

Gaithersburg Square
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.14761
Longitude: -77.20919

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	20,618	138,517	283,370
2020 Total Population	24,009	156,218	305,893
2020 Group Quarters	296	1,107	1,632
2024 Total Population	23,607	157,193	309,590
2024 Group Quarters	295	1,103	1,628
2029 Total Population	23,494	157,448	311,646
2024-2029 Annual Rate	-0.10%	0.03%	0.13%
2024 Total Daytime Population	29,925	150,475	302,372
Workers	17,662	79,058	163,403
Residents	12,263	71,417	138,969
Household Summary			
2010 Households	8,340	49,824	100,753
2010 Average Household Size	2.42	2.76	2.80
2020 Total Households	9,132	56,272	109,654
2020 Average Household Size	2.60	2.76	2.77
2024 Households	8,933	56,439	110,546
2024 Average Household Size	2.61	2.77	2.79
2029 Households	8,801	56,133	110,552
2029 Average Household Size	2.64	2.79	2.80
2024-2029 Annual Rate	-0.30%	-0.11%	0.00%
2010 Families	4,539	33,785	71,835
2010 Average Family Size	3.14	3.28	3.28
2024 Families	5,213	37,214	76,801
2024 Average Family Size	3.34	3.40	3.36
2029 Families	5,146	37,064	76,880
2029 Average Family Size	3.37	3.42	3.38
2024-2029 Annual Rate	-0.26%	-0.08%	0.02%
Housing Unit Summary			
2000 Housing Units	8,974	47,644	90,235
Owner Occupied Housing Units	20.7%	58.1%	66.1%
Renter Occupied Housing Units	72.1%	37.7%	30.4%
Vacant Housing Units	7.2%	4.2%	3.4%
2010 Housing Units	8,915	52,735	105,484
Owner Occupied Housing Units	22.6%	58.1%	64.2%
Renter Occupied Housing Units	70.9%	36.3%	31.3%
Vacant Housing Units	6.4%	5.5%	4.5%
2020 Housing Units	9,730	58,899	114,190
Owner Occupied Housing Units	21.9%	51.2%	58.2%
Renter Occupied Housing Units	72.0%	44.4%	37.8%
Vacant Housing Units	6.1%	4.5%	4.0%
2024 Housing Units	9,536	59,163	115,472
Owner Occupied Housing Units	23.5%	53.4%	59.9%
Renter Occupied Housing Units	70.1%	42.0%	35.8%
Vacant Housing Units	6.3%	4.6%	4.3%
2029 Housing Units	9,537	59,361	116,265
Owner Occupied Housing Units	24.4%	54.7%	61.0%
Renter Occupied Housing Units	67.9%	39.9%	34.1%
Vacant Housing Units	7.7%	5.4%	4.9%

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	8,924	56,422	110,521
<\$15,000	11.2%	5.9%	5.1%
\$15,000 - \$24,999	6.5%	4.1%	3.4%
\$25,000 - \$34,999	7.6%	4.9%	4.1%
\$35,000 - \$49,999	11.5%	7.0%	5.6%
\$50,000 - \$74,999	14.6%	12.4%	11.4%
\$75,000 - \$99,999	13.6%	12.8%	12.0%
\$100,000 - \$149,999	17.7%	20.8%	20.3%
\$150,000 - \$199,999	8.8%	12.8%	13.5%
\$200,000+	8.5%	19.3%	24.6%
Average Household Income	\$97,559	\$141,919	\$162,702
2029 Households by Income			
Household Income Base	8,792	56,116	110,527
<\$15,000	9.7%	5.1%	4.4%
\$15,000 - \$24,999	5.0%	3.1%	2.5%
\$25,000 - \$34,999	6.8%	4.0%	3.3%
\$35,000 - \$49,999	10.1%	5.6%	4.4%
\$50,000 - \$74,999	13.5%	10.5%	9.6%
\$75,000 - \$99,999	14.4%	12.5%	11.6%
\$100,000 - \$149,999	19.4%	21.0%	20.0%
\$150,000 - \$199,999	10.1%	14.5%	14.9%
\$200,000+	10.8%	23.8%	29.3%
Average Household Income	\$113,002	\$164,270	\$186,084
2024 Owner Occupied Housing Units by Value			
Total	2,242	31,595	69,136
<\$50,000	7.2%	3.1%	2.5%
\$50,000 - \$99,999	1.3%	1.0%	0.5%
\$100,000 - \$149,999	3.7%	1.0%	0.5%
\$150,000 - \$199,999	8.7%	2.1%	1.4%
\$200,000 - \$249,999	10.6%	3.7%	3.0%
\$250,000 - \$299,999	6.2%	5.8%	4.4%
\$300,000 - \$399,999	17.9%	15.3%	12.9%
\$400,000 - \$499,999	13.8%	13.7%	10.8%
\$500,000 - \$749,999	24.5%	35.6%	36.7%
\$750,000 - \$999,999	4.0%	11.2%	18.8%
\$1,000,000 - \$1,499,999	1.2%	3.6%	5.7%
\$1,500,000 - \$1,999,999	0.7%	1.8%	1.1%
\$2,000,000 +	0.3%	2.2%	1.7%
Average Home Value	\$409,920	\$590,710	\$639,305
2029 Owner Occupied Housing Units by Value			
Total	2,327	32,452	70,852
<\$50,000	6.7%	2.0%	1.6%
\$50,000 - \$99,999	1.0%	0.2%	0.1%
\$100,000 - \$149,999	1.8%	0.2%	0.1%
\$150,000 - \$199,999	4.7%	0.7%	0.4%
\$200,000 - \$249,999	7.4%	1.7%	1.2%
\$250,000 - \$299,999	4.5%	3.0%	2.2%
\$300,000 - \$399,999	17.2%	11.6%	9.5%
\$400,000 - \$499,999	16.7%	12.7%	9.8%
\$500,000 - \$749,999	29.6%	41.6%	40.0%
\$750,000 - \$999,999	6.1%	16.1%	24.1%
\$1,000,000 - \$1,499,999	2.2%	5.4%	7.6%
\$1,500,000 - \$1,999,999	1.6%	2.5%	1.6%
\$2,000,000 +	0.5%	2.5%	1.9%
Average Home Value	\$482,563	\$679,144	\$712,650

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.

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Median Household Income			
2024	\$71,716	\$104,722	\$115,910
2029	\$81,750	\$116,977	\$131,053
Median Home Value			
2024	\$368,953	\$530,160	\$595,595
2029	\$440,231	\$608,726	\$657,203
Per Capita Income			
2024	\$36,642	\$50,792	\$58,097
2029	\$42,032	\$58,368	\$66,009
Median Age			
2010	33.6	34.7	35.8
2020	34.1	36.5	37.9
2024	35.4	37.5	38.8
2029	36.5	38.7	39.9
2020 Population by Age			
Total	24,009	156,218	305,893
0 - 4	8.1%	6.5%	5.9%
5 - 9	7.5%	6.6%	6.3%
10 - 14	6.6%	6.6%	6.8%
15 - 24	12.0%	12.3%	12.6%
25 - 34	17.5%	15.7%	14.0%
35 - 44	15.4%	15.0%	14.3%
45 - 54	11.1%	12.5%	13.5%
55 - 64	8.6%	12.1%	13.3%
65 - 74	5.6%	7.7%	8.3%
75 - 84	4.1%	3.5%	3.5%
85 +	3.6%	1.6%	1.4%
18 +	74.5%	76.6%	76.8%
2024 Population by Age			
Total	23,607	157,195	309,589
0 - 4	7.8%	6.3%	5.8%
5 - 9	7.4%	6.3%	6.1%
10 - 14	6.5%	6.1%	6.2%
15 - 24	12.0%	12.3%	12.5%
25 - 34	15.6%	15.0%	13.9%
35 - 44	16.0%	15.7%	14.8%
45 - 54	11.7%	12.7%	13.4%
55 - 64	8.9%	11.4%	12.6%
65 - 74	6.0%	8.4%	9.0%
75 - 84	4.5%	4.1%	4.3%
85 +	3.6%	1.7%	1.5%
18 +	74.8%	77.7%	78.1%
2029 Population by Age			
Total	23,494	157,447	311,644
0 - 4	7.4%	6.0%	5.6%
5 - 9	6.9%	5.9%	5.7%
10 - 14	6.8%	6.2%	6.1%
15 - 24	13.6%	12.2%	11.9%
25 - 34	13.1%	14.2%	13.6%
35 - 44	15.0%	14.9%	14.4%
45 - 54	12.6%	13.4%	13.5%
55 - 64	9.0%	10.9%	11.9%
65 - 74	6.7%	9.1%	10.0%
75 - 84	5.2%	5.3%	5.5%
85 +	3.8%	1.9%	1.8%
18 +	75.1%	78.4%	79.0%

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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2020 Population by Sex			
Males	11,611	75,528	147,235
Females	12,398	80,690	158,658
2024 Population by Sex			
Males	11,532	77,248	151,599
Females	12,075	79,945	157,991
2029 Population by Sex			
Males	11,474	76,995	151,847
Females	12,020	80,453	159,798
2010 Population by Race/Ethnicity			
Total	20,617	138,517	283,369
White Alone	41.6%	48.8%	51.4%
Black Alone	24.4%	19.3%	17.6%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	12.4%	15.5%	18.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	15.9%	11.0%	7.4%
Two or More Races	5.1%	4.8%	4.4%
Hispanic Origin	33.7%	25.6%	19.0%
Diversity Index	84.8	80.6	76.6
2020 Population by Race/Ethnicity			
Total	24,009	156,218	305,893
White Alone	22.2%	31.7%	35.2%
Black Alone	22.8%	19.2%	19.0%
American Indian Alone	1.7%	1.0%	0.8%
Asian Alone	11.0%	16.4%	19.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	30.0%	19.0%	13.5%
Two or More Races	12.1%	12.6%	11.6%
Hispanic Origin	44.4%	31.7%	24.1%
Diversity Index	88.9	87.7	85.4
2024 Population by Race/Ethnicity			
Total	23,606	157,194	309,588
White Alone	21.0%	30.1%	33.4%
Black Alone	22.7%	19.3%	19.3%
American Indian Alone	1.9%	1.2%	0.9%
Asian Alone	11.2%	16.9%	20.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	30.9%	19.5%	14.0%
Two or More Races	12.2%	12.9%	12.0%
Hispanic Origin	45.5%	32.6%	24.9%
Diversity Index	89.0	88.1	85.9
2029 Population by Race/Ethnicity			
Total	23,494	157,448	311,644
White Alone	19.6%	28.1%	31.2%
Black Alone	22.2%	19.1%	19.2%
American Indian Alone	2.0%	1.2%	0.9%
Asian Alone	11.6%	17.8%	21.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	32.2%	20.5%	14.8%
Two or More Races	12.4%	13.2%	12.4%
Hispanic Origin	47.1%	33.9%	26.1%
Diversity Index	88.9	88.6	86.6

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	24,009	156,218	305,893
In Households	98.8%	99.3%	99.5%
Householder	37.9%	36.0%	35.8%
Opposite-Sex Spouse	13.0%	16.4%	18.2%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.8%	2.1%	1.8%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	27.6%	28.7%	29.8%
Adopted Child	0.3%	0.4%	0.5%
Stepchild	1.3%	1.1%	0.9%
Grandchild	1.7%	1.7%	1.6%
Brother or Sister	2.4%	1.9%	1.6%
Parent	2.0%	2.2%	2.1%
Parent-in-law	0.4%	0.6%	0.6%
Son-in-law or Daughter-in-law	0.4%	0.5%	0.4%
Other Relatives	3.0%	2.7%	2.1%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	5.7%	4.7%	3.7%
In Group Quarters	1.2%	0.7%	0.5%
Institutionalized	1.2%	0.5%	0.4%
Noninstitutionalized	0.1%	0.2%	0.1%
2024 Population 25+ by Educational Attainment			
Total	15,636	108,446	214,931
Less than 9th Grade	11.8%	7.1%	5.1%
9th - 12th Grade, No Diploma	4.5%	3.8%	3.3%
High School Graduate	18.0%	15.2%	13.4%
GED/Alternative Credential	2.3%	1.7%	1.6%
Some College, No Degree	13.5%	12.4%	12.2%
Associate Degree	6.6%	7.3%	7.0%
Bachelor's Degree	24.2%	28.6%	29.6%
Graduate/Professional Degree	19.1%	23.8%	27.8%
2024 Population 15+ by Marital Status			
Total	18,478	127,812	253,608
Never Married	41.3%	35.3%	33.0%
Married	43.1%	51.9%	54.7%
Widowed	5.9%	3.9%	3.9%
Divorced	9.7%	8.8%	8.4%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	12,110	89,638	177,237
Population 16+ Employed	95.4%	97.2%	97.6%
Population 16+ Unemployment rate	4.6%	2.8%	2.4%
Population 16-24 Employed	11.3%	10.6%	10.0%
Population 16-24 Unemployment rate	7.0%	7.4%	6.3%
Population 25-54 Employed	72.8%	66.4%	64.6%
Population 25-54 Unemployment rate	4.9%	2.3%	2.0%
Population 55-64 Employed	11.9%	16.2%	17.6%
Population 55-64 Unemployment rate	1.7%	1.6%	1.8%
Population 65+ Employed	4.1%	6.9%	7.7%
Population 65+ Unemployment rate	2.1%	2.0%	1.7%

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

September 23, 2024

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2024 Employed Population 16+ by Industry			
Total	11,547	87,159	172,945
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	8.7%	6.9%	5.8%
Manufacturing	3.0%	3.8%	3.9%
Wholesale Trade	1.2%	1.1%	1.0%
Retail Trade	9.4%	7.9%	7.4%
Transportation/Utilities	5.2%	4.0%	3.7%
Information	1.1%	2.1%	2.2%
Finance/Insurance/Real Estate	4.1%	4.4%	5.1%
Services	57.0%	59.3%	59.4%
Public Administration	10.2%	10.4%	11.3%
2024 Employed Population 16+ by Occupation			
Total	11,547	87,160	172,944
White Collar	57.5%	68.4%	73.9%
Management/Business/Financial	14.5%	20.2%	22.6%
Professional	29.4%	34.3%	37.3%
Sales	6.4%	6.4%	6.5%
Administrative Support	7.2%	7.5%	7.5%
Services	23.3%	17.0%	14.5%
Blue Collar	19.1%	14.6%	11.6%
Farming/Forestry/Fishing	0.4%	0.1%	0.1%
Construction/Extraction	6.4%	4.8%	3.6%
Installation/Maintenance/Repair	2.9%	2.4%	1.7%
Production	2.3%	2.5%	2.0%
Transportation/Material Moving	7.1%	4.8%	4.2%
2020 Households by Type			
Total	9,132	56,272	109,654
Married Couple Households	35.2%	46.3%	51.2%
With Own Children <18	17.5%	20.9%	23.0%
Without Own Children <18	17.7%	25.3%	28.2%
Cohabiting Couple Households	8.0%	6.1%	5.2%
With Own Children <18	4.0%	2.3%	1.9%
Without Own Children <18	4.0%	3.8%	3.4%
Male Householder, No Spouse/Partner	21.5%	17.6%	15.6%
Living Alone	13.2%	10.7%	9.5%
65 Years and over	3.7%	2.5%	2.2%
With Own Children <18	2.2%	1.9%	1.7%
Without Own Children <18, With Relatives	3.7%	3.2%	2.9%
No Relatives Present	2.4%	1.8%	1.5%
Female Householder, No Spouse/Partner	35.2%	30.1%	28.0%
Living Alone	19.9%	15.4%	13.9%
65 Years and over	9.9%	6.2%	5.6%
With Own Children <18	7.7%	6.0%	5.9%
Without Own Children <18, With Relatives	6.4%	7.3%	7.0%
No Relatives Present	1.2%	1.3%	1.2%
2020 Households by Size			
Total	9,132	56,272	109,654
1 Person Household	33.1%	26.1%	23.3%
2 Person Household	24.8%	28.0%	29.2%
3 Person Household	14.4%	17.0%	18.0%
4 Person Household	14.1%	15.0%	16.3%
5 Person Household	8.0%	7.8%	7.6%
6 Person Household	3.3%	3.5%	3.3%
7 + Person Household	2.4%	2.6%	2.3%

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2020 Households by Tenure and Mortgage Status			
Total	9,132	56,272	109,654
Owner Occupied	23.3%	53.6%	60.6%
Owned with a Mortgage/Loan	18.1%	43.2%	48.7%
Owned Free and Clear	5.2%	10.4%	11.8%
Renter Occupied	76.7%	46.4%	39.4%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	76	78	76
Percent of Income for Mortgage	32.2%	31.7%	32.2%
Wealth Index	65	122	149
2020 Housing Units By Urban/ Rural Status			
Total	9,730	58,899	114,190
Urban Housing Units	100.0%	100.0%	99.3%
Rural Housing Units	0.0%	0.0%	0.7%
2020 Population By Urban/ Rural Status			
Total	24,009	156,218	305,893
Urban Population	100.0%	100.0%	99.3%
Rural Population	0.0%	0.0%	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 (2D)
2.	Metro Fusion (11C)	Pleasantville (2B)	Professional Pride (1B)
3.	Diverse Convergence (13A)	Home Improvement (4B)	Savvy Suburbanites (1D)
2024 Consumer Spending			
Apparel & Services: Total \$	\$20,317,647	\$171,758,839	\$378,232,315
Average Spent	\$2,274.45	\$3,043.27	\$3,421.49
Spending Potential Index	95	128	144
Education: Total \$	\$12,671,554	\$124,446,201	\$286,143,158
Average Spent	\$1,418.51	\$2,204.97	\$2,588.45
Spending Potential Index	82	128	150
Entertainment/Recreation: Total \$	\$30,500,753	\$280,395,123	\$631,107,045
Average Spent	\$3,414.39	\$4,968.11	\$5,709.00
Spending Potential Index	83	121	140
Food at Home: Total \$	\$60,794,149	\$519,322,335	\$1,141,036,052
Average Spent	\$6,805.57	\$9,201.48	\$10,321.82
Spending Potential Index	93	126	141
Food Away from Home: Total \$	\$32,889,332	\$287,543,494	\$636,188,873
Average Spent	\$3,681.78	\$5,094.77	\$5,754.97
Spending Potential Index	95	131	148
Health Care: Total \$	\$55,891,779	\$490,136,877	\$1,101,885,257
Average Spent	\$6,256.78	\$8,684.37	\$9,967.66
Spending Potential Index	81	113	130
HH Furnishings & Equipment: Total \$	\$24,362,079	\$216,975,829	\$485,727,586
Average Spent	\$2,727.20	\$3,844.43	\$4,393.90
Spending Potential Index	86	121	139
Personal Care Products & Services: Total \$	\$8,319,481	\$73,434,683	\$162,200,158
Average Spent	\$931.32	\$1,301.13	\$1,467.26
Spending Potential Index	94	131	147
Shelter: Total \$	\$218,651,005	\$1,988,954,294	\$4,403,089,697
Average Spent	\$24,476.77	\$35,240.78	\$39,830.38
Spending Potential Index	92	132	149
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$24,442,884	\$216,235,432	\$501,494,339
Average Spent	\$2,736.25	\$3,831.31	\$4,536.52
Spending Potential Index	78	109	129
Travel: Total \$	\$22,458,725	\$216,612,235	\$489,305,819
Average Spent	\$2,514.13	\$3,837.99	\$4,426.26
Spending Potential Index	83	127	146
Vehicle Maintenance & Repairs: Total \$	\$11,918,532	\$100,803,143	\$223,115,868
Average Spent	\$1,334.21	\$1,786.05	\$2,018.31
Spending Potential Index	90	121	136

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.