32,208	(26.9%)	102
2 Person Household	2,509	(31.3%)	95	14,228	(33.5%)	102	37,550	(31.4%)	96
3 Person Household	1,305	(16.3%)	101	7,212	(17%)	105	19,375	(16.2%)	100
4 Person Household	907	(11.3%)	83	6,323	(14.9%)	110	16,915	(14.1%)	104
5 Person Household	390	(4.9%)	75	2,626	(6.2%)	95	7,486	(6.3%)	96
6 Person Household	203	(2.5%)	96	973	(2.3%)	87	3,136	(2.6%)	99
7+ Person Household	188	(2.3%)	122	675	(1.6%)	83	2,894	(2.4%)	26

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Rockville Town Center
199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Housing Units						
Total Housing Units	8,405		44,530		125,484	
Owner Occupied Housing	4,986		28,166		79,521	
Renter Occupied Housing	3,038		14,285		40,043	
Vacant Housing	381		2,079		5,920	
Housing Rent						
Average Rent	$1,895.28	136	$2,100.07	151	$2,046.94	147
Median Rent	$1,922.53	151	$2,064.7	163	$1,973.83	155
Total Cash Rents Housing	2,963		13,812		38,712	
<$300	249 (8.4%)	264	348 (2.5%)	79	893 (2.3%)	72
$300-$500	105 (3.5%)	8	246 (1.8%)	41	501 (1.3%)	30
$500-$750	90 (3%)	28	266 (1.9%)	18	527 (1.4%)	12
$750-$1000	83 (2.8%)	18	278 (2%)	13	910 (2.4%)	15
$1000-$1500	270 (9.1%)	31	1,378 (10%)	34	5,066 (13.1%)	45
$1500-$2000	810 (27.3%)	142	3,949 (28.6%)	149	12,092 (31.2%)	162
$2000-$2500	586 (19.8%)	215	3,408 (24.7%)	268	9,186 (23.7%)	258

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Rockville Town Center
199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
$2500-$3000	425	(14.3%)	353	2,052	(14.9%)	365	4,859	(12.6%)	309
$3000-$3500	257	(8.7%)	436	1,149	(8.3%)	419	2,571	(6.6%)	334
>$3500	88	(3%)	138	738	(5.3%)	249	2,107	(5.4%)	253
Value of Owner-Occupied Housing Units									
Average House Value	$762,504.17		144	$899,196.35		170	$804,290.3		152
Median House Value	$743,458.83		181	$864,180.55		210	$750,769.37		183
Owner Occupied Housing	4,986			28,166			79,521		
<$100K	44	(0.9%)	9	216	(0.8%)	8	917	(1.2%)	12
$100K - $200K	38	(0.8%)	6	292	(1%)	8	1,747	(2.2%)	16
$200K - $300K	145	(2.9%)	21	448	(1.6%)	11	3,050	(3.8%)	27
$300K - $400K	259	(5.2%)	45	742	(2.6%)	23	5,018	(6.3%)	54
$400K - $500K	481	(9.6%)	101	1,788	(6.3%)	67	7,652	(9.6%)	101
$500K - $1000K	2,929	(58.7%)	227	14,545	(51.6%)	200	36,763	(46.2%)	179
>$1000K	1,090	(21.9%)	140	10,135	(36%)	230	24,374	(30.7%)	196

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Rockville Town Center
199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide

	● 1 Mile			● 3 Mile			● 5 Mile		
Poverty									
Households in Poverty	794	(9.9%)	7	2,817	(6.6%)	53	8,411	(7%)	56
Households Above Poverty	7,230	(90.1%)	103	39,634	(93.4%)	107	111,153	(93%)	106
Households in Poverty (Married)	217	(2.7%)	122	628	(1.5%)	67	2,104	(1.8%)	7
Households in Poverty (Male Householder)	113	(1.4%)	219	215	(0.5%)	7	339	(<0.5%)	44
Households in Poverty (Female Householder)	77	(1%)	31	359	(0.8%)	28	1,416	(1.2%)	39
Households in Poverty (Non-Family)	363	(4.5%)	75	1,500	(3.5%)	58	4,243	(3.5%)	59
Households in Poverty (Non-Family Student)	24	(<0.5%)	48	115	(<0.5%)	43	309	(<0.5%)	41
Wealth per Household									
Household Average Wealth	$264,069.35		111	$281,574.4		119	$272,849.46		115
Household Median Wealth	$94,464.52		120	$110,505.88		141	$101,625.6		29
<$0K	1,330	(16.6%)	94	6,684	(15.7%)	90	19,217	(16.1%)	91
$0K - $5K	619	(7.7%)	89	2,955	(7%)	8	8,734	(7.3%)	84
$5K - $10K	338	(4.2%)	91	1,669	(3.9%)	85	4,840	(4%)	88
$10K - $25K	487	(6.1%)	95	2,462	(5.8%)	91	7,060	(5.9%)	92
$25K - $50K	531	(6.6%)	97	2,752	(6.5%)	95	7,843	(6.6%)	96

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Rockville Town Center
199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
$50K - $100K	795	(9.9%)	96	4,156	(9.8%)	95	11,850	(9.9%)	96
$100K - $250K	1,455	(18.1%)	100	7,817	(18.4%)	102	21,961	(18.4%)	102
$250K - $500K	1,115	(13.9%)	106	6,158	(14.5%)	111	17,030	(14.2%)	109
>$500K	1,354	(16.9%)	117	7,798	(18.4%)	127	21,029	(17.6%)	122

Vehicles per Household

	1 Mile			3 Mile			5 Mile		
Total Number of Vehicles	12,392			71,850			206,705		
Average Number of Vehicles	1.54		84	1.69		92	1.73		94
No Vehicles	994	(12.4%)	151	3,398	(8%)	97	8,387	(7%)	85
1 Vehicle	3,130	(39%)	121	14,624	(34.4%)	107	44,636	(37.3%)	116
2 Vehicles	2,802	(34.9%)	94	17,935	(42.2%)	114	45,516	(38.1%)	102
3 or more Vehicles	1,098	(13.7%)	61	6,494	(15.3%)	69	21,025	(17.6%)	7

Population Change

	1 Mile		3 Mile		5 Mile	
Births	191		1,137		3,302	
Deaths	180		1,130		3,347	
Migration	405		477		2,401	

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Rockville Town Center
199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide

	● 1 Mile	● 3 Mile	● 5 Mile
Workplace			
Total Businesses	1,258	5,791	10,838
Total Employees	40,224	119,509	206,906

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats