3 miles

5 miles

10 miles

6km

4mi

Community Profile

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

Prepared by Esri
Latitude: 33.79459
Longitude: -83.71353

	3 miles	5 miles	10 miles
Population Summary			
2010 Total Population	16,766	27,272	73,645
2020 Total Population	18,956	30,940	84,641
2020 Group Quarters	262	484	660
2022 Total Population	19,554	32,107	87,403
2022 Group Quarters	262	484	660
2027 Total Population	20,526	33,994	92,397
2022-2027 Annual Rate	0.97%	1.15%	1.12%
2022 Total Daytime Population	22,244	31,657	72,706
Workers	11,114	13,347	25,086
Residents	11,130	18,310	47,620
Household Summary			
2010 Households	6,180	9,916	25,826
2010 Average Household Size	2.66	2.69	2.82
2020 Total Households	7,168	11,505	29,740
2020 Average Household Size	2.61	2.65	2.82
2022 Households	7,401	11,940	30,732
2022 Average Household Size	2.61	2.65	2.82
2027 Households	7,771	12,634	32,459
2027 Average Household Size	2.61	2.65	2.83
2022-2027 Annual Rate	0.98%	1.14%	1.10%
2010 Families	4,267	7,197	20,060
2010 Average Family Size	3.19	3.15	3.20
2022 Families	4,975	8,469	23,375
2022 Average Family Size	3.18	3.15	3.24
2027 Families	5,205	8,940	24,633
2027 Average Family Size	3.18	3.15	3.25
2022-2027 Annual Rate	0.91%	1.09%	1.05%
Housing Unit Summary			
2000 Housing Units	5,553	8,125	19,195
Owner Occupied Housing Units	49.3%	56.9%	70.7%
Renter Occupied Housing Units	43.5%	36.5%	23.7%
Vacant Housing Units	7.2%	6.6%	5.6%
2010 Housing Units	7,128	11,223	28,451
Owner Occupied Housing Units	44.1%	54.9%	69.4%
Renter Occupied Housing Units	42.6%	33.4%	21.3%
Vacant Housing Units	13.3%	11.6%	9.2%
2020 Housing Units	7,613	12,134	31,165
Vacant Housing Units	5.8%	5.2%	4.6%
2022 Housing Units	7,906	12,656	32,377
Owner Occupied Housing Units	47.7%	57.6%	72.9%
Renter Occupied Housing Units	45.9%	36.8%	22.0%
Vacant Housing Units	6.4%	5.7%	5.1%
2027 Housing Units	8,343	13,449	34,317
Owner Occupied Housing Units	48.6%	58.5%	73.4%
Renter Occupied Housing Units	44.6%	35.5%	21.2%
Vacant Housing Units	6.9%	6.1%	5.4%
Median Household Income			
2022	$48,088	$54,715	$71,952
2027	$54,558	$66,734	$86,298
Median Home Value			
2022	$213,148	$247,257	$262,278
2027	$273,045	$303,067	$308,266
Per Capita Income			
2022	$24,828	$27,884	$32,540
2027	$29,443	$33,105	$38,206
Median Age			
2010	34.5	35.8	36.7
2022	36.1	37.4	38.6
2027	36.5	38.0	39.0

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 28, 2023

Community Profile

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

Prepared by Esri
Latitude: 33.79459
Longitude: -83.71353

	3 miles	5 miles	10 miles
2022 Households by Income			
Household Income Base	7,401	11,940	30,732
<$15,000	12.6%	10.4%	6.3%
$15,000 - $24,999	13.5%	11.5%	8.1%
$25,000 - $34,999	9.6%	8.6%	6.5%
$35,000 - $49,999	15.9%	14.6%	13.2%
$50,000 - $74,999	19.8%	19.2%	17.5%
$75,000 - $99,999	10.5%	11.1%	13.6%
$100,000 - $149,999	11.2%	13.3%	17.8%
$150,000 - $199,999	5.3%	9.1%	13.1%
$200,000+	1.6%	2.3%	4.0%
Average Household Income	$65,435	$75,470	$92,698
2027 Households by Income			
Household Income Base	7,771	12,634	32,459
<$15,000	9.9%	7.8%	4.5%
$15,000 - $24,999	11.4%	9.2%	5.7%
$25,000 - $34,999	9.7%	8.5%	5.2%
$35,000 - $49,999	15.3%	13.7%	10.8%
$50,000 - $74,999	15.3%	14.6%	16.6%
$75,000 - $99,999	12.6%	12.2%	13.8%
$100,000 - $149,999	16.5%	19.0%	21.1%
$150,000 - $199,999	7.2%	12.1%	17.5%
$200,000+	2.1%	2.8%	4.9%
Average Household Income	$77,600	$89,695	$108,936
2022 Owner Occupied Housing Units by Value			
Total	3,772	7,287	23,597
<$50,000	8.6%	6.1%	4.1%
$50,000 - $99,999	5.5%	3.7%	2.8%
$100,000 - $149,999	6.9%	5.9%	5.0%
$150,000 - $199,999	25.4%	20.8%	18.9%
$200,000 - $249,999	13.8%	14.3%	16.6%
$250,000 - $299,999	8.0%	9.9%	10.8%
$300,000 - $399,999	17.1%	20.2%	24.3%
$400,000 - $499,999	11.5%	11.8%	9.9%
$500,000 - $749,999	2.0%	5.4%	5.6%
$750,000 - $999,999	1.2%	0.9%	1.1%
$1,000,000 - $1,499,999	0.1%	1.0%	0.7%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	$248,747	$286,612	$297,353
2027 Owner Occupied Housing Units by Value			
Total	4,053	7,863	25,193
<$50,000	4.8%	3.2%	2.1%
$50,000 - $99,999	2.2%	1.4%	1.0%
$100,000 - $149,999	3.4%	2.8%	2.3%
$150,000 - $199,999	19.6%	15.4%	13.7%
$200,000 - $249,999	14.5%	14.2%	16.5%
$250,000 - $299,999	12.0%	12.2%	11.9%
$300,000 - $399,999	22.4%	25.5%	29.4%
$400,000 - $499,999	15.5%	15.0%	12.5%
$500,000 - $749,999	3.3%	7.3%	7.7%
$750,000 - $999,999	2.1%	1.5%	1.7%
$1,000,000 - $1,499,999	0.2%	1.3%	0.9%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	0.1%	0.1%	0.2%
Average Home Value	$297,848	$331,930	$336,525

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 28, 2023

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

Prepared by Esri
Latitude: 33.79459
Longitude: -83.71353

	3 miles	5 miles	10 miles
2010 Population by Age			
Total	16,764	27,269	73,644
0 - 4	8.3%	7.9%	7.3%
5 - 9	7.9%	7.8%	7.8%
10 - 14	7.0%	7.1%	7.6%
15 - 24	14.0%	13.1%	12.4%
25 - 34	13.4%	13.1%	12.5%
35 - 44	13.8%	14.3%	15.0%
45 - 54	12.5%	13.4%	14.3%
55 - 64	10.6%	11.1%	11.6%
65 - 74	6.8%	7.0%	6.9%
75 - 84	4.0%	3.7%	3.4%
85 +	1.7%	1.6%	1.3%
18 +	72.4%	73.0%	72.8%
2022 Population by Age			
Total	19,555	32,106	87,404
0 - 4	7.4%	6.9%	6.4%
5 - 9	7.4%	7.1%	6.9%
10 - 14	6.9%	6.9%	7.0%
15 - 24	12.7%	12.3%	11.8%
25 - 34	14.2%	13.6%	13.1%
35 - 44	12.5%	12.6%	13.2%
45 - 54	12.0%	12.5%	13.1%
55 - 64	11.0%	11.8%	12.5%
65 - 74	9.2%	9.6%	9.9%
75 - 84	4.9%	5.0%	4.7%
85 +	1.8%	1.7%	1.4%
18 +	74.3%	75.1%	75.7%
2027 Population by Age			
Total	20,526	33,994	92,398
0 - 4	7.3%	6.9%	6.4%
5 - 9	7.3%	7.0%	6.8%
10 - 14	7.2%	7.1%	7.2%
15 - 24	12.8%	12.2%	11.4%
25 - 34	13.3%	12.8%	12.5%
35 - 44	12.9%	13.0%	13.7%
45 - 54	11.3%	11.7%	12.2%
55 - 64	11.1%	11.7%	12.2%
65 - 74	9.1%	9.7%	10.0%
75 - 84	5.9%	6.2%	6.0%
85 +	1.9%	1.8%	1.6%
18 +	74.1%	75.2%	75.7%
2010 Population by Sex			
Males	7,782	12,966	35,938
Females	8,984	14,305	37,706
2022 Population by Sex			
Males	9,259	15,464	42,797
Females	10,294	16,643	44,606
2027 Population by Sex			
Males	9,789	16,464	45,306
Females	10,738	17,531	47,091

March 28, 2023

100 S Broad St			Prepared by Esri
100 S Broad St, Monroe, Georgia, 30655			Latitude: 33.79459
Rings: 3, 5, 10 mile radii			Longitude: -83.71353

	3 miles	5 miles	10 miles
2010 Population by Race/Ethnicity			
Total	16,765	27,271	73,645
White Alone	59.4%	67.7%	79.0%
Black Alone	36.6%	28.3%	16.4%
American Indian Alone	0.1%	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%	3.7%
Diversity Index	54.2	49.1	39.6
2020 Population by Race/Ethnicity			
Total	18,956	30,940	84,641
White Alone	56.3%	64.6%	72.9%
Black Alone	34.8%	26.9%	17.0%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.0%	1.1%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.3%	2.0%	2.6%
Two or More Races	5.3%	5.0%	5.6%
Hispanic Origin	4.6%	4.1%	5.6%
Diversity Index	59.7	54.6	49.6
2022 Population by Race/Ethnicity			
Total	19,554	32,107	87,403
White Alone	56.0%	64.3%	72.3%
Black Alone	34.9%	27.0%	17.2%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.0%	1.1%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.4%	2.1%	2.7%
Two or More Races	5.5%	5.3%	5.9%
Hispanic Origin	4.7%	4.2%	5.7%
Diversity Index	60.0	55.0	50.3
2027 Population by Race/Ethnicity			
Total	20,526	33,995	92,397
White Alone	54.5%	62.9%	70.9%
Black Alone	35.7%	27.7%	17.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	1.0%	1.1%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	2.2%	2.8%
Two or More Races	6.0%	5.8%	6.5%
Hispanic Origin	4.8%	4.3%	5.9%
Diversity Index	61.1	56.3	52.0
2010 Population by Relationship and Household Type			
Total	16,765	27,271	73,645
In Households	98.2%	97.9%	99.1%
In Family Households	84.3%	85.8%	89.4%
Householder	25.5%	26.2%	27.2%
Spouse	14.8%	17.5%	20.6%
Child	35.6%	34.7%	34.7%
Other relative	5.2%	4.7%	4.6%
Nonrelative	3.1%	2.8%	2.3%
In Nonfamily Households	13.9%	12.1%	9.7%
In Group Quarters	1.8%	2.1%	0.9%
Institutionalized Population	1.8%	2.0%	0.9%
Noninstitutionalized Population	0.1%	0.1%	0.0%

March 28, 2023

100 S Broad St   Prepared by Esri
100 S Broad St, Monroe, Georgia, 30655   Latitude: 33.79459
Rings: 3, 5, 10 mile radii   Longitude: -83.71353

	3 miles	5 miles	10 miles
2022 Population 25+ by Educational Attainment			
Total	12,822	21,441	59,308
Less than 9th Grade	2.6%	2.3%	2.7%
9th - 12th Grade, No Diploma	14.7%	11.7%	8.9%
High School Graduate	31.9%	32.4%	30.7%
GED/Alternative Credential	9.2%	7.4%	5.8%
Some College, No Degree	17.1%	17.1%	18.8%
Associate Degree	6.3%	8.0%	9.5%
Bachelor's Degree	12.9%	14.1%	15.2%
Graduate/Professional Degree	5.3%	6.8%	8.4%
2022 Population 15+ by Marital Status			
Total	15,297	25,382	69,613
Never Married	41.1%	35.6%	29.0%
Married	39.3%	46.3%	55.4%
Widowed	6.5%	6.3%	5.9%
Divorced	13.2%	11.8%	9.7%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,863	14,521	41,422
Population 16+ Employed	94.9%	95.5%	97.0%
Population 16+ Unemployment rate	5.1%	4.5%	3.0%
Population 16-24 Employed	13.1%	12.4%	12.4%
Population 16-24 Unemployment rate	10.6%	9.1%	5.3%
Population 25-54 Employed	65.7%	66.1%	65.7%
Population 25-54 Unemployment rate	5.0%	4.4%	3.0%
Population 55-64 Employed	14.7%	15.3%	16.3%
Population 55-64 Unemployment rate	2.6%	2.3%	1.5%
Population 65+ Employed	6.5%	6.2%	5.6%
Population 65+ Unemployment rate	0.0%	0.2%	2.1%
2022 Employed Population 16+ by Industry			
Total	8,409	13,874	40,173
Agriculture/Mining	0.2%	0.3%	0.8%
Construction	5.3%	8.1%	10.5%
Manufacturing	13.4%	13.4%	11.8%
Wholesale Trade	5.0%	4.5%	3.8%
Retail Trade	18.3%	15.8%	13.7%
Transportation/Utilities	8.7%	8.7%	9.4%
Information	0.8%	0.7%	0.9%
Finance/Insurance/Real Estate	6.9%	7.0%	6.2%
Services	39.8%	39.0%	38.0%
Public Administration	1.5%	2.5%	5.0%
2022 Employed Population 16+ by Occupation			
Total	8,406	13,875	40,175
White Collar	47.2%	51.8%	56.2%
Management/Business/Financial	9.5%	12.4%	15.7%
Professional	12.7%	15.2%	15.9%
Sales	11.1%	10.3%	10.4%
Administrative Support	13.8%	14.0%	14.2%
Services	20.0%	16.5%	13.5%
Blue Collar	32.7%	31.7%	30.3%
Farming/Forestry/Fishing	2.2%	1.5%	0.7%
Construction/Extraction	5.7%	6.2%	7.1%
Installation/Maintenance/Repair	4.5%	4.8%	5.7%
Production	7.4%	7.2%	7.1%
Transportation/Material Moving	13.1%	12.1%	9.8%

March 28, 2023

100 S Broad St

100 S Broad St, Monroe, Georgia, 30655

Rings: 3, 5, 10 mile radii

Prepared by Esri

Latitude: 33.79459

Longitude: -83.71353

	3 miles	5 miles	10 miles
2010 Households by Type			
Total	6,180	9,915	25,826
Households with 1 Person	26.0%	22.9%	18.3%
Households with 2+ People	74.0%	77.1%	81.7%
Family Households	69.0%	72.6%	77.7%
Husband-wife Families	40.1%	48.4%	59.0%
With Related Children	18.3%	22.3%	28.5%
Other Family (No Spouse Present)	28.9%	24.1%	18.7%
Other Family with Male Householder	5.8%	5.4%	5.1%
With Related Children	3.2%	3.1%	3.0%
Other Family with Female Householder	23.1%	18.8%	13.6%
With Related Children	16.4%	13.1%	9.1%
Nonfamily Households	5.0%	4.5%	4.0%
All Households with Children	38.4%	39.0%	41.0%
Multigenerational Households	6.9%	6.5%	6.2%
Unmarried Partner Households	7.9%	6.9%	5.5%
Male-female	7.3%	6.3%	4.9%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	6,181	9,916	25,827
1 Person Household	26.0%	22.9%	18.3%
2 Person Household	29.3%	31.0%	32.5%
3 Person Household	18.1%	18.4%	18.8%
4 Person Household	14.5%	15.7%	17.2%
5 Person Household	7.0%	7.2%	8.0%
6 Person Household	3.2%	3.1%	3.3%
7 + Person Household	2.0%	1.8%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	6,180	9,915	25,825
Owner Occupied	50.8%	62.1%	76.5%
Owned with a Mortgage/Loan	37.2%	47.5%	60.2%
Owned Free and Clear	13.6%	14.6%	16.3%
Renter Occupied	49.2%	37.9%	23.5%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	104	102	126
Percent of Income for Mortgage	23.4%	23.8%	19.2%
Wealth Index	46	58	81
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,128	11,223	28,451
Housing Units Inside Urbanized Area	0.2%	8.5%	19.6%
Housing Units Inside Urbanized Cluster	80.9%	58.5%	34.8%
Rural Housing Units	18.9%	33.0%	45.6%
2010 Population By Urban/ Rural Status			
Total Population	16,766	27,272	73,645
Population Inside Urbanized Area	0.2%	9.9%	21.1%
Population Inside Urbanized Cluster	80.7%	57.9%	33.5%
Rural Population	19.1%	32.2%	45.4%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 28, 2023

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Rings: 3, 5, 10 mile radii

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	3 miles	5 miles	10 miles
Top 3 Tapestry Segments			
1.	Hometown Heritage (8G)	Hometown Heritage (8G)	Green Acres (6A)
2.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
3.	Small Town Sincerity (12C)	Traditional Living (12B)	Salt of the Earth (6B)
2022 Consumer Spending			
Apparel & Services: Total $	$11,595,602	$21,244,842	$65,681,008
Average Spent	$1,566.76	$1,779.30	$2,137.22
Spending Potential Index	65	74	89
Education: Total $	$7,992,839	$14,907,798	$47,256,245
Average Spent	$1,079.97	$1,248.56	$1,537.69
Spending Potential Index	55	64	78
Entertainment/Recreation: Total $	$17,667,068	$32,773,203	$102,771,479
Average Spent	$2,387.12	$2,744.82	$3,344.12
Spending Potential Index	65	75	91
Food at Home: Total $	$30,082,656	$55,139,045	$170,612,300
Average Spent	$4,064.67	$4,618.01	$5,551.62
Spending Potential Index	66	75	90
Food Away from Home: Total $	$20,301,672	$37,396,627	$116,847,306
Average Spent	$2,743.10	$3,132.05	$3,802.14
Spending Potential Index	64	73	88
Health Care: Total $	$35,392,233	$65,607,682	$205,416,660
Average Spent	$4,782.09	$5,494.78	$6,684.13
Spending Potential Index	67	78	94
HH Furnishings & Equipment: Total $	$12,032,422	$22,459,429	$71,530,535
Average Spent	$1,625.78	$1,881.02	$2,327.56
Spending Potential Index	63	73	91
Personal Care Products & Services: Total $	$4,835,610	$8,924,933	$27,885,226
Average Spent	$653.37	$747.48	$907.37
Spending Potential Index	64	73	89
Shelter: Total $	$102,505,715	$188,891,413	$590,274,133
Average Spent	$13,850.25	$15,820.05	$19,207.15
Spending Potential Index	60	69	84
Support Payments/Cash Contributions/Gifts in Kind: Total $	$12,260,196	$23,169,321	$75,738,567
Average Spent	$1,656.56	$1,940.48	$2,464.49
Spending Potential Index	61	71	91
Travel: Total $	$12,513,177	$23,685,525	$76,769,424
Average Spent	$1,690.74	$1,983.71	$2,498.03
Spending Potential Index	59	69	87
Vehicle Maintenance & Repairs: Total $	$6,312,009	$11,585,818	$36,014,252
Average Spent	$852.86	$970.34	$1,171.88
Spending Potential Index	68	77	93

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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