



# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Rockville Town Center

199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Overview									
Population	19,797			111,736			330,272		
Households	7,988			43,730			124,490		
Persons per Household	2.44	<div><div></div><div>96</div></div>		2.52	<div><div></div><div>99</div></div>		2.63	<div><div></div><div>103</div></div>	
Household Median Income	\$114,481.45	<div><div></div><div>144</div></div>		\$134,047.84	<div><div></div><div>168</div></div>		\$125,053.91	<div><div></div><div>157</div></div>	
Household Median Disposable Income	\$93,212.12	<div><div></div><div>136</div></div>		\$108,350.69	<div><div></div><div>158</div></div>		\$102,106.04	<div><div></div><div>149</div></div>	
Household Median Discretionary Income	\$69,336	<div><div></div><div>136</div></div>		\$83,257.1	<div><div></div><div>163</div></div>		\$78,658.89	<div><div></div><div>154</div></div>	
Average Income Per Person	\$59,242.2	<div><div></div><div>137</div></div>		\$68,223.09	<div><div></div><div>158</div></div>		\$63,261.97	<div><div></div><div>147</div></div>	
Median Rent	\$1,985.83	<div><div></div><div>141</div></div>		\$2,158.93	<div><div></div><div>153</div></div>		\$2,156.92	<div><div></div><div>153</div></div>	
Median House Value	\$716,107.66	<div><div></div><div>188</div></div>		\$831,303.46	<div><div></div><div>218</div></div>		\$747,061.18	<div><div></div><div>196</div></div>	
Households in Poverty	697	(8.7%)	<div><div></div><div>69</div></div>	3,353	(7.7%)	<div><div></div><div>61</div></div>	9,625	(7.7%)	<div><div></div><div>61</div></div>
Household Median Wealth	\$94,514.42	<div><div></div><div>117</div></div>		\$104,636.61	<div><div></div><div>129</div></div>		\$100,278.33	<div><div></div><div>124</div></div>	
Average Age	41.78	<div><div></div><div>102</div></div>		41.74	<div><div></div><div>102</div></div>		41.74	<div><div></div><div>102</div></div>	
Median Age	40.99	<div><div></div><div>102</div></div>		41.28	<div><div></div><div>103</div></div>		41.34	<div><div></div><div>103</div></div>	
Households with Children	1,731	(21.7%)	<div><div></div><div>8</div></div>	12,449	(28.5%)	<div><div></div><div>106</div></div>	35,733	(28.7%)	<div><div></div><div>107</div></div>
High School Graduate or Higher	13,230	(91.5%)	<div><div></div><div>102</div></div>	74,444	(93.3%)	<div><div></div><div>104</div></div>	211,477	(90.2%)	<div><div></div><div>101</div></div>

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



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Bachelor's Degree or Higher	8,338	(57.7%)	54,178	(67.9%)	143,425	(61.2%)
Pop density (per sq mi)	6,363		4,225		4,229	
Area (based on blockgroups)	3		26		78	

Population

Population 2024 Q4	19,797	111,736	330,272
Population 2024 Q3	19,736	110,872	329,213
Population 2024 Q2	19,660	110,551	327,916
Population 2024 Q1	19,559	109,774	327,523
Population 2023 Q4	19,541	109,474	326,806
Population 2023 Q3	19,436	108,980	326,038
Population 2023 Q2	19,293	108,412	324,635
Population 2023 Q1	19,231	108,371	324,245
Population 2022 Q4	19,233	108,181	323,871
Population 5 Years Forecast	20,525	116,299	343,260
Population 10 Years Forecast	21,316	121,054	357,054
Persons per Household	2.44	2.52	2.63

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Group Quarters	317	(1.6%)	68	1,372	(1.2%)	52	3,428	(1%)	44
Transient Population - Average Last 4 Quarters				2,068	(1.9%)	143	4,159	(1.3%)	97

Households

Households 2024 Q4	7,988	43,730	124,490
Households 2024 Q3	7,954	43,307	123,924
Households 2024 Q2	7,920	43,152	123,344
Households 2024 Q1	7,874	42,770	123,084
Households 2023 Q4	7,870	42,652	122,788
Households 2023 Q3	7,825	42,435	122,495
Households 2023 Q2	7,755	42,188	121,926
Households 2023 Q1	7,727	42,188	121,783
Households 2022 Q4	7,726	42,095	121,646
Households 5 Years Forecast	8,302	45,723	130,004
Households 10 Years Forecast	8,634	47,708	135,576

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### Gender

Male	9,529	(48.1%)	<div><div>98</div></div>	53,511	(47.9%)	<div><div>98</div></div>	158,106	(47.9%)	<div><div>98</div></div>
Female	10,268	(51.9%)	<div><div>102</div></div>	58,225	(52.1%)	<div><div>102</div></div>	172,166	(52.1%)	<div><div>102</div></div>

### Ethnicity

White	8,839	(44.6%)	<div><div>77</div></div>	53,345	(47.7%)	<div><div>83</div></div>	134,537	(40.7%)	<div><div>71</div></div>
Asian	3,868	(19.5%)	<div><div>339</div></div>	22,781	(20.4%)	<div><div>354</div></div>	63,170	(19.1%)	<div><div>332</div></div>
Hispanic (Ethnic)	3,616	(18.3%)	<div><div>94</div></div>	18,152	(16.2%)	<div><div>83</div></div>	75,648	(22.9%)	<div><div>117</div></div>
Black	2,385	(12%)	<div><div>102</div></div>	10,628	(9.5%)	<div><div>8</div></div>	38,711	(11.7%)	<div><div>99</div></div>
Other	1,089	(5.5%)	<div><div>106</div></div>	6,830	(6.1%)	<div><div>118</div></div>	18,206	(5.5%)	<div><div>106</div></div>

### Household by Ethnicity

White	4,010	(50.2%)	<div><div>8</div></div>	21,377	(48.9%)	<div><div>79</div></div>	56,523	(45.4%)	<div><div>74</div></div>
Asian	1,610	(20.2%)	<div><div>445</div></div>	7,914	(18.1%)	<div><div>399</div></div>	20,540	(16.5%)	<div><div>364</div></div>
Hispanic (Ethnic)	977	(12.2%)	<div><div>8</div></div>	5,770	(13.2%)	<div><div>87</div></div>	21,119	(17%)	<div><div>111</div></div>
Other	698	(8.7%)	<div><div>115</div></div>	4,393	(10%)	<div><div>132</div></div>	12,886	(10.4%)	<div><div>136</div></div>
Black	693	(8.7%)	<div><div>7</div></div>	4,276	(9.8%)	<div><div>88</div></div>	13,422	(10.8%)	<div><div>97</div></div>

### Households Income

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



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Household Average Income	\$143,785.01		129	\$172,499.3		155	\$166,244.67		149
Average Income Per Person	\$59,242.2		137	\$68,223.09		158	\$63,261.97		147
Household Median Income	\$114,481.45		144	\$134,047.84		168	\$125,053.91		157
<\$15K	432	(5.4%)	67	2,153	(4.9%)	61	6,427	(5.2%)	64
\$15K - \$25K	384	(4.8%)	74	1,184	(2.7%)	42	4,135	(3.3%)	51
\$25K - \$35K	393	(4.9%)	73	1,635	(3.7%)	56	5,338	(4.3%)	64
\$35K - \$50K	566	(7.1%)	69	2,108	(4.8%)	47	7,307	(5.9%)	57
\$50K - \$75K	965	(12.1%)	71	4,259	(9.7%)	62	12,726	(10.2%)	65
\$75K - \$100K	706	(8.8%)	69	4,784	(10.9%)	85	13,373	(10.7%)	84
\$100K - \$150K	1,680	(21%)	119	8,085	(18.5%)	104	23,581	(18.9%)	107
\$150K - \$175K	775	(9.7%)	155	4,000	(9.1%)	146	10,806	(8.7%)	138
\$175K - \$200K	648	(8.1%)	124	6,342	(14.5%)	221	19,050	(15.3%)	233
\$200K - \$250K	806	(10.1%)	193	5,141	(11.8%)	225	12,180	(9.8%)	188
\$250K - \$500K	346	(4.3%)	194	2,203	(5%)	226	5,222	(4.2%)	188
>\$500K	287	(3.6%)	193	1,836	(4.2%)	225	4,345	(3.5%)	187

## Disposable Households Income

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



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Household Average Disposable Income	\$102,793.33		125	\$114,459.68		139	\$108,755.48		132
Household Median Disposable Income	\$93,212.12		136	\$108,350.69		158	\$102,106.04		149
<\$15K	484	(6.1%)	69	2,285	(5.2%)	60	6,887	(5.5%)	63
\$15K - \$25K	407	(5.1%)	67	1,488	(3.4%)	45	5,197	(4.2%)	55
\$25K - \$35K	513	(6.4%)	8	1,821	(4.2%)	53	5,980	(4.8%)	61
\$35K - \$50K	768	(9.6%)	7	3,020	(6.9%)	57	9,456	(7.6%)	62
\$50K - \$75K	999	(12.5%)	70	5,584	(12.8%)	72	16,413	(13.2%)	74
\$75K - \$100K	1,135	(14.2%)	100	5,936	(13.6%)	95	17,057	(13.7%)	96
\$100K - \$150K	1,916	(24%)	134	10,649	(24.4%)	136	29,898	(24%)	134
\$150K - \$175K	677	(8.5%)	139	6,004	(13.7%)	225	17,147	(13.8%)	226
\$175K - \$200K	295	(3.7%)	168	1,879	(4.3%)	195	4,454	(3.6%)	162
\$200K - \$250K	319	(4%)	187	2,036	(4.7%)	218	4,823	(3.9%)	181
\$250K - \$500K	436	(5.5%)	186	2,786	(6.4%)	217	6,597	(5.3%)	181
>\$500K	39	(<0.5%)	190	242	(0.6%)	215	581	(<0.5%)	181

Discretionary Households Income

Household Average Discretionary Income	\$77,111.31		126	\$88,516.15		144	\$84,526.87		138
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Household Median Discretionary Income	\$69,336		136	\$83,257.1		163	\$78,658.89		154
<\$10K	460	(5.8%)	62	2,423	(5.5%)	60	6,852	(5.5%)	59
\$10K - \$20K	558	(7%)	66	1,961	(4.5%)	42	7,168	(5.8%)	54
\$20K - \$30K	581	(7.3%)	69	2,267	(5.2%)	49	8,274	(6.6%)	63
\$30K - \$40K	651	(8.1%)	8	2,555	(5.8%)	59	7,857	(6.3%)	63
\$40K - \$50K	602	(7.5%)	85	2,963	(6.8%)	76	8,521	(6.8%)	7
\$50K - \$75K	1,519	(19%)	109	7,465	(17.1%)	98	20,769	(16.7%)	96
\$75K - \$100K	1,218	(15.2%)	130	5,988	(13.7%)	117	16,603	(13.3%)	114
\$100K - \$125K	737	(9.2%)	114	4,924	(11.3%)	139	14,068	(11.3%)	140
\$125K - \$150K	856	(10.7%)	161	7,604	(17.4%)	262	20,966	(16.8%)	253
>\$150K	806	(10.1%)	171	5,580	(12.8%)	216	13,412	(10.8%)	182

## Households Income by Ethnicity

Average Income - White	\$125,040.75		131	\$132,714.17		139	\$128,306.76		34
Median Income - White	\$132,046.29		152	\$152,476.43		176	\$147,334.34		170
Average Income - Black	\$103,616.58		150	\$100,164.89		145	\$99,086.74		143
Median Income - Black	\$112,499.5		203	\$90,291.36		163	\$91,446.71		165

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Average Income - Asian	\$90,895.34	8	\$123,610.6	109	\$123,056.53	109
Median Income - Asian	\$86,320.31	75	\$135,689.91	119	\$138,839.98	121
Average Income - Hispanic	\$104,682.03	129	\$114,218.51	141	\$106,183.45	131
Median Income - Hispanic	\$98,656.08	142	\$114,891.59	165	\$104,253.21	150
Average Income - Other	\$110,753.71	124	\$117,551.23	131	\$112,352.64	126
Median Income - Other	\$111,470.13	140	\$120,666.14	152	\$113,204.52	142

## Age

Average Age	41.78	102	41.74	102	41.74	102
Median Age	40.99	102	41.28	103	41.34	103
0-4	1,180 (6%)	110	6,302 (5.6%)	104	18,157 (5.5%)	102
5-13	1,834 (9.3%)	90	10,928 (9.8%)	95	33,173 (10%)	97
14-17	821 (4.1%)	75	5,381 (4.8%)	91	16,512 (5%)	94
18-21	845 (4.3%)	75	5,360 (4.8%)	87	16,271 (4.9%)	90
22-24	660 (3.3%)	8	3,966 (3.5%)	85	11,830 (3.6%)	86
25-29	1,136 (5.7%)	97	6,171 (5.5%)	93	18,292 (5.5%)	93
30-34	1,471 (7.4%)	114	7,217 (6.5%)	99	20,571 (6.2%)	95

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35-39	1,588	(8%)	121	8,013	(7.2%)	109	22,579	(6.8%)	104
40-44	1,463	(7.4%)	115	7,920	(7.1%)	111	23,105	(7%)	109
45-49	1,254	(6.3%)	106	7,308	(6.5%)	109	21,679	(6.6%)	110
50-54	1,197	(6%)	101	7,171	(6.4%)	108	21,088	(6.4%)	107
55-59	1,319	(6.7%)	109	7,078	(6.3%)	103	20,780	(6.3%)	103
60-64	1,244	(6.3%)	98	7,156	(6.4%)	100	21,051	(6.4%)	99
65-69	1,204	(6.1%)	100	6,558	(5.9%)	97	19,511	(5.9%)	97
70-74	890	(4.5%)	90	5,274	(4.7%)	94	15,808	(4.8%)	95
75-79	690	(3.5%)	91	4,138	(3.7%)	96	12,377	(3.7%)	97
80-84	488	(2.5%)	103	2,855	(2.6%)	107	8,672	(2.6%)	109
85+	513	(2.6%)	128	2,940	(2.6%)	130	8,816	(2.7%)	132

### Age - Male

Male Average Age	40.12	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><d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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2024

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

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	423	(4.4%)	<div><div></div></div>	2,748	(5.1%)	<div><div></div></div>	8,449	(5.3%)	<div><div></div></div>
18-21	437	(4.6%)	<div><div></div></div>	2,746	(5.1%)	<div><div></div></div>	8,343	(5.3%)	<div><div></div></div>
22-24	341	(3.6%)	<div><div></div></div>	2,043	(3.8%)	<div><div></div></div>	6,072	(3.8%)	<div><div></div></div>
25-29	555	(5.8%)	<div><div></div></div>	2,991	(5.6%)	<div><div></div></div>	9,091	(5.7%)	<div><div></div></div>
30-34	747	(7.8%)	<div><div></div></div>	3,532	(6.6%)	<div><div></div></div>	10,113	(6.4%)	<div><div></div></div>
35-39	762	(8%)	<div><div></div></div>	3,832	(7.2%)	<div><div></div></div>	10,971	(6.9%)	<div><div></div></div>
40-44	724	(7.6%)	<div><div></div></div>	3,817	(7.1%)	<div><div></div></div>	11,146	(7%)	<div><div></div></div>
45-49	611	(6.4%)	<div><div></div></div>	3,528	(6.6%)	<div><div></div></div>	10,338	(6.5%)	<div><div></div></div>
50-54	568	(6%)	<div><div></div></div>	3,382	(6.3%)	<div><div></div></div>	9,944	(6.3%)	<div><div></div></div>
55-59	640	(6.7%)	<div><div></div></div>	3,303	(6.2%)	<div><div></div></div>	9,699	(6.1%)	<div><div></div></div>
60-64	573	(6%)	<div><div></div></div>	3,344	(6.2%)	<div><div></div></div>	9,822	(6.2%)	<div><div></div></div>
65-69	540	(5.7%)	<div><div></div></div>	2,976	(5.6%)	<div><div></div></div>	8,994	(5.7%)	<div><div></div></div>
70-74	406	(4.3%)	<div><div></div></div>	2,380	(4.4%)	<div><div></div></div>	6,993	(4.4%)	<div><div></div></div>
75-79	289	(3%)	<div><div></div></div>	1,830	(3.4%)	<div><div></div></div>	5,312	(3.4%)	<div><div></div></div>
80-84	180	(1.9%)	<div><div></div></div>	1,159	(2.2%)	<div><div></div></div>	3,452	(2.2%)	<div><div></div></div>
85+	168	(1.8%)	<div><div></div></div>	1,050	(2%)	<div><div></div></div>	3,070	(1.9%)	<div><div></div></div>

**Age - Female**

Female Average Age	43.32	<div><div></div></div>	43.03	<div><div></div></div>	43.14	<div><div></div></div>
Female Median Age	42.32	<div><div></div></div>	42.45	<div><div></div></div>	42.69	<div><div></div></div>
0-4	573	(5.6%)	<div><div></div></div>	3,069	(5.3%)	<div><div></div></div>
5-13	876	(8.5%)	<div><div></div></div>	5,311	(9.1%)	<div><div></div></div>
14-17	398	(3.9%)	<div><div></div></div>	2,633	(4.5%)	<div><div></div></div>
18-21	408	(4%)	<div><div></div></div>	2,614	(4.5%)	<div><div></div></div>
22-24	319	(3.1%)	<div><div></div></div>	1,923	(3.3%)	<div><div></div></div>
25-29	581	(5.7%)	<div><div></div></div>	3,180	(5.5%)	<div><div></div></div>
30-34	724	(7.1%)	<div><div></div></div>	3,685	(6.3%)	<div><div></div></div>
35-39	826	(8%)	<div><div></div></div>	4,181	(7.2%)	<div><div></div></div>
40-44	739	(7.2%)	<div><div></div></div>	4,103	(7%)	<div><div></div></div>
45-49	643	(6.3%)	<div><div></div></div>	3,780	(6.5%)	<div><div></div></div>
50-54	629	(6.1%)	<div><div></div></div>	3,789	(6.5%)	<div><div></div></div>
55-59	679	(6.6%)	<div><div></div></div>	3,775	(6.5%)	<div><div></div></div>
60-64	671	(6.5%)	<div><div></div></div>	3,812	(6.5%)	<div><div></div></div>
65-69	664	(6.5%)	<div><div></div></div>	3,582	(6.2%)	<div><div></div></div>
70-74	484	(4.7%)	<div><div></div></div>	2,894	(5%)	<div><div></div></div>
75-79	401	(3.9%)	<div><div></div></div>	2,308	(4%)	<div><div></div></div>
80-84	308	(3%)	<div><div></div></div>	1,696	(2.9%)	<div><div></div></div>
85+	345	(3.4%)	<div><div></div></div>	1,890	(3.2%)	<div><div></div></div>

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



# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Rockville Town Center

199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide



### Employment by Occupation

Total Employees (16+ Years Old)	10,706			60,775			179,643		
Professional Specialty	4,686	(43.8%)	<div><div></div><div></div><div>177</div></div>	26,063	(42.9%)	<div><div></div><div></div><div>173</div></div>	67,909	(37.8%)	<div><div></div><div></div><div>153</div></div>
Managerial/Executive	1,892	(17.7%)	<div><div></div><div></div><div>102</div></div>	15,366	(25.3%)	<div><div></div><div></div><div>146</div></div>	41,595	(23.2%)	<div><div></div><div></div><div>33</div></div>
Office Admin	779	(7.3%)	<div><div></div><div></div><div>68</div></div>	3,666	(6%)	<div><div></div><div></div><div>57</div></div>	11,755	(6.5%)	<div><div></div><div></div><div>62</div></div>
Sales	665	(6.2%)	<div><div></div><div></div><div>67</div></div>	4,030	(6.6%)	<div><div></div><div></div><div>71</div></div>	12,021	(6.7%)	<div><div></div><div></div><div>72</div></div>
Construction	611	(5.7%)	<div><div></div><div></div><div>71</div></div>	2,708	(4.5%)	<div><div></div><div></div><div>56</div></div>	12,243	(6.8%)	<div><div></div><div></div><div>85</div></div>
Production & Transportation	467	(4.4%)	<div><div></div><div></div><div>34</div></div>	2,089	(3.4%)	<div><div></div><div></div><div>27</div></div>	8,792	(4.9%)	<div><div></div><div></div><div>38</div></div>
Personal Care	445	(4.2%)	<div><div></div><div></div><div>167</div></div>	1,471	(2.4%)	<div><div></div><div></div><div>97</div></div>	4,180	(2.3%)	<div><div></div><div></div><div>93</div></div>
Building Maintenance & Cleaning	407	(3.8%)	<div><div></div><div></div><div>112</div></div>	1,727	(2.8%)	<div><div></div><div></div><div>84</div></div>	7,730	(4.3%)	<div><div></div><div></div><div>127</div></div>
Food Preparation & Serving	338	(3.2%)	<div><div></div><div></div><div>62</div></div>	1,754	(2.9%)	<div><div></div><div></div><div>56</div></div>	7,098	(4%)	<div><div></div><div></div><div>7</div></div>
Protective	219	(2%)	<div><div></div><div></div><div>94</div></div>	968	(1.6%)	<div><div></div><div></div><div>74</div></div>	2,545	(1.4%)	<div><div></div><div></div><div>65</div></div>
Healthcare support	165	(1.5%)	<div><div></div><div></div><div>47</div></div>	880	(1.4%)	<div><div></div><div></div><div>44</div></div>	3,602	(2%)	<div><div></div><div></div><div>61</div></div>
Farming, Fishing & Forestry	32	(<0.5%)	<div><div></div><div></div><div>52</div></div>	53	(<0.5%)	<div><div></div><div></div><div>15</div></div>	173	(<0.5%)	<div><div></div><div></div><div>17</div></div>

### Employment by Industry

Total Employees (16+ Years Old)	10,706	60,775	179,643
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# Audience Profile

Jan 1 - Dec 31, 2024

## Rockville Town Center

199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Educational Services	2,458	(23%)	<div><div>98</div></div>	12,902	(21.2%)	<div><div>91</div></div>	36,850	(20.5%)	<div><div>88</div></div>
Professional Services	2,132	(19.9%)	<div><div>247</div></div>	14,144	(23.3%)	<div><div>289</div></div>	36,214	(20.2%)	<div><div>250</div></div>
Public Administration	1,428	(13.3%)	<div><div>279</div></div>	7,950	(13.1%)	<div><div>274</div></div>	20,609	(11.5%)	<div><div>240</div></div>
Wholesale Retail	904	(8.4%)	<div><div>64</div></div>	4,019	(6.6%)	<div><div>50</div></div>	13,513	(7.5%)	<div><div>57</div></div>
Entertainment Services	793	(7.4%)	<div><div>85</div></div>	3,948	(6.5%)	<div><div>75</div></div>	13,188	(7.3%)	<div><div>85</div></div>
Agriculture/Mining/Construction	781	(7.3%)	<div><div>86</div></div>	3,315	(5.5%)	<div><div>64</div></div>	13,215	(7.4%)	<div><div>86</div></div>
Other Professional Services	645	(6%)	<div><div>128</div></div>	3,606	(5.9%)	<div><div>126</div></div>	11,488	(6.4%)	<div><div>136</div></div>
Financial, Insurance & Real Estate	582	(5.4%)	<div><div>8</div></div>	3,788	(6.2%)	<div><div>93</div></div>	11,378	(6.3%)	<div><div>94</div></div>
Administrative/Waste Services	289	(2.7%)	<div><div>65</div></div>	2,082	(3.4%)	<div><div>8</div></div>	7,863	(4.4%)	<div><div>105</div></div>
Transportation	264	(2.5%)	<div><div>42</div></div>	1,441	(2.4%)	<div><div>41</div></div>	5,529	(3.1%)	<div><div>53</div></div>
Manufacturing	226	(2.1%)	<div><div>21</div></div>	1,849	(3%)	<div><div>31</div></div>	5,789	(3.2%)	<div><div>32</div></div>
Information	204	(1.9%)	<div><div>102</div></div>	1,645	(2.7%)	<div><div>145</div></div>	3,783	(2.1%)	<div><div>113</div></div>
Management Services				86	(<0.5%)	<div><div>112</div></div>	224	(<0.5%)	<div><div>99</div></div>

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Rockville Town Center

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Benchmark: Nationwide



Language Spoken

Speak English at Home	10,812	(58.1%)	<div><div>75</div></div>	60,387	(57.3%)	<div><div>74</div></div>	164,164	(52.6%)	<div><div>68</div></div>
Speak Other Language at Home	5,269	(28.3%)	<div><div>335</div></div>	30,365	(28.8%)	<div><div>340</div></div>	85,306	(27.3%)	<div><div>323</div></div>
Speak Spanish at Home	2,536	(13.6%)	<div><div>96</div></div>	14,682	(13.9%)	<div><div>99</div></div>	62,645	(20.1%)	<div><div>142</div></div>

Ancestry

Other	5,297	(26.8%)	<div><div>127</div></div>	29,629	(26.5%)	<div><div>126</div></div>	84,706	(25.6%)	<div><div>122</div></div>
Chinese	1,948	(9.8%)	<div><div>788</div></div>	9,563	(8.6%)	<div><div>686</div></div>	23,384	(7.1%)	<div><div>567</div></div>
Central American	1,681	(8.5%)	<div><div>510</div></div>	6,284	(5.6%)	<div><div>338</div></div>	36,703	(11.1%)	<div><div>668</div></div>
Unclassified	1,645	(8.3%)	<div><div>51</div></div>	9,270	(8.3%)	<div><div>51</div></div>	26,106	(7.9%)	<div><div>49</div></div>
Scottish/Irish	926	(4.7%)	<div><div>70</div></div>	5,450	(4.9%)	<div><div>73</div></div>	13,621	(4.1%)	<div><div>62</div></div>
Other European (e.g. Greek/Russian)	912	(4.6%)	<div><div>145</div></div>	7,494	(6.7%)	<div><div>212</div></div>	17,836	(5.4%)	<div><div>171</div></div>
German	908	(4.6%)	<div><div>59</div></div>	4,726	(4.2%)	<div><div>54</div></div>	11,734	(3.6%)	<div><div>46</div></div>
South American	852	(4.3%)	<div><div>345</div></div>	5,401	(4.8%)	<div><div>388</div></div>	18,000	(5.5%)	<div><div>437</div></div>
South Central Asian (e.g. Indian)	717	(3.6%)	<div><div>232</div></div>	5,177	(4.6%)	<div><div>297</div></div>	16,066	(4.9%)	<div><div>311</div></div>
British	669	(3.4%)	<div><div>64</div></div>	3,544	(3.2%)	<div><div>60</div></div>	9,711	(2.9%)	<div><div>55</div></div>
Middle Eastern	641	(3.2%)	<div><div>522</div></div>	2,755	(2.5%)	<div><div>397</div></div>	6,493	(2%)	<div><div>317</div></div>

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



# Audience Profile

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## Rockville Town Center

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
South East Asian (e.g. Vietnamese)	579	(2.9%)	<div><div>166</div></div>	3,036	(2.7%)	<div><div>154</div></div>	10,174	(3.1%)	<div><div>175</div></div>
Other Hispanic	477	(2.4%)	<div><div>168</div></div>	2,358	(2.1%)	<div><div>147</div></div>	8,790	(2.7%)	<div><div>186</div></div>
American	391	(2%)	<div><div>41</div></div>	2,314	(2.1%)	<div><div>43</div></div>	5,967	(1.8%)	<div><div>38</div></div>
Other Asian	305	(1.5%)	<div><div>361</div></div>	1,438	(1.3%)	<div><div>301</div></div>	4,135	(1.3%)	<div><div>293</div></div>
Korean	303	(1.5%)	<div><div>295</div></div>	2,773	(2.5%)	<div><div>479</div></div>	7,560	(2.3%)	<div><div>442</div></div>
Mexican	303	(1.5%)	<div><div>14</div></div>	1,733	(1.6%)	<div><div>14</div></div>	5,062	(1.5%)	<div><div>14</div></div>
Polish	295	(1.5%)	<div><div>97</div></div>	1,518	(1.4%)	<div><div>89</div></div>	3,831	(1.2%)	<div><div>76</div></div>
Italian	286	(1.4%)	<div><div>49</div></div>	1,823	(1.6%)	<div><div>55</div></div>	5,593	(1.7%)	<div><div>57</div></div>
Puerto Rican	166	(0.8%)	<div><div>30</div></div>	974	(0.9%)	<div><div>31</div></div>	3,480	(1.1%)	<div><div>37</div></div>
French	149	(0.8%)	<div><div>61</div></div>	787	(0.7%)	<div><div>57</div></div>	1,997	(0.6%)	<div><div>49</div></div>
Scandinavian	139	(0.7%)	<div><div>37</div></div>	927	(0.8%)	<div><div>44</div></div>	2,395	(0.7%)	<div><div>38</div></div>
Dominican	85	(<0.5%)	<div><div>67</div></div>	863	(0.8%)	<div><div>121</div></div>	2,343	(0.7%)	<div><div>111</div></div>
Cuban	52	(<0.5%)	<div><div>36</div></div>	539	(<0.5%)	<div><div>67</div></div>	1,270	(<0.5%)	<div><div>53</div></div>
Dutch	37	(<0.5%)	<div><div>31</div></div>	323	(<0.5%)	<div><div>48</div></div>	813	(<0.5%)	<div><div>41</div></div>
Native American (Indian/Eskimo)	17	(<0.5%)	<div><div>14</div></div>	186	(<0.5%)	<div><div>26</div></div>	478	(<0.5%)	<div><div>23</div></div>
Japanese	16	(<0.5%)	<div><div>34</div></div>	794	(0.7%)	<div><div>296</div></div>	1,851	(0.6%)	<div><div>234</div></div>

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# Audience Profile

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## Rockville Town Center

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Hawaiian/Pacific Islander	1	(<0.5%)	3	57	(<0.5%)	29	173	(<0.5%)	29

### Education (Age 25+)

Total Educated Population	14,457			79,799			234,329		
Elementary (0 to 8 Years)	645	(4.5%)	93	2,962	(3.7%)	76	14,701	(6.3%)	131
Some High School (9 to 11 Years)	582	(4%)	68	2,393	(3%)	51	8,151	(3.5%)	59
High School Graduate (12 Years)	1,982	(13.7%)	52	8,262	(10.4%)	40	30,144	(12.9%)	49
Some College (13 to 16 Years)	2,162	(15%)	71	8,404	(10.5%)	54	26,214	(11.2%)	58
Associates Degree Only	748	(5.2%)	59	3,600	(4.5%)	51	11,694	(5%)	57
Bachelor's Degree Only	3,808	(26.3%)	124	22,462	(28.1%)	132	63,954	(27.3%)	128
Graduate Degree	4,530	(31.3%)	228	31,716	(39.7%)	289	79,471	(33.9%)	247

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Rockville Town Center

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Household Type

Households	7,988			43,730			124,490		
One Person Households	2,630	(32.9%)	<div><div>120</div></div>	12,160	(27.8%)	<div><div>101</div></div>	34,172	(27.4%)	<div><div>100</div></div>
Married Couple	3,554	(44.5%)	<div><div>93</div></div>	22,148	(50.6%)	<div><div>106</div></div>	63,187	(50.8%)	<div><div>106</div></div>
Male Householder	416	(5.2%)	<div><div>102</div></div>	1,997	(4.6%)	<div><div>90</div></div>	5,512	(4.4%)	<div><div>87</div></div>
Female Householder	885	(11.1%)	<div><div>89</div></div>	4,312	(9.9%)	<div><div>7</div></div>	12,854	(10.3%)	<div><div>83</div></div>
Non Family Households	503	(6.3%)	<div><div>89</div></div>	3,113	(7.1%)	<div><div>101</div></div>	8,765	(7%)	<div><div>99</div></div>

Household Size

Households	7,988			43,730			124,490		
1 Person Household	2,630	(32.9%)	<div><div>120</div></div>	12,160	(27.8%)	<div><div>101</div></div>	34,172	(27.4%)	<div><div>100</div></div>
2 Person Household	2,474	(31%)	<div><div>94</div></div>	13,957	(31.9%)	<div><div>97</div></div>	37,247	(29.9%)	<div><div>91</div></div>
3 Person Household	1,150	(14.4%)	<div><div>92</div></div>	6,972	(15.9%)	<div><div>102</div></div>	20,126	(16.2%)	<div><div>103</div></div>
4 Person Household	997	(12.5%)	<div><div>95</div></div>	6,387	(14.6%)	<div><div>111</div></div>	18,573	(14.9%)	<div><div>114</div></div>
5 Person Household	401	(5%)	<div><div>7</div></div>	2,535	(5.8%)	<div><div>92</div></div>	8,083	(6.5%)	<div><div>103</div></div>
6 Person Household	199	(2.5%)	<div><div>91</div></div>	1,029	(2.4%)	<div><div>86</div></div>	3,552	(2.9%)	<div><div>105</div></div>
7+ Person Household	137	(1.7%)	<div><div>94</div></div>	690	(1.6%)	<div><div>87</div></div>	2,737	(2.2%)	<div><div>121</div></div>

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# Audience Profile

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## Rockville Town Center

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### Housing Units

Total Housing Units	8,463	45,860	130,090
Owner Occupied Housing	4,882	26,593	77,510
Renter Occupied Housing	3,106	17,137	46,980
Vacant Housing	475	2,130	5,600

### Housing Rent

Average Rent	\$1,987.14	129	\$2,221.29	144	\$2,226.83	144
Median Rent	\$1,985.83	141	\$2,158.93	153	\$2,156.92	153
Total Cash Rents Housing	3,037	16,617	45,366			
<\$300	184 (6.1%)	216	308 (1.9%)	66	731 (1.6%)	57
\$300-\$500	139 (4.6%)	118	212 (1.3%)	33	435 (1%)	25
\$500-\$750	43 (1.4%)	16	213 (1.3%)	15	501 (1.1%)	13
\$750-\$1000	97 (3.2%)	24	497 (3%)	23	1,040 (2.3%)	18
\$1000-\$1500	284 (9.4%)	35	1,385 (8.3%)	32	4,378 (9.7%)	37
\$1500-\$2000	794 (26.1%)	124	4,424 (26.6%)	127	12,015 (26.5%)	126
\$2000-\$2500	686 (22.6%)	193	3,994 (24%)	205	11,417 (25.2%)	215

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# Audience Profile

Jan 1 - Dec 31, 2024

## Rockville Town Center

199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	364	(12%)	209	2,517	(15.1%)	264	6,674	(14.7%)	256
\$3000-\$3500	243	(8%)	263	1,341	(8.1%)	265	3,362	(7.4%)	244
>\$3500	203	(6.7%)	183	1,726	(10.4%)	285	4,813	(10.6%)	291

### Value of Owner-Occupied Housing Units

Average House Value	\$754,688.79	<div><div>144</div></div>	\$878,711.31	<div><div>168</div></div>	\$838,702.54	<div><div>161</div></div>			
Median House Value	\$716,107.66	<div><div>188</div></div>	\$831,303.46	<div><div>218</div></div>	\$747,061.18	<div><div>196</div></div>			
Owner Occupied Housing	4,882		26,593		77,510				
<\$100K	82	(1.7%)	<div><div>20</div></div>	334	(1.3%)	<div><div>15</div></div>	1,146	(1.5%)	<div><div>17</div></div>
\$100K - \$200K	48	(1%)	<div><div>7</div></div>	376	(1.4%)	<div><div>10</div></div>	1,525	(2%)	<div><div>15</div></div>
\$200K - \$300K	150	(3.1%)	<div><div>19</div></div>	657	(2.5%)	<div><div>15</div></div>	3,518	(4.5%)	<div><div>28</div></div>
\$300K - \$400K	336	(6.9%)	<div><div>47</div></div>	1,153	(4.3%)	<div><div>30</div></div>	5,473	(7.1%)	<div><div>48</div></div>
\$400K - \$500K	588	(12%)	<div><div>105</div></div>	1,979	(7.4%)	<div><div>65</div></div>	7,253	(9.4%)	<div><div>8</div></div>
\$500K - \$1000K	2,695	(55.2%)	<div><div>223</div></div>	13,216	(49.7%)	<div><div>201</div></div>	35,883	(46.3%)	<div><div>187</div></div>
>\$1000K	983	(20.1%)	<div><div>184</div></div>	8,878	(33.4%)	<div><div>306</div></div>	22,712	(29.3%)	<div><div>268</div></div>

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# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Rockville Town Center

199 E Montgomery Ave, Rockville, MD 20850

Benchmark: Nationwide



### Poverty

Households in Poverty	697	(8.7%)	<div><div>69</div></div>	3,353	(7.7%)	<div><div>61</div></div>	9,625	(7.7%)	<div><div>61</div></div>
Households Above Poverty	7,291	(91.3%)	<div><div>105</div></div>	40,377	(92.3%)	<div><div>106</div></div>	114,865	(92.3%)	<div><div>106</div></div>
Households in Poverty (Married)	234	(2.9%)	<div><div>134</div></div>	594	(1.4%)	<div><div>62</div></div>	1,792	(1.4%)	<div><div>66</div></div>
Households in Poverty (Male Householder)	61	(0.8%)	<div><div>120</div></div>	149	(<0.5%)	<div><div>53</div></div>	341	(<0.5%)	<div><div>43</div></div>
Households in Poverty (Female Householder)	76	(1%)	<div><div>32</div></div>	465	(1.1%)	<div><div>36</div></div>	1,763	(1.4%)	<div><div>48</div></div>
Households in Poverty (Non-Family)	304	(3.8%)	<div><div>61</div></div>	1,922	(4.4%)	<div><div>70</div></div>	5,308	(4.3%)	<div><div>68</div></div>
Households in Poverty (Non-Family Student)	22	(<0.5%)	<div><div>44</div></div>	223	(0.5%)	<div><div>8</div></div>	421	(<0.5%)	<div><div>54</div></div>

### Wealth per Household

Household Average Wealth	\$265,476.34	<div><div></div><div></div></div> 110	\$278,045.45	<div><div></div><div></div></div> 115	\$273,106.86	<div><div></div><div></div></div> 113			
Household Median Wealth	\$94,514.42	<div><div></div><div></div></div> 117	\$104,636.61	<div><div></div><div></div></div> 129	\$100,278.33	<div><div></div><div></div></div> 124			
<\$0K	1,330	(16.6%)	<div><div></div><div></div></div> 96	7,052	(16.1%)	<div><div></div><div></div></div> 93	20,215	(16.2%)	<div><div></div><div></div></div> 93
\$0K - \$5K	623	(7.8%)	<div><div></div><div></div></div> 91	3,184	(7.3%)	<div><div></div><div></div></div> 85	9,284	(7.5%)	<div><div></div><div></div></div> 87
\$5K - \$10K	341	(4.3%)	<div><div></div><div></div></div> 94	1,771	(4%)	<div><div></div><div></div></div> 89	5,094	(4.1%)	<div><div></div><div></div></div> 90
\$10K - \$25K	482	(6%)	<div><div></div><div></div></div> 95	2,567	(5.9%)	<div><div></div><div></div></div> 92	7,354	(5.9%)	<div><div></div><div></div></div> 93
\$25K - \$50K	520	(6.5%)	<div><div></div><div></div></div> 96	2,813	(6.4%)	<div><div></div><div></div></div> 95	8,073	(6.5%)	<div><div></div><div></div></div> 96

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# Audience Profile

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URBAN EDGE

## Rockville Town Center

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	784	(9.8%)	96	4,233	(9.7%)	95	12,183	(9.8%)	96
\$100K - \$250K	1,438	(18%)	100	7,926	(18.1%)	100	22,635	(18.2%)	101
\$250K - \$500K	1,107	(13.9%)	105	6,242	(14.3%)	108	17,633	(14.2%)	107
>\$500K	1,363	(17.1%)	115	7,942	(18.2%)	122	22,019	(17.7%)	119

## Vehicles per Household

Total Number of Vehicles	11,496			69,936			208,108		
Average Number of Vehicles	1.44		76	1.6		87	1.67		91
No Vehicles	1,057	(13.2%)	160	4,223	(9.7%)	117	10,626	(8.5%)	103
1 Vehicle	3,513	(44%)	134	16,538	(37.8%)	115	47,932	(38.5%)	117
2 Vehicles	2,522	(31.6%)	86	17,305	(39.6%)	107	45,208	(36.3%)	98
3 or more Vehicles	896	(11.2%)	51	5,664	(13%)	59	20,724	(16.6%)	74

## Population Change

Births	215			1,172			3,405		
Deaths	167			970			2,922		
Migration	227			2,118			3,131		

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Workplace

Total Businesses	1,334	6,250	12,590
Total Employees	30,018	93,312	165,687

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