



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			
2010 Total Population	15,494	125,968	264,418
2020 Total Population	21,964	139,574	286,237
2020 Group Quarters	282	1,200	2,102
2022 Total Population	22,598	141,690	289,627
2022 Group Quarters	282	1,200	2,102
2027 Total Population	23,167	143,744	293,006
2022-2027 Annual Rate	0.50%	0.29%	0.23%
2022 Total Daytime Population	29,083	164,449	300,314
Workers	18,420	96,311	160,892
Residents	10,663	68,138	139,422
Household Summary			
2010 Households	6,118	46,067	94,117
2010 Average Household Size	2.50	2.71	2.78
2020 Total Households	9,352	52,453	102,834
2020 Average Household Size	2.32	2.64	2.76
2022 Total Households	9,621	53,165	103,966
2022 Average Household Size	2.32	2.64	2.77
2027 Total Households	9,860	53,812	104,877
2027 Average Household Size	2.32	2.65	2.77
2022-2027 Annual Rate	0.49%	0.24%	0.17%
2010 Families	3,830	31,954	67,467
2010 Average Family Size	3.06	3.20	3.25
2022 Families	5,554	35,624	72,355
2022 Average Family Size	2.97	3.18	3.28
2027 Families	5,688	36,124	73,068
2027 Average Family Size	2.97	3.18	3.29
2022-2027 Annual Rate	0.48%	0.28%	0.20%
Housing Unit Summary			
2000 Housing Units	6,005	39,402	85,855
Owner Occupied Housing Units	44.4%	57.0%	67.5%
Renter Occupied Housing Units	48.3%	38.8%	29.1%
Vacant Housing Units	7.3%	4.3%	3.4%
2010 Housing Units	6,554	48,467	98,577
Owner Occupied Housing Units	39.9%	56.3%	65.2%
Renter Occupied Housing Units	53.5%	38.8%	30.3%
Vacant Housing Units	6.7%	5.0%	4.5%
2020 Housing Units	10,067	55,057	107,163
Vacant Housing Units	7.1%	4.7%	4.0%
2022 Housing Units	10,429	56,203	109,102
Owner Occupied Housing Units	37.4%	52.2%	62.0%
Renter Occupied Housing Units	54.8%	42.4%	33.3%
Vacant Housing Units	7.7%	5.4%	4.7%
2027 Housing Units	10,888	57,994	112,234
Owner Occupied Housing Units	37.0%	52.2%	61.6%
Renter Occupied Housing Units	53.6%	40.6%	31.8%
Vacant Housing Units	9.4%	7.2%	6.6%
Median Household Income			
2022	\$101,597	\$113,814	\$117,095
2027	\$116,934	\$132,541	\$136,466
Median Home Value			
2022	\$483,929	\$569,885	\$525,733
2027	\$510,755	\$589,341	\$547,850
Per Capita Income			
2022	\$57,292	\$59,996	\$60,737
2027	\$66,707	\$68,695	\$69,520
Median Age			
2010	33.0	36.7	37.2
2022	35.6	38.4	39.0
2027	35.5	38.9	39.6

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income			
Household Income Base	9,617	53,145	103,944
<\$15,000	4.6%	5.4%	4.9%
\$15,000 - \$24,999	4.1%	3.8%	3.4%
\$25,000 - \$34,999	6.4%	5.1%	4.8%
\$35,000 - \$49,999	5.5%	5.7%	5.6%
\$50,000 - \$74,999	15.3%	11.8%	11.8%
\$75,000 - \$99,999	13.1%	11.6%	11.6%
\$100,000 - \$149,999	20.7%	18.2%	18.3%
\$150,000 - \$199,999	11.5%	12.4%	12.9%
\$200,000+	18.9%	26.0%	26.8%
Average Household Income	\$137,292	\$159,850	\$169,061
2027 Households by Income			
Household Income Base	9,856	53,792	104,855
<\$15,000	3.7%	4.3%	3.9%
\$15,000 - \$24,999	3.2%	3.0%	2.6%
\$25,000 - \$34,999	4.7%	3.9%	3.9%
\$35,000 - \$49,999	3.9%	4.2%	4.2%
\$50,000 - \$74,999	12.1%	10.3%	10.1%
\$75,000 - \$99,999	12.0%	10.8%	10.8%
\$100,000 - \$149,999	23.5%	18.6%	18.3%
\$150,000 - \$199,999	14.3%	14.6%	14.6%
\$200,000+	22.6%	30.4%	31.7%
Average Household Income	\$159,811	\$183,475	\$194,075
2022 Owner Occupied Housing Units by Value			
Total	3,903	29,339	67,581
<\$50,000	0.7%	0.4%	0.6%
\$50,000 - \$99,999	0.1%	0.3%	0.3%
\$100,000 - \$149,999	0.2%	1.0%	1.1%
\$150,000 - \$199,999	2.0%	1.0%	1.9%
\$200,000 - \$249,999	4.6%	1.9%	3.7%
\$250,000 - \$299,999	10.9%	4.1%	6.8%
\$300,000 - \$399,999	16.5%	12.2%	15.5%
\$400,000 - \$499,999	17.9%	18.3%	16.8%
\$500,000 - \$749,999	40.4%	38.8%	31.5%
\$750,000 - \$999,999	4.6%	17.7%	16.8%
\$1,000,000 - \$1,499,999	1.2%	3.6%	3.8%
\$1,500,000 - \$1,999,999	0.3%	0.4%	0.8%
\$2,000,000 +	0.6%	0.4%	0.4%
Average Home Value	\$509,204	\$600,867	\$576,244
2027 Owner Occupied Housing Units by Value			
Total	4,025	30,247	69,176
<\$50,000	0.8%	0.3%	0.5%
\$50,000 - \$99,999	0.0%	0.1%	0.2%
\$100,000 - \$149,999	0.1%	0.5%	0.6%
\$150,000 - \$199,999	1.0%	0.5%	1.1%
\$200,000 - \$249,999	3.4%	1.2%	2.6%
\$250,000 - \$299,999	7.8%	3.0%	5.7%
\$300,000 - \$399,999	16.2%	11.4%	15.5%
\$400,000 - \$499,999	18.7%	18.6%	17.6%
\$500,000 - \$749,999	43.6%	40.4%	32.9%
\$750,000 - \$999,999	5.4%	19.2%	17.8%
\$1,000,000 - \$1,499,999	1.7%	4.1%	4.2%
\$1,500,000 - \$1,999,999	0.5%	0.4%	0.9%
\$2,000,000 +	0.7%	0.4%	0.5%
Average Home Value	\$537,727	\$623,537	\$598,502

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	15,496	125,965	264,415
0 - 4	8.3%	7.1%	6.9%
5 - 9	5.8%	6.8%	6.8%
10 - 14	5.3%	6.5%	6.8%
15 - 24	12.1%	11.6%	12.0%
25 - 34	23.2%	15.4%	14.4%
35 - 44	16.7%	15.6%	14.9%
45 - 54	12.8%	15.6%	16.2%
55 - 64	8.8%	11.2%	11.9%
65 - 74	4.1%	5.5%	5.8%
75 - 84	2.1%	3.1%	3.0%
85 +	1.0%	1.7%	1.4%
18 +	77.4%	75.6%	75.2%
2022 Population by Age			
Total	22,596	141,690	289,628
0 - 4	6.7%	6.0%	5.9%
5 - 9	6.3%	6.5%	6.5%
10 - 14	6.2%	7.1%	7.1%
15 - 24	11.1%	11.2%	11.3%
25 - 34	18.7%	14.0%	13.5%
35 - 44	16.8%	14.8%	14.3%
45 - 54	12.2%	13.3%	13.3%
55 - 64	10.1%	12.1%	12.9%
65 - 74	6.8%	8.8%	9.4%
75 - 84	3.3%	4.2%	4.2%
85 +	1.8%	2.0%	1.7%
18 +	77.8%	76.7%	76.7%
2027 Population by Age			
Total	23,166	143,745	293,006
0 - 4	6.9%	6.1%	6.0%
5 - 9	5.9%	6.1%	6.2%
10 - 14	5.6%	6.2%	6.3%
15 - 24	11.0%	11.2%	11.0%
25 - 34	19.8%	14.4%	13.7%
35 - 44	15.6%	14.6%	14.6%
45 - 54	12.5%	12.8%	12.8%
55 - 64	9.6%	11.5%	12.0%
65 - 74	7.2%	9.5%	10.1%
75 - 84	4.0%	5.3%	5.5%
85 +	2.0%	2.1%	1.9%
18 +	78.5%	77.7%	77.7%
2010 Population by Sex			
Males	7,455	60,902	128,437
Females	8,040	65,065	135,980
2022 Population by Sex			
Males	10,872	68,647	141,026
Females	11,726	73,042	148,601
2027 Population by Sex			
Males	11,109	69,618	142,814
Females	12,057	74,126	150,192

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity			
Total	15,494	125,968	264,418
White Alone	43.5%	53.0%	54.5%
Black Alone	16.3%	13.4%	14.7%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	25.1%	21.3%	18.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	9.9%	7.6%	7.5%
Two or More Races	4.8%	4.2%	4.2%
Hispanic Origin	23.4%	18.7%	18.8%
Diversity Index	81.4	75.5	74.9
2020 Population by Race/Ethnicity			
Total	21,964	139,574	286,237
White Alone	34.3%	38.3%	38.7%
Black Alone	17.3%	14.6%	15.6%
American Indian Alone	0.6%	0.7%	0.8%
Asian Alone	24.5%	22.6%	20.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.5%	12.9%	13.2%
Two or More Races	10.8%	10.7%	11.6%
Hispanic Origin	22.8%	22.3%	23.6%
Diversity Index	84.8	83.8	84.3
2022 Population by Race/Ethnicity			
Total	22,598	141,689	289,627
White Alone	33.9%	37.8%	38.1%
Black Alone	17.3%	14.6%	15.6%
American Indian Alone	0.6%	0.7%	0.8%
Asian Alone	24.4%	22.6%	20.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.8%	13.3%	13.6%
Two or More Races	10.9%	10.9%	11.8%
Hispanic Origin	22.8%	22.4%	23.8%
Diversity Index	84.9	84.0	84.6
2027 Population by Race/Ethnicity			
Total	23,166	143,745	293,005
White Alone	31.9%	35.6%	35.8%
Black Alone	17.3%	14.7%	15.7%
American Indian Alone	0.6%	0.8%	0.8%
Asian Alone	24.6%	23.0%	20.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	14.0%	14.4%	14.9%
Two or More Races	11.4%	11.5%	12.4%
Hispanic Origin	23.3%	23.0%	24.6%
Diversity Index	85.5	84.8	85.4
2010 Population by Relationship and Household Type			
Total	15,495	125,968	264,418
In Households	98.7%	98.9%	99.1%
In Family Households	79.7%	84.3%	85.9%
Householder	24.2%	25.4%	25.5%
Spouse	17.3%	19.6%	19.8%
Child	28.0%	30.5%	31.7%
Other relative	6.2%	5.7%	5.8%
Nonrelative	4.0%	3.1%	3.1%
In Nonfamily Households	19.0%	14.6%	13.2%
In Group Quarters	1.3%	1.1%	0.9%
Institutionalized Population	0.9%	0.7%	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.

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2022 Population 25+ by Educational Attainment			
Total	15,755	98,025	200,862
Less than 9th Grade	4.3%	5.2%	5.2%
9th - 12th Grade, No Diploma	3.7%	3.4%	3.5%
High School Graduate	11.5%	11.3%	12.5%
GED/Alternative Credential	1.3%	1.3%	1.4%
Some College, No Degree	10.8%	10.6%	11.7%
Associate Degree	7.9%	6.3%	6.4%
Bachelor's Degree	29.7%	28.5%	27.7%
Graduate/Professional Degree	30.8%	33.4%	31.6%
2022 Population 15+ by Marital Status			
Total	18,266	113,924	233,486
Never Married	36.1%	32.1%	32.0%
Married	51.8%	55.4%	55.7%
Widowed	2.9%	3.9%	4.2%
Divorced	9.3%	8.5%	8.1%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	12,951	77,834	158,779
Population 16+ Employed	93.6%	95.5%	95.7%
Population 16+ Unemployment rate	6.4%	4.5%	4.3%
Population 16-24 Employed	11.1%	10.3%	10.1%
Population 16-24 Unemployment rate	17.8%	10.5%	10.4%
Population 25-54 Employed	71.7%	65.8%	64.0%
Population 25-54 Unemployment rate	3.3%	3.4%	3.4%
Population 55-64 Employed	12.8%	16.8%	18.1%
Population 55-64 Unemployment rate	3.3%	3.6%	3.5%
Population 65+ Employed	4.5%	7.1%	7.8%
Population 65+ Unemployment rate	26.7%	6.8%	5.0%
2022 Employed Population 16+ by Industry			
Total	12,117	74,347	151,971
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	4.7%	5.9%	6.2%
Manufacturing	3.1%	3.3%	3.2%
Wholesale Trade	1.4%	1.5%	1.4%
Retail Trade	7.0%	6.9%	7.5%
Transportation/Utilities	4.1%	3.5%	3.6%
Information	1.4%	1.8%	2.0%
Finance/Insurance/Real Estate	6.1%	6.2%	6.1%
Services	62.4%	60.2%	59.3%
Public Administration	9.7%	10.5%	10.5%
2022 Employed Population 16+ by Occupation			
Total	12,119	74,347	151,967
White Collar	74.3%	75.6%	74.8%
Management/Business/Financial	21.9%	24.2%	23.9%
Professional	39.2%	37.4%	35.8%
Sales	6.1%	6.4%	6.8%
Administrative Support	7.1%	7.6%	8.3%
Services	14.0%	13.7%	14.0%
Blue Collar	11.7%	10.7%	11.2%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.9%	3.8%	3.9%
Installation/Maintenance/Repair	2.2%	1.2%	1.4%
Production	1.5%	1.3%	1.6%
Transportation/Material Moving	5.1%	4.3%	4.2%

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2010 Households by Type			
Total	6,118	46,066	94,113
Households with 1 Person	28.5%	24.1%	22.2%
Households with 2+ People	71.5%	75.9%	77.8%
Family Households	62.6%	69.4%	71.7%
Husband-wife Families	44.6%	53.5%	55.6%
With Related Children	22.8%	27.7%	28.4%
Other Family (No Spouse Present)	18.0%	15.9%	16.1%
Other Family with Male Householder	4.3%	4.2%	4.2%
With Related Children	2.2%	2.2%	2.2%
Other Family with Female Householder	13.6%	11.6%	11.9%
With Related Children	8.5%	7.4%	7.3%
Nonfamily Households	8.9%	6.5%	6.1%
All Households with Children	34.0%	37.7%	38.4%
Multigenerational Households	4.0%	4.2%	4.7%
Unmarried Partner Households	6.0%	4.9%	4.8%
Male-female	5.4%	4.3%	4.1%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	6,117	46,066	94,116
1 Person Household	28.5%	24.1%	22.2%
2 Person Household	29.9%	29.8%	29.9%
3 Person Household	18.8%	18.3%	18.4%
4 Person Household	13.2%	16.1%	16.4%
5 Person Household	5.0%	6.8%	7.6%
6 Person Household	2.2%	2.7%	3.1%
7 + Person Household	2.5%	2.1%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	6,118	46,066	94,119
Owner Occupied	42.7%	59.2%	68.3%
Owned with a Mortgage/Loan	37.0%	50.5%	58.2%
Owned Free and Clear	5.7%	8.7%	10.1%
Renter Occupied	57.3%	40.8%	31.7%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	95	90	100
Percent of Income for Mortgage	25.1%	26.4%	23.7%
Wealth Index	104	164	186
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,554	48,467	98,577
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%
2010 Population By Urban/ Rural Status			
Total Population	15,494	125,968	264,418
Population Inside Urbanized Area	100.0%	99.9%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.8%

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 (2D)	Enterprising Professionals (2D)
2.	Young and Restless (11B)	Professional Pride (1B)	Top Tier (1A)
3.	Golden Years (9B)	Pleasantville (2B)	Professional Pride (1B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$30,682,128	\$193,853,319	\$397,797,746
Average Spent	\$3,189.08	\$3,646.26	\$3,826.23
Spending Potential Index	132	151	159
Education: Total \$	\$26,314,673	\$172,125,977	\$361,927,962
Average Spent	\$2,735.13	\$3,237.58	\$3,481.21
Spending Potential Index	139	165	178
Entertainment/Recreation: Total \$	\$43,916,057	\$283,450,127	\$586,986,793
Average Spent	\$4,564.60	\$5,331.52	\$5,645.95
Spending Potential Index	124	145	154
Food at Home: Total \$	\$76,175,995	\$482,086,551	\$989,050,150
Average Spent	\$7,917.68	\$9,067.74	\$9,513.21
Spending Potential Index	128	146	154
Food Away from Home: Total \$	\$56,105,986	\$351,483,394	\$717,237,014
Average Spent	\$5,831.62	\$6,611.18	\$6,898.77
Spending Potential Index	135	153	160
Health Care: Total \$	\$78,408,118	\$512,442,005	\$1,065,682,007
Average Spent	\$8,149.68	\$9,638.71	\$10,250.29
Spending Potential Index	115	136	145
HH Furnishings & Equipment: Total \$	\$30,813,073	\$200,491,404	\$416,131,788
Average Spent	\$3,202.69	\$3,771.12	\$4,002.58
Spending Potential Index	125	147	156
Personal Care Products & Services: Total \$	\$12,705,973	\$81,118,723	\$167,128,375
Average Spent	\$1,320.65	\$1,525.79	\$1,607.53
Spending Potential Index	130	150	158
Shelter: Total \$	\$302,967,541	\$1,922,310,275	\$3,947,786,739
Average Spent	\$31,490.23	\$36,157.44	\$37,971.90
Spending Potential Index	137	158	166
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$29,813,972	\$200,690,196	\$419,331,767
Average Spent	\$3,098.84	\$3,774.86	\$4,033.35
Spending Potential Index	114	139	148
Travel: Total \$	\$36,671,171	\$238,412,164	\$495,482,584
Average Spent	\$3,811.58	\$4,484.38	\$4,765.81
Spending Potential Index	133	156	166
Vehicle Maintenance & Repairs: Total \$	\$14,565,860	\$93,148,256	\$191,628,789
Average Spent	\$1,513.97	\$1,752.06	\$1,843.19
Spending Potential Index	120	139	146

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.