



Community Profile

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			
2000 Total Population	15,180	106,529	235,329
2010 Total Population	16,137	126,989	264,078
2019 Total Population	22,527	145,318	288,908
2019 Group Quarters	220	1,463	2,422
2024 Total Population	27,993	155,870	302,584
2019-2024 Annual Rate	4.44%	1.41%	0.93%
2019 Total Daytime Population	30,057	172,786	300,265
Workers	19,920	106,181	167,387
Residents	10,137	66,605	132,878
Household Summary			
2000 Households	5,788	38,197	83,016
2000 Average Household Size	2.56	2.74	2.80
2010 Households	6,184	46,455	94,059
2010 Average Household Size	2.58	2.70	2.78
2019 Households	9,037	53,031	102,553
2019 Average Household Size	2.47	2.71	2.79
2024 Households	11,535	57,048	107,409
2024 Average Household Size	2.41	2.71	2.79
2019-2024 Annual Rate	5.00%	1.47%	0.93%
2010 Families	3,905	32,109	67,445
2010 Average Family Size	3.13	3.20	3.24
2019 Families	5,388	36,017	72,564
2019 Average Family Size	3.10	3.24	3.28
2024 Families	6,661	38,347	75,475
2024 Average Family Size	3.07	3.25	3.29
2019-2024 Annual Rate	4.33%	1.26%	0.79%
Housing Unit Summary			
2000 Housing Units	6,231	39,885	85,872
Owner Occupied Housing Units	45.7%	56.9%	67.6%
Renter Occupied Housing Units	47.2%	38.9%	29.1%
Vacant Housing Units	7.1%	4.2%	3.3%
2010 Housing Units	6,544	48,837	98,492
Owner Occupied Housing Units	41.6%	56.1%	65.3%
Renter Occupied Housing Units	52.9%	39.0%	30.2%
Vacant Housing Units	5.5%	4.9%	4.5%
2019 Housing Units	9,584	55,144	106,407
Owner Occupied Housing Units	35.2%	52.6%	62.0%
Renter Occupied Housing Units	59.1%	43.6%	34.4%
Vacant Housing Units	5.7%	3.8%	3.6%
2024 Housing Units	11,956	58,972	111,027
Owner Occupied Housing Units	43.8%	54.4%	63.1%
Renter Occupied Housing Units	52.7%	42.3%	33.7%
Vacant Housing Units	3.5%	3.3%	3.3%
Median Household Income			
2019	\$85,958	\$100,779	\$103,286
2024	\$100,235	\$109,734	\$111,925
Median Home Value			
2019	\$366,069	\$508,778	\$465,045
2024	\$501,827	\$547,693	\$498,417
Per Capita Income			
2019	\$43,120	\$48,610	\$49,875
2024	\$50,876	\$54,364	\$55,098
Median Age			
2010	32.8	36.6	37.2
2019	35.8	38.1	38.6
2024	36.4	38.5	39.2

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	9,037	53,031	102,553
<\$15,000	5.4%	5.6%	4.9%
\$15,000 - \$24,999	4.4%	4.0%	3.8%
\$25,000 - \$34,999	7.3%	5.6%	5.0%
\$35,000 - \$49,999	7.7%	8.0%	7.7%
\$50,000 - \$74,999	18.2%	14.5%	14.4%
\$75,000 - \$99,999	14.0%	11.9%	12.2%
\$100,000 - \$149,999	23.1%	19.5%	19.7%
\$150,000 - \$199,999	9.2%	12.2%	12.8%
\$200,000+	10.8%	18.7%	19.5%
Average Household Income	\$108,106	\$132,777	\$140,406
2024 Households by Income			
Household Income Base	11,535	57,048	107,409
<\$15,000	4.4%	4.7%	4.2%
\$15,000 - \$24,999	3.4%	3.3%	3.2%
\$25,000 - \$34,999	6.1%	5.1%	4.6%
\$35,000 - \$49,999	6.6%	7.1%	6.9%
\$50,000 - \$74,999	15.8%	13.1%	13.0%
\$75,000 - \$99,999	13.4%	11.3%	11.7%
\$100,000 - \$149,999	23.0%	19.7%	20.1%
\$150,000 - \$199,999	11.7%	13.7%	14.3%
\$200,000+	15.5%	21.9%	22.1%
Average Household Income	\$124,221	\$148,082	\$155,125
2019 Owner Occupied Housing Units by Value			
Total	3,374	28,979	65,948
<\$50,000	1.7%	0.9%	1.0%
\$50,000 - \$99,999	1.4%	0.8%	1.0%
\$100,000 - \$149,999	0.9%	1.8%	2.4%
\$150,000 - \$199,999	4.2%	2.1%	3.3%
\$200,000 - \$249,999	9.2%	3.3%	5.7%
\$250,000 - \$299,999	19.4%	6.4%	9.0%
\$300,000 - \$399,999	19.8%	17.5%	18.3%
\$400,000 - \$499,999	11.2%	16.1%	14.3%
\$500,000 - \$749,999	27.7%	33.3%	26.8%
\$750,000 - \$999,999	1.2%	13.1%	12.6%
\$1,000,000 - \$1,499,999	0.9%	4.0%	4.4%
\$1,500,000 - \$1,999,999	0.6%	0.2%	0.6%
\$2,000,000 +	1.6%	0.5%	0.6%
Average Home Value	\$445,725	\$554,237	\$533,237
2024 Owner Occupied Housing Units by Value			
Total	5,233	32,092	70,035
<\$50,000	0.7%	0.4%	0.5%
\$50,000 - \$99,999	0.5%	0.4%	0.6%
\$100,000 - \$149,999	0.4%	0.9%	1.4%
\$150,000 - \$199,999	2.0%	1.4%	2.2%
\$200,000 - \$249,999	4.9%	2.4%	4.3%
\$250,000 - \$299,999	13.5%	5.3%	8.0%
\$300,000 - \$399,999	16.3%	15.7%	18.2%
\$400,000 - \$499,999	11.4%	16.2%	15.1%
\$500,000 - \$749,999	45.7%	37.8%	29.7%
\$750,000 - \$999,999	1.1%	14.4%	13.4%
\$1,000,000 - \$1,499,999	1.3%	4.1%	5.2%
\$1,500,000 - \$1,999,999	0.8%	0.3%	0.7%
\$2,000,000 +	1.4%	0.6%	0.7%
Average Home Value	\$518,331	\$583,884	\$565,123

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	16,137	126,989	264,078
0 - 4	8.2%	7.2%	6.9%
5 - 9	5.8%	6.7%	6.8%
10 - 14	5.4%	6.5%	6.8%
15 - 24	12.3%	11.6%	12.0%
25 - 34	23.2%	15.5%	14.3%
35 - 44	16.6%	15.6%	14.9%
45 - 54	13.0%	15.5%	16.2%
55 - 64	8.9%	11.1%	11.9%
65 - 74	4.0%	5.5%	5.8%
75 - 84	1.7%	3.0%	3.0%
85 +	0.8%	1.7%	1.4%
18 +	77.2%	75.6%	75.2%
2019 Population by Age			
Total	22,529	145,318	288,907
0 - 4	6.9%	6.2%	6.0%
5 - 9	6.6%	6.7%	6.6%
10 - 14	6.3%	7.1%	7.1%
15 - 24	10.9%	11.3%	11.4%
25 - 34	17.6%	14.1%	13.6%
35 - 44	17.9%	14.8%	14.1%
45 - 54	12.5%	13.9%	13.9%
55 - 64	10.6%	12.3%	13.2%
65 - 74	6.3%	8.0%	8.6%
75 - 84	2.9%	3.7%	3.8%
85 +	1.5%	2.0%	1.7%
18 +	76.9%	76.3%	76.4%
2024 Population by Age			
Total	27,992	155,869	302,583
0 - 4	6.9%	6.3%	6.1%
5 - 9	6.1%	6.2%	6.2%
10 - 14	6.0%	6.4%	6.4%
15 - 24	11.0%	11.2%	11.1%
25 - 34	17.4%	14.7%	14.0%
35 - 44	17.3%	14.8%	14.5%
45 - 54	12.9%	13.1%	13.0%
55 - 64	10.3%	11.9%	12.5%
65 - 74	7.1%	8.9%	9.6%
75 - 84	3.4%	4.5%	4.8%
85 +	1.6%	2.0%	1.8%
18 +	77.3%	77.3%	77.3%
2010 Population by Sex			
Males	7,774	61,413	128,271
Females	8,363	65,576	135,807
2019 Population by Sex			
Males	10,764	70,276	140,434
Females	11,763	75,043	148,475
2024 Population by Sex			
Males	13,333	75,330	147,122
Females	14,660	80,540	155,462

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 Race/Ethnicity			
Total	16,138	126,989	264,078
White Alone	43.2%	53.2%	54.6%
Black Alone	16.5%	13.4%	14.7%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	24.6%	21.2%	18.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	10.6%	7.6%	7.5%
Two or More Races	4.8%	4.2%	4.2%
Hispanic Origin	24.3%	18.6%	18.7%
Diversity Index	82.7	75.9	75.3
2019 Population by Race/Ethnicity			
Total	22,527	145,318	288,908
White Alone	39.2%	46.6%	48.2%
Black Alone	17.6%	15.4%	16.6%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	26.9%	23.3%	20.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	10.5%	9.4%	9.2%
Two or More Races	5.3%	4.9%	4.9%
Hispanic Origin	24.7%	22.6%	22.7%
Diversity Index	83.8	80.8	80.4
2024 Population by Race/Ethnicity			
Total	27,991	155,870	302,583
White Alone	37.2%	43.5%	45.0%
Black Alone	18.4%	16.2%	17.4%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	27.7%	24.4%	21.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.6%	10.3%	10.2%
Two or More Races	5.7%	5.3%	5.3%
Hispanic Origin	25.1%	24.8%	25.1%
Diversity Index	84.5	82.8	82.5
2010 Population by Relationship and Household Type			
Total	16,137	126,989	264,078
In Households	98.7%	98.9%	99.1%
In Family Households	80.0%	84.1%	85.9%
Householder	24.0%	25.3%	25.5%
Spouse	17.0%	19.5%	19.8%
Child	28.3%	30.4%	31.7%
Other relative	6.5%	5.7%	5.8%
Nonrelative	4.3%	3.1%	3.1%
In Nonfamily Households	18.7%	14.8%	13.2%
In Group Quarters	1.3%	1.1%	0.9%
Institutionalized Population	1.0%	0.8%	0.6%
Noninstitutionalized Population	0.3%	0.3%	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	15,610	99,865	199,083
Less than 9th Grade	5.8%	5.8%	5.5%
9th - 12th Grade, No Diploma	5.3%	4.1%	4.2%
High School Graduate	12.2%	11.3%	11.8%
GED/Alternative Credential	1.6%	1.5%	1.5%
Some College, No Degree	12.7%	12.5%	13.4%
Associate Degree	6.4%	5.5%	6.1%
Bachelor's Degree	27.0%	27.6%	27.0%
Graduate/Professional Degree	28.9%	31.7%	30.4%
2019 Population 15+ by Marital Status			
Total	18,072	116,284	231,996
Never Married	35.7%	31.7%	31.9%
Married	48.5%	55.4%	55.5%
Widowed	4.0%	4.0%	4.1%
Divorced	11.7%	8.8%	8.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	93.4%	95.7%	95.9%
Civilian Unemployed (Unemployment Rate)	6.6%	4.3%	4.1%
2019 Employed Population 16+ by Industry			
Total	12,671	80,118	158,858
Agriculture/Mining	0.4%	0.2%	0.2%
Construction	4.6%	5.9%	6.0%
Manufacturing	3.3%	3.5%	3.4%
Wholesale Trade	1.5%	1.5%	1.5%
Retail Trade	7.6%	6.9%	7.3%
Transportation/Utilities	4.1%	3.5%	3.6%
Information	1.9%	2.2%	2.4%
Finance/Insurance/Real Estate	6.5%	6.5%	6.4%
Services	61.2%	59.3%	58.5%
Public Administration	9.0%	10.7%	10.8%
2019 Employed Population 16+ by Occupation			
Total	12,671	80,118	158,859
White Collar	71.4%	73.7%	73.0%
Management/Business/Financial	19.3%	21.2%	20.8%
Professional	35.1%	34.6%	33.3%
Sales	8.0%	8.0%	8.2%
Administrative Support	9.0%	9.9%	10.7%
Services	16.5%	15.9%	16.3%
Blue Collar	12.1%	10.4%	10.7%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.1%	3.8%	3.8%
Installation/Maintenance/Repair	2.9%	1.4%	1.7%
Production	1.8%	1.5%	1.7%
Transportation/Material Moving	4.2%	3.6%	3.4%
2010 Population By Urban/ Rural Status			
Total Population	16,137	126,989	264,078
Population Inside Urbanized Area	100.0%	99.8%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.8%

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	6,183	46,455	94,060
Households with 1 Person	27.9%	24.3%	22.2%
Households with 2+ People	72.1%	75.7%	77.8%
Family Households	63.2%	69.1%	71.7%
Husband-wife Families	44.7%	53.3%	55.6%
With Related Children	23.2%	27.6%	28.4%
Other Family (No Spouse Present)	18.5%	15.8%	16.1%
Other Family with Male Householder	4.5%	4.2%	4.2%
With Related Children	2.2%	2.2%	2.2%
Other Family with Female Householder	14.0%	11.6%	11.9%
With Related Children	8.7%	7.3%	7.3%
Nonfamily Households	8.9%	6.6%	6.1%
All Households with Children	34.6%	37.6%	38.4%
Multigenerational Households	4.2%	4.1%	4.7%
Unmarried Partner Households	6.1%	4.9%	4.7%
Male-female	5.6%	4.3%	4.1%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	6,182	46,454	94,059
1 Person Household	27.9%	24.3%	22.2%
2 Person Household	29.5%	29.8%	30.0%
3 Person Household	18.9%	18.3%	18.4%
4 Person Household	13.3%	16.0%	16.4%
5 Person Household	5.2%	6.8%	7.6%
6 Person Household	2.4%	2.7%	3.1%
7 + Person Household	2.8%	2.1%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	6,184	46,455	94,059
Owner Occupied	44.0%	59.0%	68.3%
Owned with a Mortgage/Loan	38.3%	50.4%	58.3%
Owned Free and Clear	5.7%	8.6%	10.1%
Renter Occupied	56.0%	41.0%	31.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,544	48,837	98,492
Housing Units Inside Urbanized Area	100.0%	99.9%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	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.	Young and Restless (11B)	Professional Pride (1B)	Top Tier (1A)
3.	Urban Villages (7B)	Pleasantville (2B)	Professional Pride (1B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$24,835,946	\$174,944,655	\$352,671,099
Average Spent	\$2,748.25	\$3,298.91	\$3,438.92
Spending Potential Index	128	154	161
Education: Total \$	\$18,262,682	\$136,164,233	\$283,957,853
Average Spent	\$2,020.88	\$2,567.63	\$2,768.89
Spending Potential Index	127	161	174
Entertainment/Recreation: Total \$	\$34,930,699	\$253,384,949	\$519,150,715
Average Spent	\$3,865.30	\$4,778.05	\$5,062.27
Spending Potential Index	118	146	155
Food at Home: Total \$	\$57,004,991	\$401,784,258	\$810,941,929
Average Spent	\$6,307.96	\$7,576.40	\$7,907.54
Spending Potential Index	122	146	153
Food Away from Home: Total \$	\$42,728,015	\$299,124,403	\$602,078,355
Average Spent	\$4,728.12	\$5,640.56	\$5,870.90
Spending Potential Index	129	153	160
Health Care: Total \$	\$58,772,353	\$431,200,139	\$886,284,995
Average Spent	\$6,503.52	\$8,131.10	\$8,642.21
Spending Potential Index	110	137	146
HH Furnishings & Equipment: Total \$	\$23,139,281	\$167,126,898	\$340,560,044
Average Spent	\$2,560.50	\$3,151.49	\$3,320.82
Spending Potential Index	120	148	156
Personal Care Products & Services: Total \$	\$9,950,596	\$71,117,947	\$144,129,640
Average Spent	\$1,101.10	\$1,341.06	\$1,405.42
Spending Potential Index	124	151	159
Shelter: Total \$	\$217,629,537	\$1,537,816,272	\$3,123,142,696
Average Spent	\$24,082.06	\$28,998.44	\$30,453.94
Spending Potential Index	130	157	165
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$24,383,008	\$184,130,408	\$383,252,380
Average Spent	\$2,698.13	\$3,472.13	\$3,737.12
Spending Potential Index	109	140	151
Travel: Total \$	\$25,224,915	\$185,244,946	\$382,051,011
Average Spent	\$2,791.29	\$3,493.14	\$3,725.40
Spending Potential Index	124	156	166
Vehicle Maintenance & Repairs: Total \$	\$11,978,918	\$85,660,040	\$174,736,429
Average Spent	\$1,325.54	\$1,615.28	\$1,703.86
Spending Potential Index	116	141	149

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.

October 24, 2019