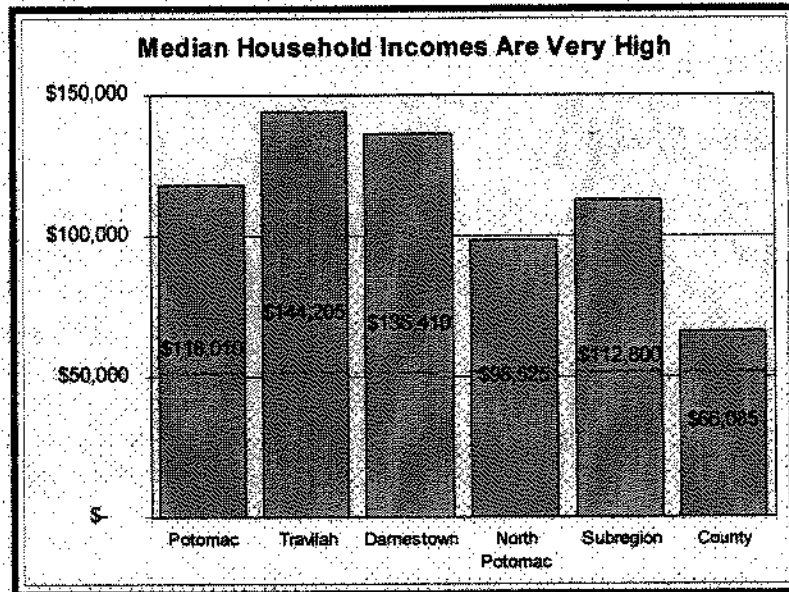


Household Income

As previously stated, high personal income is a defining characteristic of Potomac Subregion residents and is also connected with some of their other key traits. The Subregion's median 1996 household income of \$112,800 is a dramatic 71 percent higher than the County median of \$66,085. The areas with the lowest densities, Trivilah and Darnestown have the highest median incomes. The median income for households in single family detached homes in Potomac is virtually the same as the value in Darnestown.

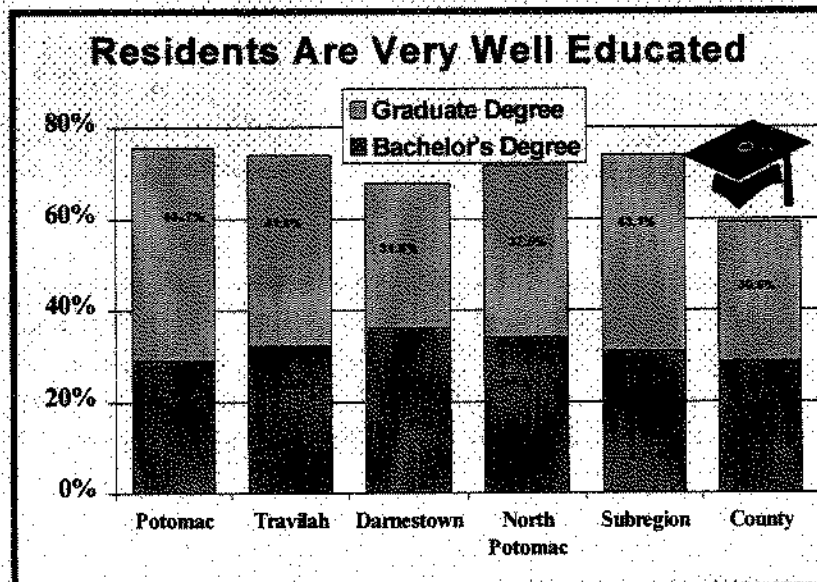


More than half (59 percent) of the Subregion's households have annual incomes of at least \$100,000, and 27 percent have incomes of \$160,000 or more; only 13 percent have incomes below \$50,000. Comparatively, only 27 percent of all County households have incomes of at least \$100,000 and 9 percent of at least \$160,000, while 34 percent have incomes below \$50,000. Thirty percent of Montgomery County households with 1996 incomes greater than \$200,000 live in the Subregion.

Education

The average level of higher education attained by Potomac Subregion residents is higher than the high average level achieved Countywide. Education levels in the Potomac Planning Area are especially high, compared both to the rest of the Subregion and the County.

Seventy-four percent of the Potomac Subregion's residents over 25 years of age have earned at least a bachelor's degree, with 43 percent having received a graduate, professional, or doctoral degree. By comparison,



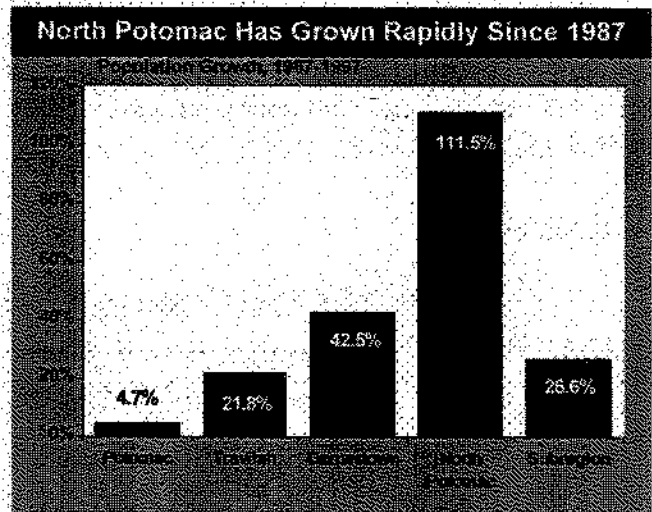
59 percent of the countywide residents have at least a bachelor's degree, and 31 percent have graduate degrees. These numbers have risen significantly over the last ten years. In the Potomac Subregion, the number of residents who have graduate degrees has risen by nearly 10 percent and this is true for each of the four areas. Comparing the four Subregion areas, 47 percent of the Potomac Planning Area residents have graduate degrees compared to 42 percent in Travilah, 32 percent in Darnestown, and 34 percent in North Potomac.

Population and Household Growth

Population Growth

Population in the Potomac Subregion as a whole has grown moderately between 1987 and 1997. This pace of growth virtually mirrored the County growth rate but masked great differences in the rates of the four areas within the Subregion. Potomac has grown very slowly over the last 10 years, only 5 percent. This was fully anticipated because it was the first area to experience development, and, therefore, is the first to reach a mature growth stage. With its good access to major employment centers, Potomac has large areas of older, well-established residential communities. In the future, as Potomac continues to mature, its population is apt to decrease as declining household size overbalances fewer added households.

Travilah's population grew 22 percent from 1987 to 1997, but it continues to have a lot of undeveloped land. The area's dependence on septic systems has ensured that houses have considerable space between them. It is expected that Travilah's growth rate will continue to slow as less land becomes available for development. The pressure of population growth will then push northward into Darnestown, the furthest area from the urban center, which still has 42 percent of its buildable land available for development. Darnestown grew by 42 percent over ten years but remains somewhat rural. Residents of this area desire little change and prefer the continuation of houses spread out on large lots.¹



The most notable change can be seen in North Potomac. The population has grown by a remarkable 112 percent since 1987. North Potomac provides housing along the edge of the I-270 corridor with good access to corridor employment centers. Unlike the other three areas, when asked in the recent survey about their preferences for future development, North Potomac residents strongly preferred clustered housing.

¹ This preference was revealed in the findings of the survey of Potomac Subregion residents in February 1999.