

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	13,817	20,776	51,518
2010 Total Population	16,824	27,214	73,216
2016 Total Population	17,727	28,883	77,971
2016 Group Quarters	323	600	704
2021 Total Population	18,723	30,661	83,095
2016-2021 Annual Rate	1.10%	1.20%	1.28%
Household Summary			
2000 Households	5,088	7,552	18,154
2000 Average Household Size	2.66	2.69	2.81
2010 Households	6,178	9,811	25,655
2010 Average Household Size	2.67	2.71	2.83
2016 Households	6,432	10,296	26,984
2016 Average Household Size	2.71	2.75	2.86
2021 Households	6,766	10,881	28,578
2021 Average Household Size	2.72	2.76	2.88
2016-2021 Annual Rate	1.02%	1.11%	1.15%
2010 Families	4,279	7,114	19,946
2010 Average Family Size	3.20	3.18	3.20
2016 Families	4,413	7,406	20,843
2016 Average Family Size	3.25	3.23	3.25
2021 Families	4,619	7,796	22,000
2021 Average Family Size	3.28	3.25	3.28
2016-2021 Annual Rate	0.92%	1.03%	1.09%
Housing Unit Summary			
2000 Housing Units	5,499	8,111	19,210
Owner Occupied Housing Units	50.0%	56.6%	70.7%
Renter Occupied Housing Units	42.5%	36.5%	23.8%
Vacant Housing Units	7.5%	6.9%	5.5%
2010 Housing Units	7,136	11,151	28,255
Owner Occupied Housing Units	46.0%	54.2%	69.4%
Renter Occupied Housing Units	40.6%	33.8%	21.4%
Vacant Housing Units	13.4%	12.0%	9.2%
2016 Housing Units	7,462	11,731	29,734
Owner Occupied Housing Units	41.9%	50.5%	66.3%
Renter Occupied Housing Units	44.3%	37.3%	24.4%
Vacant Housing Units	13.8%	12.2%	9.2%
2021 Housing Units	7,848	12,390	31,430
Owner Occupied Housing Units	42.0%	50.7%	66.4%
Renter Occupied Housing Units	44.2%	37.1%	24.5%
Vacant Housing Units	13.8%	12.2%	9.1%
Median Household Income			
2016	\$37,400	\$42,316	\$52,720
2021	\$37,486	\$45,436	\$58,321
Median Home Value			
2016	\$130,954	\$143,031	\$163,043
2021	\$160,694	\$179,298	\$199,917
Per Capita Income			
2016	\$18,391	\$20,375	\$23,015
2021	\$19,474	\$21,783	\$25,017
Median Age			
2010	35.0	35.9	36.7
2016	35.8	36.7	37.7
2021	36.5	37.4	38.3

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



Community Profile

100 S Broad St, Monroe, Georgia, 30655
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 33.79454
Longitude: -83.71320

	3 miles	5 miles	10 miles
2016 Households by Income			
Household Income Base	6,432	10,296	26,984
<\$15,000	20.4%	17.6%	12.2%
\$15,000 - \$24,999	14.4%	12.8%	9.2%
\$25,000 - \$34,999	11.7%	10.7%	9.4%
\$35,000 - \$49,999	16.3%	15.6%	15.9%
\$50,000 - \$74,999	19.9%	20.1%	20.7%
\$75,000 - \$99,999	8.6%	11.0%	14.4%
\$100,000 - \$149,999	6.2%	8.5%	13.0%
\$150,000 - \$199,999	1.3%	1.9%	3.0%
\$200,000+	1.2%	1.7%	2.1%
Average Household Income	\$48,255	\$54,946	\$65,580
2021 Households by Income			
Household Income Base	6,766	10,881	28,578
<\$15,000	21.7%	18.5%	12.5%
\$15,000 - \$24,999	13.6%	12.0%	8.7%
\$25,000 - \$34,999	12.1%	11.1%	9.8%
\$35,000 - \$49,999	12.3%	11.1%	10.1%
\$50,000 - \$74,999	20.1%	20.2%	20.5%
\$75,000 - \$99,999	9.9%	12.7%	16.4%
\$100,000 - \$149,999	7.3%	10.1%	15.9%
\$150,000 - \$199,999	1.7%	2.4%	3.7%
\$200,000+	1.3%	2.0%	2.4%
Average Household Income	\$51,481	\$59,303	\$71,884
2016 Owner Occupied Housing Units by Value			
Total	3,123	5,925	19,721
<\$50,000	7.3%	6.7%	6.0%
\$50,000 - \$99,999	27.2%	22.5%	17.5%
\$100,000 - \$149,999	25.0%	24.2%	22.0%
\$150,000 - \$199,999	14.7%	15.9%	17.4%
\$200,000 - \$249,999	8.1%	10.5%	11.1%
\$250,000 - \$299,999	4.2%	5.6%	7.1%
\$300,000 - \$399,999	4.3%	5.2%	9.8%
\$400,000 - \$499,999	2.1%	2.7%	3.3%
\$500,000 - \$749,999	4.1%	3.4%	3.1%
\$750,000 - \$999,999	2.4%	2.4%	1.7%
\$1,000,000 +	0.7%	1.0%	1.0%
Average Home Value	\$188,521	\$199,937	\$213,391
2021 Owner Occupied Housing Units by Value			
Total	3,299	6,284	20,875
<\$50,000	5.2%	4.4%	3.8%
\$50,000 - \$99,999	18.1%	14.7%	10.5%
\$100,000 - \$149,999	23.2%	20.6%	17.0%
\$150,000 - \$199,999	16.4%	17.7%	18.8%
\$200,000 - \$249,999	10.8%	13.4%	15.5%
\$250,000 - \$299,999	7.9%	10.3%	12.3%
\$300,000 - \$399,999	5.4%	6.2%	10.5%
\$400,000 - \$499,999	3.5%	3.9%	4.4%
\$500,000 - \$749,999	5.3%	4.5%	3.6%
\$750,000 - \$999,999	3.7%	3.6%	2.5%
\$1,000,000 +	0.5%	0.8%	1.2%
Average Home Value	\$225,045	\$236,068	\$247,729

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



Community Profile

100 S Broad St, Monroe, Georgia, 30655
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 33.79454
Longitude: -83.71320

	3 miles	5 miles	10 miles
2010 Population by Age			
Total	16,822	27,215	73,216
0 - 4	8.1%	7.8%	7.3%
5 - 9	7.8%	7.7%	7.8%
10 - 14	7.0%	7.1%	7.6%
15 - 24	13.8%	13.2%	12.4%
25 - 34	13.2%	12.9%	12.5%
35 - 44	13.8%	14.3%	15.0%
45 - 54	12.7%	13.5%	14.3%
55 - 64	10.7%	11.1%	11.6%
65 - 74	6.9%	7.0%	7.0%
75 - 84	4.0%	3.7%	3.4%
85 +	1.8%	1.6%	1.2%
18 +	72.7%	73.1%	72.8%
2016 Population by Age			
Total	17,730	28,883	77,971
0 - 4	7.7%	7.4%	6.9%
5 - 9	7.4%	7.3%	7.2%
10 - 14	7.0%	7.1%	7.4%
15 - 24	13.4%	13.0%	12.4%
25 - 34	13.4%	13.1%	12.6%
35 - 44	12.7%	12.9%	13.5%
45 - 54	12.4%	13.1%	13.9%
55 - 64	11.2%	11.6%	12.2%
65 - 74	8.7%	8.7%	8.9%
75 - 84	4.2%	4.0%	3.7%
85 +	2.0%	1.8%	1.3%
18 +	73.9%	74.4%	74.5%
2021 Population by Age			
Total	18,723	30,663	83,093
0 - 4	7.4%	7.1%	6.6%
5 - 9	7.4%	7.2%	7.0%
10 - 14	7.0%	7.1%	7.4%
15 - 24	12.9%	12.6%	12.0%
25 - 34	13.2%	12.9%	12.6%
35 - 44	12.9%	12.9%	13.4%
45 - 54	11.5%	12.2%	12.9%
55 - 64	11.4%	12.0%	12.5%
65 - 74	9.3%	9.4%	9.6%
75 - 84	5.0%	5.0%	4.7%
85 +	2.0%	1.8%	1.4%
18 +	74.2%	74.7%	74.9%
2010 Population by Sex			
Males	7,856	12,951	35,736
Females	8,968	14,263	37,480
2016 Population by Sex			
Males	8,342	13,834	38,140
Females	9,386	15,049	39,831
2021 Population by Sex			
Males	8,889	14,794	40,745
Females	9,834	15,867	42,350

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

November 02, 2016



Community Profile

100 S Broad St, Monroe, Georgia, 30655
Rings: 3, 5, 10 mile radii

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	3 miles	5 miles	10 miles
2010 Population by Race/Ethnicity			
Total	16,824	27,213	73,216
White Alone	61.7%	67.8%	79.0%
Black Alone	34.3%	28.3%	16.3%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.7%	0.8%	1.3%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	1.4%	1.2%	1.5%
Two or More Races	1.7%	1.7%	1.6%
Hispanic Origin	3.1%	2.9%	3.8%
Diversity Index	53.2	49.0	39.6
2016 Population by Race/Ethnicity			
Total	17,727	28,882	77,970
White Alone	57.7%	64.2%	76.4%
Black Alone	37.6%	31.2%	18.0%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.9%	1.0%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.6%	1.4%	1.8%
Two or More Races	1.9%	1.9%	1.8%
Hispanic Origin	3.8%	3.6%	4.6%
Diversity Index	56.0	52.6	43.9
2021 Population by Race/Ethnicity			
Total	18,722	30,662	83,094
White Alone	54.1%	61.0%	73.8%
Black Alone	40.4%	33.6%	19.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.1%	1.3%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	1.7%	2.2%
Two or More Races	2.2%	2.2%	2.1%
Hispanic Origin	4.5%	4.3%	5.5%
Diversity Index	58.3	55.5	47.8
2010 Population by Relationship and Household Type			
Total	16,824	27,214	73,216
In Households	98.1%	97.9%	99.1%
In Family Households	84.4%	85.8%	89.4%
Householder	25.6%	26.2%	27.2%
Spouse	15.4%	17.4%	20.6%
Child	35.2%	34.7%	34.7%
Other relative	5.1%	4.8%	4.6%
Nonrelative	3.0%	2.7%	2.3%
In Nonfamily Households	13.8%	12.1%	9.7%
In Group Quarters	1.9%	2.1%	0.9%
Institutionalized Population	1.8%	2.1%	0.9%
Noninstitutionalized Population	0.0%	0.1%	0.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

November 02, 2016



Community Profile

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	3 miles	5 miles	10 miles
2016 Population 25+ by Educational Attainment			
Total	11,432	18,859	51,580
Less than 9th Grade	6.6%	5.2%	3.9%
9th - 12th Grade, No Diploma	16.1%	14.5%	11.4%
High School Graduate	28.1%	28.2%	27.0%
GED/Alternative Credential	10.1%	9.5%	8.0%
Some College, No Degree	18.7%	19.8%	23.8%
Associate Degree	5.9%	7.0%	8.2%
Bachelor's Degree	11.1%	11.7%	12.2%
Graduate/Professional Degree	3.3%	4.0%	5.5%
2016 Population 15+ by Marital Status			
Total	13,805	22,607	61,222
Never Married	36.3%	32.7%	26.4%
Married	45.8%	50.4%	58.1%
Widowed	6.6%	6.3%	5.0%
Divorced	11.3%	10.6%	10.4%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	92.7%	93.8%	95.1%
Civilian Unemployed	7.3%	6.2%	4.9%
2016 Employed Population 16+ by Industry			
Total	6,902	11,732	34,207
Agriculture/Mining	0.0%	0.1%	0.3%
Construction	6.0%	6.9%	8.6%
Manufacturing	11.5%	12.6%	12.2%
Wholesale Trade	4.1%	3.9%	3.6%
Retail Trade	21.0%	17.8%	15.5%
Transportation/Utilities	4.8%	5.4%	5.5%
Information	1.0%	0.9%	1.2%
Finance/Insurance/Real Estate	4.0%	5.3%	5.3%
Services	44.0%	43.0%	42.1%
Public Administration	3.6%	4.1%	5.7%
2016 Employed Population 16+ by Occupation			
Total	6,901	11,733	34,208
White Collar	48.6%	50.6%	57.2%
Management/Business/Financial	5.5%	8.0%	11.9%
Professional	14.9%	16.3%	18.3%
Sales	13.1%	12.0%	12.1%
Administrative Support	15.0%	14.4%	14.9%
Services	25.5%	22.0%	17.8%
Blue Collar	25.9%	27.3%	25.1%
Farming/Forestry/Fishing	0.6%	0.4%	0.2%
Construction/Extraction	4.1%	5.0%	5.5%
Installation/Maintenance/Repair	3.6%	4.0%	5.0%
Production	8.5%	8.6%	7.4%
Transportation/Material Moving	9.1%	9.3%	7.0%
2010 Population By Urban/ Rural Status			
Total Population	16,824	27,214	73,216
Population Inside Urbanized Area	0.6%	9.7%	20.9%
Population Inside Urbanized Cluster	77.0%	58.4%	33.6%
Rural Population	22.4%	31.9%	45.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

November 02, 2016



Community Profile

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Rings: 3, 5, 10 mile radii

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	3 miles	5 miles	10 miles
2010 Households by Type			
Total	6,177	9,811	25,655
Households with 1 Person	25.9%	23.0%	18.2%
Households with 2+ People	74.1%	77.0%	81.8%
Family Households	69.3%	72.5%	77.7%
Husband-wife Families	41.6%	48.3%	59.0%
With Related Children	18.8%	22.2%	28.4%
Other Family (No Spouse Present)	27.7%	24.2%	18.8%
Other Family with Male Householder	5.7%	5.4%	5.1%
With Related Children	3.2%	3.1%	3.0%
Other Family with Female Householder	22.0%	18.8%	13.7%
With Related Children	15.6%	13.1%	9.1%
Nonfamily Households	4.8%	4.5%	4.0%
All Households with Children	38.2%	39.0%	41.0%
Multigenerational Households	6.8%	6.5%	6.2%
Unmarried Partner Households	7.8%	6.9%	5.5%
Male-female	7.2%	6.4%	4.9%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	6,180	9,811	25,656
1 Person Household	25.9%	23.0%	18.2%
2 Person Household	29.5%	30.9%	32.6%
3 Person Household	18.0%	18.3%	18.9%
4 Person Household	14.7%	15.7%	17.2%
5 Person Household	7.0%	7.2%	8.0%
6 Person Household	3.1%	3.1%	3.3%
7 + Person Household	1.9%	1.8%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	6,178	9,811	25,655
Owner Occupied	53.1%	61.6%	76.4%
Owned with a Mortgage/Loan	39.1%	46.9%	60.0%
Owned Free and Clear	14.0%	14.8%	16.4%
Renter Occupied	46.9%	38.4%	23.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,136	11,151	28,255
Housing Units Inside Urbanized Area	0.5%	8.3%	19.2%
Housing Units Inside Urbanized Cluster	77.5%	59.2%	34.8%
Rural Housing Units	22.0%	32.6%	45.9%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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100 S Broad St, Monroe, Georgia, 30655
Rings: 3, 5, 10 mile radii

Prepared by Esri
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	3 miles	5 miles	10 miles
Top 3 Tapestry Segments			
1.	Hardscrabble Road (8G)	Hardscrabble Road (8G)	Green Acres (6A)
2.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
3.	Small Town Simplicity	Traditional Living (12B)	Salt of the Earth (6B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$8,165,884	\$14,767,010	\$45,591,919
Average Spent	\$1,269.57	\$1,434.25	\$1,689.59
Spending Potential Index	63	71	84
Education: Total \$	\$5,422,690	\$9,800,778	\$29,998,198
Average Spent	\$843.08	\$951.90	\$1,111.70
Spending Potential Index	60	67	79
Entertainment/Recreation: Total \$	\$11,935,062	\$21,728,665	\$67,767,404
Average Spent	\$1,855.58	\$2,110.40	\$2,511.39
Spending Potential Index	64	72	86
Food at Home: Total \$	\$21,552,919	\$38,616,327	\$116,619,330
Average Spent	\$3,350.89	\$3,750.61	\$4,321.80
Spending Potential Index	67	75	87
Food Away from Home: Total \$	\$12,742,441	\$23,072,767	\$71,294,124
Average Spent	\$1,981.10	\$2,240.94	\$2,642.09
Spending Potential Index	64	72	85
Health Care: Total \$	\$22,233,377	\$40,585,352	\$126,620,718
Average Spent	\$3,456.68	\$3,941.86	\$4,692.44
Spending Potential Index	65	74	89
HH Furnishings & Equipment: Total \$	\$7,170,281	\$13,078,930	\$40,951,771
Average Spent	\$1,114.78	\$1,270.29	\$1,517.63
Spending Potential Index	63	72	86
Personal Care Products & Services: Total \$	\$2,907,152	\$5,304,829	\$16,650,447
Average Spent	\$451.98	\$515.23	\$617.05
Spending Potential Index	62	70	84
Shelter: Total \$	\$61,855,858	\$111,599,021	\$343,732,902
Average Spent	\$9,616.89	\$10,839.07	\$12,738.40
Spending Potential Index	62	70	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,525,107	\$17,454,392	\$54,918,474
Average Spent	\$1,480.89	\$1,695.26	\$2,035.22
Spending Potential Index	64	73	88
Travel: Total \$	\$6,904,364	\$12,838,911	\$41,757,911
Average Spent	\$1,073.44	\$1,246.98	\$1,547.51
Spending Potential Index	58	67	83
Vehicle Maintenance & Repairs: Total \$	\$4,325,206	\$7,842,371	\$24,254,714
Average Spent	\$672.45	\$761.69	\$898.86
Spending Potential Index	65	74	87

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.