

rio
209 Boardwalk Pl, Gaithersburg, Maryland, 20878
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.11674
Longitude: -77.19836

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	15,519	125,696	265,580
2020 Total Population	21,987	139,484	287,373
2020 Group Quarters	282	1,231	2,104
2024 Total Population	23,453	141,412	290,403
2024 Group Quarters	281	1,226	2,097
2029 Total Population	23,800	142,458	291,708
2024-2029 Annual Rate	0.29%	0.15%	0.09%
2024 Total Daytime Population	31,534	170,214	303,206
Workers	22,214	105,855	171,746
Residents	9,320	64,359	131,460
Household Summary			
2010 Households	6,123	46,167	94,570
2010 Average Household Size	2.50	2.69	2.78
2020 Total Households	9,358	52,572	103,262
2020 Average Household Size	2.32	2.63	2.76
2024 Households	10,007	53,180	104,139
2024 Average Household Size	2.32	2.64	2.77
2029 Households	10,096	53,225	103,930
2029 Average Household Size	2.33	2.65	2.79
2024-2029 Annual Rate	0.18%	0.02%	-0.04%
2010 Families	3,834	31,869	67,781
2010 Average Family Size	3.07	3.19	3.25
2024 Families	5,495	35,012	72,304
2024 Average Family Size	3.09	3.25	3.33
2029 Families	5,551	35,094	72,256
2029 Average Family Size	3.10	3.27	3.35
2024-2029 Annual Rate	0.20%	0.05%	-0.01%
Housing Unit Summary			
2000 Housing Units	6,008	39,531	86,290
Owner Occupied Housing Units	44.2%	56.8%	67.4%
Renter Occupied Housing Units	48.4%	39.0%	29.3%
Vacant Housing Units	7.4%	4.3%	3.3%
2010 Housing Units	6,559	48,573	99,032
Owner Occupied Housing Units	39.9%	56.1%	65.3%
Renter Occupied Housing Units	53.5%	38.9%	30.2%
Vacant Housing Units	6.6%	5.0%	4.5%
2020 Housing Units	10,073	55,174	107,596
Owner Occupied Housing Units	28.4%	49.2%	59.3%
Renter Occupied Housing Units	64.5%	46.1%	36.7%
Vacant Housing Units	7.1%	4.7%	4.0%
2024 Housing Units	10,803	56,035	108,816
Owner Occupied Housing Units	31.6%	51.1%	61.1%
Renter Occupied Housing Units	61.1%	43.8%	34.7%
Vacant Housing Units	7.4%	5.1%	4.3%
2029 Housing Units	10,896	56,415	109,393
Owner Occupied Housing Units	33.8%	52.4%	62.1%
Renter Occupied Housing Units	58.8%	41.9%	32.9%
Vacant Housing Units	7.3%	5.7%	5.0%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	10,003	53,160	104,117
<\$15,000	3.9%	5.5%	4.9%
\$15,000 - \$24,999	5.4%	4.1%	3.3%
\$25,000 - \$34,999	5.1%	4.1%	3.9%
\$35,000 - \$49,999	3.9%	5.9%	5.8%
\$50,000 - \$74,999	11.5%	10.3%	10.6%
\$75,000 - \$99,999	14.8%	11.1%	11.3%
\$100,000 - \$149,999	23.9%	19.6%	19.0%
\$150,000 - \$199,999	13.2%	13.2%	13.5%
\$200,000+	18.2%	26.2%	27.7%
Average Household Income	\$145,639	\$169,092	\$175,496
2029 Households by Income			
Household Income Base	10,092	53,205	103,908
<\$15,000	3.3%	4.8%	4.2%
\$15,000 - \$24,999	4.2%	3.1%	2.5%
\$25,000 - \$34,999	4.0%	3.4%	3.2%
\$35,000 - \$49,999	3.3%	4.9%	4.6%
\$50,000 - \$74,999	9.7%	8.9%	8.8%
\$75,000 - \$99,999	14.0%	10.9%	10.9%
\$100,000 - \$149,999	24.2%	19.3%	18.8%
\$150,000 - \$199,999	14.9%	14.2%	14.7%
\$200,000+	22.3%	30.6%	32.3%
Average Household Income	\$167,714	\$192,268	\$199,489
2024 Owner Occupied Housing Units by Value			
Total	3,399	28,613	66,402
<\$50,000	1.9%	1.1%	2.0%
\$50,000 - \$99,999	1.2%	0.6%	0.5%
\$100,000 - \$149,999	0.1%	0.5%	0.5%
\$150,000 - \$199,999	2.7%	1.0%	1.3%
\$200,000 - \$249,999	4.0%	1.7%	2.3%
\$250,000 - \$299,999	6.5%	2.4%	3.7%
\$300,000 - \$399,999	12.4%	6.4%	9.9%
\$400,000 - \$499,999	7.7%	8.8%	9.2%
\$500,000 - \$749,999	38.2%	38.0%	34.3%
\$750,000 - \$999,999	18.7%	27.9%	23.8%
\$1,000,000 - \$1,499,999	2.9%	9.2%	8.8%
\$1,500,000 - \$1,999,999	2.0%	1.0%	1.9%
\$2,000,000 +	1.5%	1.4%	1.8%
Average Home Value	\$619,794	\$721,731	\$700,576
2029 Owner Occupied Housing Units by Value			
Total	3,672	29,537	67,904
<\$50,000	1.1%	0.7%	1.3%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.1%	0.1%
\$150,000 - \$199,999	0.5%	0.4%	0.4%
\$200,000 - \$249,999	1.6%	0.8%	1.0%
\$250,000 - \$299,999	3.0%	1.1%	1.9%
\$300,000 - \$399,999	10.3%	4.5%	7.3%
\$400,000 - \$499,999	6.6%	7.0%	8.1%
\$500,000 - \$749,999	40.3%	37.7%	36.1%
\$750,000 - \$999,999	26.5%	33.9%	28.8%
\$1,000,000 - \$1,499,999	5.1%	11.1%	10.8%
\$1,500,000 - \$1,999,999	3.5%	1.5%	2.3%
\$2,000,000 +	1.4%	1.2%	1.9%
Average Home Value	\$719,002	\$776,868	\$765,727

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Community Profile

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Median Household Income			
2024	\$107,550	\$117,882	\$122,024
2029	\$118,092	\$132,339	\$139,441
Median Home Value			
2024	\$587,500	\$681,202	\$649,847
2029	\$666,160	\$734,624	\$706,851
Per Capita Income			
2024	\$61,094	\$63,572	\$62,972
2029	\$69,946	\$71,815	\$71,114
Median Age			
2010	33.0	36.7	37.2
2020	34.7	38.1	38.7
2024	35.5	39.0	39.6
2029	37.1	40.3	40.7
2020 Population by Age			
Total	21,987	139,484	287,373
0 - 4	6.2%	5.9%	5.7%
5 - 9	5.9%	6.2%	6.3%
10 - 14	5.3%	6.7%	6.8%
15 - 24	11.0%	11.9%	12.4%
25 - 34	22.2%	14.5%	13.5%
35 - 44	17.3%	14.6%	14.0%
45 - 54	11.8%	13.3%	13.4%
55 - 64	10.4%	12.4%	13.3%
65 - 74	5.8%	8.3%	8.8%
75 - 84	2.9%	4.2%	4.1%
85 +	1.2%	2.0%	1.7%
18 +	79.8%	77.3%	77.1%
2024 Population by Age			
Total	23,452	141,412	290,403
0 - 4	6.1%	5.7%	5.6%
5 - 9	5.3%	6.0%	6.0%
10 - 14	5.1%	6.0%	6.2%
15 - 24	11.1%	12.1%	12.4%
25 - 34	21.6%	14.2%	13.3%
35 - 44	17.8%	15.2%	14.6%
45 - 54	12.1%	13.3%	13.3%
55 - 64	9.9%	11.8%	12.4%
65 - 74	6.4%	8.7%	9.4%
75 - 84	3.2%	4.9%	4.9%
85 +	1.3%	2.1%	1.9%
18 +	80.9%	78.7%	78.5%
2029 Population by Age			
Total	23,800	142,461	291,708
0 - 4	5.8%	5.5%	5.4%
5 - 9	5.0%	5.6%	5.6%
10 - 14	5.1%	6.0%	6.1%
15 - 24	11.3%	11.8%	11.7%
25 - 34	18.8%	13.5%	13.3%
35 - 44	17.8%	14.4%	14.0%
45 - 54	13.6%	13.7%	13.6%
55 - 64	9.6%	11.6%	11.9%
65 - 74	7.3%	9.4%	10.2%
75 - 84	4.1%	6.0%	6.2%
85 +	1.6%	2.5%	2.2%
18 +	81.3%	79.5%	79.4%

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2020 Population by Sex			
Males	10,565	66,846	138,795
Females	11,422	72,638	148,578
2024 Population by Sex			
Males	11,487	68,863	142,552
Females	11,966	72,549	147,851
2029 Population by Sex			
Males	11,606	69,053	142,426
Females	12,193	73,405	149,282
2010 Population by Race/Ethnicity			
Total	15,517	125,695	265,580
White Alone	43.5%	53.3%	54.5%
Black Alone	16.2%	13.5%	14.8%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	25.1%	20.9%	18.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	9.9%	7.7%	7.5%
Two or More Races	4.8%	4.2%	4.2%
Hispanic Origin	23.4%	18.7%	18.7%
Diversity Index	81.3	75.4	74.9
2020 Population by Race/Ethnicity			
Total	21,987	139,484	287,373
White Alone	34.4%	38.5%	38.8%
Black Alone	17.3%	14.7%	15.6%
American Indian Alone	0.6%	0.7%	0.8%
Asian Alone	24.5%	22.2%	20.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.5%	13.0%	13.2%
Two or More Races	10.8%	10.8%	11.6%
Hispanic Origin	22.7%	22.4%	23.6%
Diversity Index	84.8	83.8	84.3
2024 Population by Race/Ethnicity			
Total	23,452	141,412	290,404
White Alone	33.2%	36.9%	37.0%
Black Alone	17.3%	14.9%	15.9%
American Indian Alone	0.6%	0.8%	0.8%
Asian Alone	25.2%	23.1%	20.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.5%	13.3%	13.6%
Two or More Races	11.0%	11.1%	11.9%
Hispanic Origin	22.9%	22.9%	24.3%
Diversity Index	85.0	84.4	85.0
2029 Population by Race/Ethnicity			
Total	23,799	142,457	291,708
White Alone	31.0%	34.6%	34.6%
Black Alone	17.4%	14.8%	15.8%
American Indian Alone	0.7%	0.8%	0.9%
Asian Alone	26.3%	24.4%	21.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	13.2%	13.9%	14.3%
Two or More Races	11.4%	11.5%	12.4%
Hispanic Origin	24.0%	23.8%	25.5%
Diversity Index	85.6	85.1	85.8

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.

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2020 Population by Relationship and Household Type			
Total	21,987	139,484	287,373
In Households	98.7%	99.1%	99.3%
Householder	41.7%	37.7%	35.9%
Opposite-Sex Spouse	16.1%	18.4%	18.7%
Same-Sex Spouse	0.3%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.5%	1.9%	1.7%
Same-Sex Unmarried Partner	0.2%	0.1%	0.1%
Biological Child	24.7%	28.5%	29.3%
Adopted Child	0.3%	0.4%	0.5%
Stepchild	0.7%	0.8%	0.9%
Grandchild	1.1%	1.2%	1.5%
Brother or Sister	1.6%	1.4%	1.5%
Parent	1.8%	1.8%	2.0%
Parent-in-law	0.4%	0.6%	0.6%
Son-in-law or Daughter-in-law	0.3%	0.4%	0.4%
Other Relatives	1.9%	1.8%	2.0%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	5.0%	3.8%	3.8%
In Group Quarters	1.3%	0.9%	0.7%
Institutionalized	1.2%	0.7%	0.5%
Noninstitutionalized	0.1%	0.2%	0.2%
2024 Population 25+ by Educational Attainment			
Total	16,983	99,272	202,970
Less than 9th Grade	4.3%	5.6%	5.1%
9th - 12th Grade, No Diploma	2.4%	2.8%	3.2%
High School Graduate	11.0%	11.2%	12.5%
GED/Alternative Credential	0.8%	1.1%	1.4%
Some College, No Degree	7.6%	9.9%	11.3%
Associate Degree	8.4%	6.1%	6.4%
Bachelor's Degree	34.2%	30.7%	29.5%
Graduate/Professional Degree	31.3%	32.6%	30.7%
2024 Population 15+ by Marital Status			
Total	19,583	116,318	238,876
Never Married	39.3%	33.4%	32.4%
Married	50.4%	53.9%	55.2%
Widowed	2.8%	4.5%	4.1%
Divorced	7.5%	8.3%	8.3%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,644	79,811	164,877
Population 16+ Employed	98.2%	97.7%	97.8%
Population 16+ Unemployment rate	1.8%	2.3%	2.2%
Population 16-24 Employed	10.8%	10.2%	9.9%
Population 16-24 Unemployment rate	4.1%	5.6%	6.2%
Population 25-54 Employed	71.0%	65.9%	64.0%
Population 25-54 Unemployment rate	1.6%	2.1%	1.9%
Population 55-64 Employed	13.7%	16.7%	17.6%
Population 55-64 Unemployment rate	0.9%	1.3%	1.5%
Population 65+ Employed	4.6%	7.3%	8.5%
Population 65+ Unemployment rate	2.7%	1.9%	1.5%

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January 31, 2025

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2024 Employed Population 16+ by Industry			
Total	14,377	77,967	161,179
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	7.1%	5.7%	5.8%
Manufacturing	4.4%	4.0%	3.7%
Wholesale Trade	0.5%	1.0%	1.0%
Retail Trade	6.5%	6.2%	7.0%
Transportation/Utilities	4.1%	3.4%	3.6%
Information	1.7%	2.5%	2.4%
Finance/Insurance/Real Estate	4.8%	5.2%	5.0%
Services	59.7%	59.5%	59.8%
Public Administration	11.1%	12.4%	11.6%
2024 Employed Population 16+ by Occupation			
Total	14,378	77,967	161,180
White Collar	76.3%	76.6%	74.8%
Management/Business/Financial	21.0%	24.0%	23.2%
Professional	42.1%	39.8%	38.4%
Sales	6.1%	5.8%	6.3%
Administrative Support	7.2%	6.9%	6.9%
Services	12.8%	13.3%	14.1%
Blue Collar	10.8%	10.2%	11.1%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.7%	3.5%	3.6%
Installation/Maintenance/Repair	2.2%	1.4%	1.7%
Production	1.1%	1.7%	1.9%
Transportation/Material Moving	2.9%	3.5%	3.8%
2020 Households by Type			
Total	9,358	52,572	103,262
Married Couple Households	39.1%	49.5%	52.6%
With Own Children <18	17.6%	22.4%	23.3%
Without Own Children <18	21.5%	27.0%	29.3%
Cohabiting Couple Households	6.6%	5.4%	5.1%
With Own Children <18	1.2%	1.7%	1.7%
Without Own Children <18	5.4%	3.7%	3.4%
Male Householder, No Spouse/Partner	22.0%	16.3%	15.3%
Living Alone	15.0%	10.4%	9.4%
65 Years and over	1.9%	2.5%	2.4%
With Own Children <18	1.8%	1.7%	1.6%
Without Own Children <18, With Relatives	3.1%	2.7%	2.8%
No Relatives Present	2.1%	1.6%	1.5%
Female Householder, No Spouse/Partner	32.3%	28.8%	27.1%
Living Alone	19.1%	16.0%	14.1%
65 Years and over	4.8%	6.8%	6.1%
With Own Children <18	5.1%	5.5%	5.3%
Without Own Children <18, With Relatives	6.1%	5.9%	6.5%
No Relatives Present	1.9%	1.3%	1.2%
2020 Households by Size			
Total	9,358	52,572	103,262
1 Person Household	34.1%	26.4%	23.4%
2 Person Household	30.5%	29.5%	29.7%
3 Person Household	15.6%	17.1%	17.7%
4 Person Household	11.1%	15.4%	16.3%
5 Person Household	4.6%	6.8%	7.5%
6 Person Household	2.2%	2.8%	3.2%
7 + Person Household	1.9%	2.0%	2.2%

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2020 Households by Tenure and Mortgage Status			
Total	9,358	52,572	103,262
Owner Occupied	30.6%	51.6%	61.8%
Owned with a Mortgage/Loan	23.9%	39.2%	48.0%
Owned Free and Clear	6.7%	12.4%	13.8%
Renter Occupied	69.4%	48.4%	38.2%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	72	68	74
Percent of Income for Mortgage	34.2%	36.2%	33.3%
Wealth Index	97	150	164
2020 Housing Units By Urban/ Rural Status			
Total	10,073	55,174	107,596
Urban Housing Units	100.0%	100.0%	99.2%
Rural Housing Units	0.0%	0.0%	0.8%
2020 Population By Urban/ Rural Status			
Total	21,987	139,484	287,373
Urban Population	100.0%	100.0%	99.1%
Rural Population	0.0%	0.0%	0.9%

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 (2D)
2.	Young and Restless (11B)	Professional Pride (1B)	Top Tier (1A)
3.	Golden Years (9B)	Pleasantville (2B)	Professional Pride (1B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$32,362,458	\$190,791,936	\$381,347,241
Average Spent	\$3,233.98	\$3,587.66	\$3,661.91
Spending Potential Index	136	151	154
Education: Total \$	\$23,472,560	\$146,237,790	\$296,640,984
Average Spent	\$2,345.61	\$2,749.86	\$2,848.51
Spending Potential Index	136	159	165
Entertainment/Recreation: Total \$	\$50,606,141	\$314,444,102	\$639,704,789
Average Spent	\$5,057.07	\$5,912.83	\$6,142.80
Spending Potential Index	124	145	150
Food at Home: Total \$	\$94,828,273	\$574,543,134	\$1,154,196,152
Average Spent	\$9,476.19	\$10,803.74	\$11,083.23
Spending Potential Index	130	148	152
Food Away from Home: Total \$	\$53,394,511	\$318,986,908	\$642,266,330
Average Spent	\$5,335.72	\$5,998.25	\$6,167.39
Spending Potential Index	137	154	159
Health Care: Total \$	\$85,059,117	\$545,572,213	\$1,113,302,047
Average Spent	\$8,499.96	\$10,258.97	\$10,690.54
Spending Potential Index	111	133	139
HH Furnishings & Equipment: Total \$	\$38,993,141	\$241,345,773	\$489,981,273
Average Spent	\$3,896.59	\$4,538.28	\$4,705.07
Spending Potential Index	123	143	149
Personal Care Products & Services: Total \$	\$13,531,708	\$81,579,024	\$164,392,680
Average Spent	\$1,352.22	\$1,534.02	\$1,578.59
Spending Potential Index	136	154	159
Shelter: Total \$	\$363,349,640	\$2,204,712,577	\$4,470,753,343
Average Spent	\$36,309.55	\$41,457.55	\$42,930.63
Spending Potential Index	136	155	161
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$36,671,132	\$247,501,869	\$507,933,893
Average Spent	\$3,664.55	\$4,654.04	\$4,877.46
Spending Potential Index	105	133	139
Travel: Total \$	\$39,695,643	\$244,425,413	\$498,280,722
Average Spent	\$3,966.79	\$4,596.19	\$4,784.77
Spending Potential Index	131	152	158
Vehicle Maintenance & Repairs: Total \$	\$17,891,489	\$110,721,434	\$223,927,153
Average Spent	\$1,787.90	\$2,082.01	\$2,150.27
Spending Potential Index	121	141	145

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 31, 2025