

# LONG BRANCH STUDY AREA DEMOGRAPHIC BULLETS

CUS2008

## POPULATION

- According to the 2008 Census Update Survey conducted by the Montgomery County Planning Department, approximately 20,330 people live in 8,490 households in the Long Branch Study Area as defined by the combined five traffic zones (48, 49, 51, 52, and 53) located in eastern Silver Spring. Note the area under discussion in the Long Branch Sector Plan is a subset of the broader study area described herein. The Sector Plan centers along a short stretch of Piney Branch Road between Flower Avenue and University Boulevard and it is surrounded by the five adjoining traffic zones.
- There is a slightly lower percentage of school age children (14 percent) in the area compared to countywide (18 percent) which relates to one quarter of the residents are ages 30 to 44, the early family-forming years.
- Long Branch has the same proportion of people age 65 years and older, 12 percent, as what characterizes the County. In the area, there are residents choosing to age-in-place as 16 percent of the population living in single-family homes is elderly.
- Montgomery County is approaching minority majority status (46 percent of the population), while the Long Branch study area has already reached minority majority status as over two-thirds of the area's population are Hispanic or of a race other than non-Hispanic, White. One third of the area's population is Black or African American which is 17 percentage points higher than what characterizes the County. Only 7 percent of the area's population is Asian, about half the rate countywide.
- One quarter of the people in Long Branch is Hispanic or Latino compared to 16 percent of all County residents.
- Forty percent of the area's population is foreign-born compare to 29 percent at the County level. Almost half of the residents (48 percent) living in multi-family buildings are foreign-born.
- About one out of six people living here judge his/her English speaking ability as being 'less than very well'. This is twice the rate reported countywide.
- Well over half of the adults age 25+ (58 percent) have a Bachelor, graduate, or doctoral degree which is 7 points shy of the County's nationally highly ranked mark. Extremes of educational attainment is evident by structure type; two-thirds of adults living in single-family homes earned at least a college education while less than half of multi-family residents have a high school diploma or less.

|   | Long Branch Study Area |              |           | County    |
|---|------------------------|--------------|-----------|-----------|
|   | Single-family          | Multi-family | All Types | All Types |
| <b>Population</b>                               |                        |              |           |           |
| <b>Household Population</b>                     | 9,840                  | 10,490       | 20,330    | 939,200   |
| <b>% Female</b>                                 | 55.9%                  | 56.8%        | 56.4%     | 53.2%     |
| <b>Age Distribution</b>                         |                        |              |           |           |
| % 0-4 Years Old                                 | 5.7%                   | 8.8%         | 7.3%      | 6.7%      |
| % 5-17 Years Old                                | 10.9%                  | 15.9%        | 13.5%     | 17.5%     |
| % 18-29 Years Old                               | 14.4%                  | 14.1%        | 14.2%     | 13.5%     |
| % 30-44 Years Old                               | 21.8%                  | 27.3%        | 24.7%     | 20.6%     |
| % 45-64 Years Old                               | 31.0%                  | 25.6%        | 28.2%     | 29.1%     |
| % 65-74 Years Old                               | 10.1%                  | 4.3%         | 7.1%      | 6.5%      |
| % Over 74 Years Old                             | 6.2%                   | 3.9%         | 5.0%      | 6.1%      |
| <b>Average Age (years)</b>                      | 41.7                   | 35.5         | 38.5      | 38.1      |
| <b>Race</b>                                     |                        |              |           |           |
| % White   | 54.7%                  | 43.4%        | 48.9%     | 66.3%     |
| % Black   | 26.3%                  | 40.1%        | 33.4%     | 16.4%     |
| % Asian or Pac. Islander                        | 6.9%                   | 7.8%         | 7.4%      | 13.3%     |
| % Other   | 12.0%                  | 8.7%         | 10.3%     | 4.0%      |
| <b>Hispanic or Latino and Race <sup>1</sup></b> |                        |              |           |           |
| % Hispanic or Latino <sup>1</sup>               | 20.8%                  | 28.1%        | 24.6%     | 15.6%     |
| % Not Hispanic White                            | 42.7%                  | 19.6%        | 30.8%     | 53.7%     |
| <b>% Foreign-born</b>                           | 30.7%                  | 48.2%        | 39.7%     | 28.6%     |
| <b>Language Spoken at Home</b>                  |                        |              |           |           |
| Persons 5 Years & Older                         | 9,280                  | 9,565        | 18,845    | 876,445   |
| % Speak Language Other than English             | 34.9%                  | 56.3%        | 45.7%     | 32.6%     |
| % Speak English less than "Very Well"           | 12.6%                  | 18.4%        | 15.5%     | 8.8%      |
| <b>Educational Attainment</b>                   |                        |              |           |           |
| Persons 25 Years and Older                      | 7,430                  | 7,505        | 14,935    | 636,245   |
| % No High School Diploma                        | 4.3%                   | 16.1%        | 10.1%     | 4.1%      |
| % High School Graduate                          | 25.3%                  | 26.3%        | 25.8%     | 24.9%     |
| % Associate or Trade School                     | 5.3%                   | 7.3%         | 6.3%      | 6.4%      |
| % Bachelor's Degree                             | 28.0%                  | 22.5%        | 25.3%     | 28.7%     |
| % Grad, Professional or PhD                     | 37.1%                  | 27.8%        | 32.5%     | 35.9%     |

\* Insufficient data for reliable estimates.

<sup>1</sup> Those of Hispanic origin may be of any race.

# LONG BRANCH STUDY AREA DEMOGRAPHIC BULLETS

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## RESIDENT LABOR FORCE

- In 2008, an estimated 11,515 residents were employed or about 57 percent of those age 16 and older. This is lower than the county level rate of 71 percent.
- Over a quarter of employed Long Branch residents work for the non-profit sector, twice the rate found countywide. The largest share of employed residents, 40 percent, work for private, non-profit firms as is typical countywide.
- With the area's proximity to Washington, D.C. and Prince George's County, Long Branch residents are far more likely to work outside of the County; only 37 percent of the area's employed residents live and work in the County compared to 59 percent countywide. About the same percentage of the area's employed residents, 38 percent, commute from Long Branch to the District compared to 23 percent of all employed residents in the County.
- Employed residents in Long Branch commute by car less than employed County residents (only 60 percent versus 74 percent countywide), as a high percentage of residents take advantage of the area's convenient public transit options. With 30 percent of employed residents in the area commuting by bus or train, he or she is twice as likely to commute by public transit as is typical for resident employees.
- In the study area, the average commute at 33 minutes is no different than what most County residents face. Time savings are gained for public transit commuters living in Long Branch compared to the average time for transit users countywide, 44 minutes and 50 minutes, respectively. Transit commutes for Long Branch transit users are shorter than the transit commutes for county transit users.

| Labor Force                                      | Long Branch Study Area |              |           | County    |
|--|------------------------|--------------|-----------|-----------|
|  | Single-family          | Multi-family | All Types | All Types |
| <b>Number of Employed Residents <sup>2</sup></b> | 6,220                  | 5,295        | 11,515    | 526,480   |
| <b>% Females Who Are Employed</b>                | 74.0%                  | 59.7%        | 66.7%     | 66.8%     |
| <b>Employer</b>                                  |                        |              |           |           |
| % Private, for profit                            | 35.8%                  | 44.5%        | 39.8%     | 43.9%     |
| % Private, non-profit                            | 25.1%                  | 28.1%        | 26.5%     | 13.5%     |
| % Self-employed                                  | 8.2%                   | 6.5%         | 7.4%      | 10.7%     |
| % Government                                     | 16.5%                  | 15.4%        | 16.0%     | 25.2%     |
| % Other  | 14.3%                  | 5.5%         | 10.2%     | 6.7%      |
| <b>Work Location</b>                             |                        |              |           |           |
| % Montgomery County                              | 40.3%                  | 32.9%        | 36.8%     | 59.0%     |
| % Prince George's County                         | 10.0%                  | 17.8%        | 13.7%     | 5.0%      |
| % Elsewhere in Maryland                          | 4.8%                   | 6.0%         | 5.4%      | 4.5%      |
| % Washington, D.C.                               | 36.9%                  | 38.8%        | 37.8%     | 23.1%     |
| % Virginia                                       | 7.5%                   | 4.5%         | 6.1%      | 7.4%      |
| % Outside MD-VA-DC                               | 0.4%                   | 0.0%         | 0.2%      | 1.1%      |
| <b>Work Trip</b>                                 |                        |              |           |           |
| % Driving  | 68.5%                  | 49.6%        | 59.7%     | 74.3%     |
| % Alone  | 61.5%                  | 45.2%        | 53.9%     | 69.4%     |
| % Carpool  | 7.0%                   | 4.4%         | 5.8%      | 4.9%      |
| % Public Transit or Rail                         | 24.2%                  | 36.9%        | 30.1%     | 17.7%     |
| % Walk/Bicycle/Other                             | 3.6%                   | 7.7%         | 5.5%      | 3.5%      |
| % Work at Home                                   | 3.6%                   | 5.8%         | 4.6%      | 4.4%      |
| <b>Average Commuting Time to Work (minutes)</b>  |                        |              |           |           |
| Overall  | 30.8                   | 35.8         | 33.1      | 32.6      |
| By Car   | 26.9                   | 30.6         | 28.3      | 29        |
| By Public Transit                                | 44.4                   | 44.3         | 44.4      | 50        |

\* Insufficient data for reliable estimates.

<sup>2</sup> Ages 16 and older and employed full- or part-time.

## HOUSEHOLDS

- Over half of the housing stock is multi-family dwellings (4,700 households) and three-quarters of this housing is rental (3,500 apartments). The prevalence of multi-family rental households pushes the overall percentage of rental apartments to almost half the area's housing stock in contrast to one quarter of the County's housing.
- The relatively high percentage of multi-family households also drives down the area's average household size to 2.40 people per dwelling compared to the County's average household size of 2.63.
- Nearly two-thirds of households are families with single-parents contributing a 20 percent share (twice the rate typical of the County). Single householders occupy another 30 percent of all the area's dwellings.
- The area's multi-family housing draws new residents from other parts of the County (26 percent) and from outside the Washington, D.C. metropolitan area (22 percent).
- As also seen countywide, three quarters of single-family households in Long Branch had not moved five years prior to the survey. The study area's single-family households reported a median residence of thirteen years in the same home—three times longer than their multi-family neighbors. The single-family dwellers in Long Branch lived 3 years longer in the same house than the 10 year mid-point reported for detached houses and townhouses countywide. The median length of residency for Long Branch residents living in multi-family structures at 4 years is one year longer than the reported median for multi-family units across the County.
- The percentage of households with a foreign-born head or spouse, 41 percent, is higher than the 36 percent characterizing the County. In almost half of the area's multi-family households and in one-third of the single-family housing, the head or spouse was born outside of the United States.

| Housing  | Long Branch Study Area |              |           | County    |
|--|------------------------|--------------|-----------|-----------|
|  | Single-family          | Multi-family | All Types | All Types |
| <b>Total Households</b>                              | 3,785                  | 4,705        | 8,490     | 357,000   |
| <b>% Multi-family Households</b>                     |                        | 55.4%        |           | 32.0%     |
| <b>Tenure</b>  |                        |              |           |           |
| % Rental   |                        | *            | 74.3%     | 46.5%     |
| <b>Persons in Households</b>                         |                        |              |           |           |
| % 1 Person   | 21.1%                  | 37.7%        | 30.3%     | 24.3%     |
| % 2 Persons  | 37.9%                  | 30.7%        | 33.9%     | 31.7%     |
| % 3 Persons  | 16.9%                  | 13.0%        | 14.7%     | 17.1%     |
| % 4 Persons  | 11.7%                  | 12.0%        | 11.9%     | 16.5%     |
| % 5+ Persons   | 12.4%                  | 6.7%         | 9.2%      | 10.6%     |
| <b>Average Household Size</b>                        | 2.60                   | 2.23         | 2.40      | 2.63      |
| <b>Average Number of Cars</b>                        | 1.8                    | 0.8          | 1.3       | 1.9       |
| <b>Households by Type:</b>                           |                        |              |           |           |
| % Family Households                                  | 75.2%                  | 61.1%        | 67.4%     | 73.4%     |
| % Married-Couple                                     | 60.0%                  | 33.9%        | 45.5%     | 61.6%     |
| % Single-Parent                                      | 13.5%                  | 25.3%        | 20.0%     | 10.1%     |
| % Nonfamily Households                               | 24.8%                  | 38.9%        | 32.6%     | 26.6%     |
| % Householder Living Alone                           | 21.1%                  | 37.7%        | 30.3%     | 24.3%     |
| <b>Residence in April 2003</b>                       |                        |              |           |           |
| % in Same Home                                       | 74.6%                  | 40.8%        | 55.9%     | 60.4%     |
| % Elsewhere in County                                | 10.3%                  | 26.1%        | 19.1%     | 19.6%     |
| % Elsewhere in Maryland                              | 1.1%                   | 5.0%         | 3.3%      | 3.9%      |
| % D.C or Northern Virginia                           | 5.9%                   | 6.0%         | 6.0%      | 3.6%      |
| % Outside Metro Area                                 | 8.2%                   | 22.0%        | 15.8%     | 12.6%     |
| <b>Median Years in Same Home</b>                     | 13                     | 4            | 7         | 7         |
| <b>Average Age of Household Head</b>                 | 55.2                   | 48.2         | 51.3      | 51.9      |
| <b>% Households with Foreign Born Head or Spouse</b> |                        |              |           |           |
|  | 33.2%                  | 47.6%        | 41.2%     | 36.2%     |
| <b>% Households Speaking Spanish</b>                 |                        |              |           |           |
|  | 17.4%                  | 12.5%        | 14.7%     | 10.9%     |

\* Insufficient data for reliable estimates.

# LONG BRANCH STUDY AREA DEMOGRAPHIC BULLETS

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## HOUSEHOLDS (CONTINUED)

- In the Long Branch area, average homeowner costs at \$1,419 were approximately 70 percent of the County's in 2008.
- Many lower income households in Long Branch face the burden of housing costs even though the average monthly rental cost at \$985 is 35% below the mean rental rates at the County level (\$1,327).
- The estimated 2007 median household income in Long Branch at \$58,990 is only 60 percent of the County's median of \$96,475. In the area, the median income of single-family households (\$89,145) is more than twice the midpoint of incomes associated with multi-family units (\$43,615).
- Less than one fifth of homeowners in the Long Branch area-- no different from the rate for the overall County-- are considered to be "housing cost burdened," which means that less than 20% of households spend more than 30 percent of their gross annual income on housing costs.
- An estimated 44 percent of the rental households in Long Branch are spending more than 30 percent of their income on housing costs compared to one-third of all renters in the County.

| Average Monthly Housing Costs                                       | Long Branch Study Area |              |           | County    |
|---|------------------------|--------------|-----------|-----------|
|   | Single-family          | Multi-family | All Types | All Types |
| Homeowner (all)   | \$1,459                | \$1,324      | \$1,419   | \$2,005   |
| Homeowner, Mortgage or Loan   | *                      | *            | \$1,549   | \$2,188   |
| Renter  | *                      | \$926        | \$985     | \$1,327   |
| <b>2007 Household Income</b>  |                        |              |           |           |
| % Under \$15,000  | 3.5%                   | 5.8%         | 4.7%      | 2.6%      |
| % \$15,000 to \$29,999  | 3.7%                   | 16.7%        | 10.8%     | 4.9%      |
| % \$30,000 to \$49,999  | 10.5%                  | 31.9%        | 22.2%     | 11.8%     |
| % \$50,000 to \$69,999  | 17.5%                  | 19.6%        | 18.6%     | 13.7%     |
| % \$70,000 to \$99,999  | 23.2%                  | 15.9%        | 19.2%     | 19.2%     |
| % \$100,000 to 149,999  | 21.8%                  | 7.1%         | 13.8%     | 22.5%     |
| % \$150,000 to 199,999  | 14.3%                  | 1.9%         | 7.5%      | 11.5%     |
| % \$200,000+  | 5.5%                   | 1.2%         | 3.2%      | 13.8%     |
| <b>2007 Median Household Income</b>                                 | \$89,145               | \$43,615     | \$58,990  | \$96,475  |
| <b>Households Spending More Than 30% of Income on Housing Costs</b> |                        |              |           |           |
| % Homeowners  | 15.0%                  | 27.7%        | 18.9%     | 19.3%     |
| % Renters   | *                      | 48.6%        | 43.8%     | 34.1%     |
| <b>% HH Visiting Planning Dept. Website</b>                         |                        |              |           |           |
|   | 15.7%                  | 11.1%        | 13.1%     | 12.4%     |

\* Insufficient data for reliable estimates.