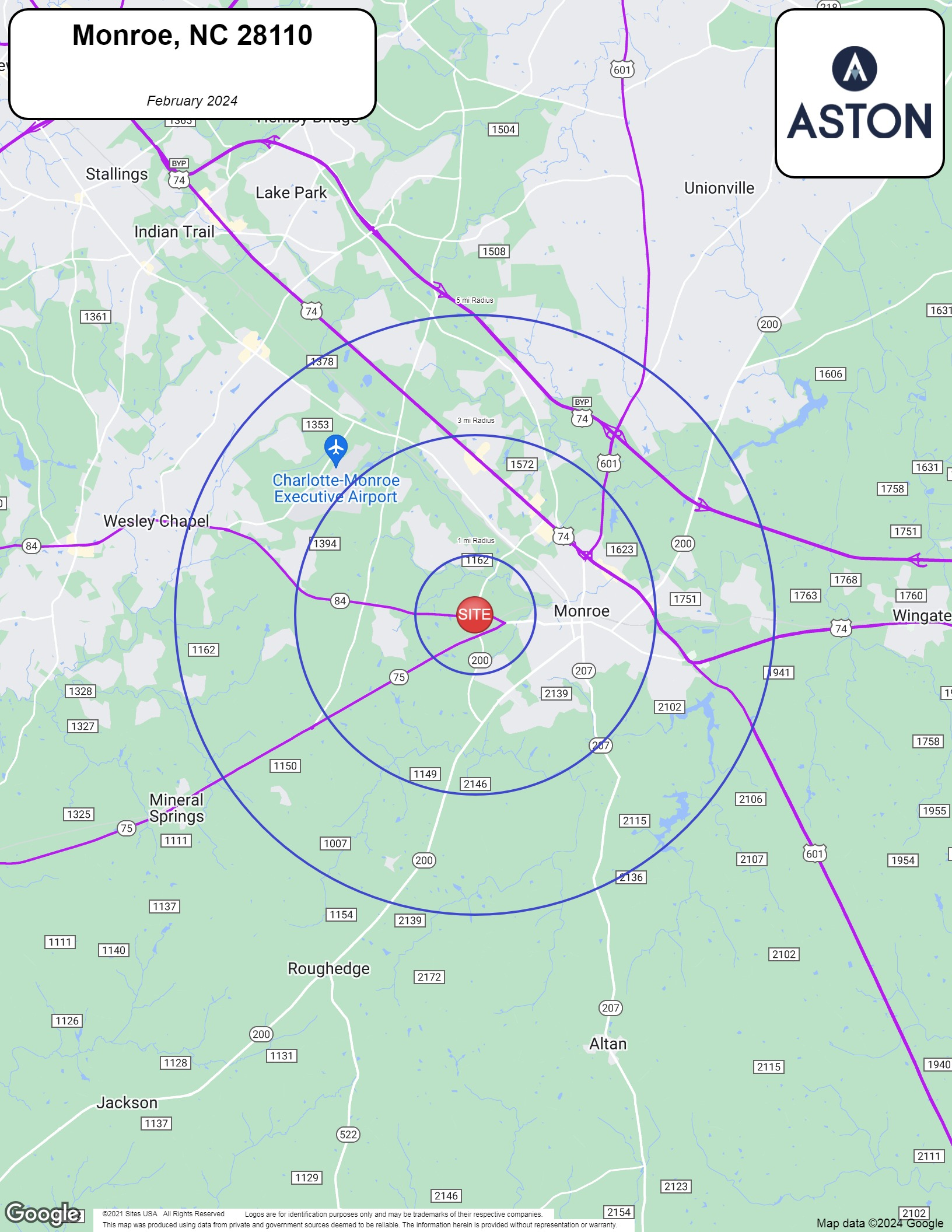


Monroe, NC 28110

February 2024



Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.9841/-80.5805

Monroe, NC 28110	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	2,768		26,329		51,763	
Projected Population (2028)	2,731		26,164		53,381	
Census Population (2020)	2,561		26,001		49,988	
Census Population (2010)	2,334		25,230		47,024	
Projected Annual Growth (2023 to 2028)	-37	-0.3%	-165	-0.1%	1,618	0.6%
Historical Annual Growth (2020 to 2023)	207	2.7%	328	0.4%	1,775	1.2%
Historical Annual Growth (2010 to 2020)	228	3.3%	771	1.0%	2,964	2.1%
Estimated Population Density (2023)	882 psm		932 psm		659 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2023)	967		9,539		18,375	
Projected Households (2028)	965		9,598		19,154	
Census Households (2020)	893		9,420		17,736	
Census Households (2010)	806		8,796		16,283	
Estimated Households with Children (2023)	354	36.6%	3,456	36.2%	7,071	38.5%
Estimated Average Household Size (2023)	2.86		2.74		2.79	
Average Household Income						
Estimated Average Household Income (2023)	\$81,732		\$80,781		\$100,051	
Projected Average Household Income (2028)	\$87,288		\$86,054		\$103,267	
Estimated Average Family Income (2023)	\$95,121		\$92,461		\$114,319	
Median Household Income						
Estimated Median Household Income (2023)	\$72,861		\$71,071		\$82,227	
Projected Median Household Income (2028)	\$70,245		\$70,750		\$83,153	
Estimated Median Family Income (2023)	\$83,112		\$84,472		\$94,809	
Per Capita Income						
Estimated Per Capita Income (2023)	\$28,577		\$29,342		\$35,610	
Projected Per Capita Income (2028)	\$30,874		\$31,644		\$37,144	
Estimated Per Capita Income 5 Year Growth	\$2,297	8.0%	\$2,302	7.8%	\$1,534	4.3%
Estimated Average Household Net Worth (2023)	\$335,489		\$391,134		\$470,569	
Daytime Demos (2023)						
Total Businesses	45		1,526		2,376	
Total Employees	361		13,233		24,904	
Company Headquarter Businesses	-	-	42	2.7%	70	2.9%
Company Headquarter Employees	5	1.3%	1,534	11.6%	2,911	11.7%
Employee Population per Business	8.1		8.7		10.5	
Residential Population per Business	61.9		17.2		21.8	

Expanded Profile

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 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.9841/-80.5805

Monroe, NC 28110						
	1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity						
White (2023)	1,302	47.0%	13,538	51.4%	29,651	57.3%
Black or African American (2023)	732	26.5%	5,895	22.4%	9,990	19.3%
American Indian or Alaska Native (2023)	20	0.7%	206	0.8%	360	0.7%
Asian (2023)	42	1.5%	445	1.7%	1,138	2.2%
Hawaiian or Pacific Islander (2023)	1	-	19	-	27	-
Other Race (2023)	457	16.5%	4,247	16.1%	6,888	13.3%
Two or More Races (2023)	213	7.7%	1,978	7.5%	3,710	7.2%
Not Hispanic or Latino Population (2023)	2,024	73.1%	19,429	73.8%	40,104	77.5%
Hispanic or Latino Population (2023)	744	26.9%	6,900	26.2%	11,659	22.5%
Not Hispanic or Latino Population (2028)	1,992	72.9%	19,345	73.9%	41,577	77.9%
Hispanic or Latino Population (2028)	739	27.1%	6,819	26.1%	11,804	22.1%
Not Hispanic or Latino Population (2020)	1,751	68.4%	17,937	69.0%	36,604	73.2%
Hispanic or Latino Population (2020)	810	31.6%	8,065	31.0%	13,385	26.8%
Not Hispanic or Latino Population (2010)	1,744	74.7%	18,537	73.5%	36,334	77.3%
Hispanic or Latino Population (2010)	590	25.3%	6,693	26.5%	10,690	22.7%
Projected Hispanic Annual Growth (2023 to 2028)	-5	-0.1%	-81	-0.2%	145	0.2%
Historic Hispanic Annual Growth (2010 to 2023)	154	2.0%	208	0.2%	969	0.7%
Age Distribution (2023)						
Age Under 5	171	6.2%	1,638	6.2%	3,008	5.8%
Age 5 to 9 Years	170	6.1%	1,568	6.0%	3,063	5.9%
Age 10 to 14 Years	193	7.0%	1,720	6.5%	3,540	6.8%
Age 15 to 19 Years	200	7.2%	1,903	7.2%	3,957	7.6%
Age 20 to 24 Years	252	9.1%	2,365	9.0%	4,310	8.3%
Age 25 to 29 Years	166	6.0%	1,800	6.8%	3,328	6.4%
Age 30 to 34 Years	184	6.6%	1,533	5.8%	3,001	5.8%
Age 35 to 39 Years	149	5.4%	1,374	5.2%	2,869	5.5%
Age 40 to 44 Years	175	6.3%	1,514	5.8%	3,119	6.0%
Age 45 to 49 Years	184	6.6%	1,609	6.1%	3,311	6.4%
Age 50 to 54 Years	205	7.4%	1,928	7.3%	3,808	7.4%
Age 55 to 59 Years	175	6.3%	1,689	6.4%	3,392	6.6%
Age 60 to 64 Years	158	5.7%	1,543	5.9%	3,008	5.8%
Age 65 to 74 Years	217	7.8%	2,322	8.8%	4,486	8.7%
Age 75 to 84 Years	144	5.2%	1,416	5.4%	2,670	5.2%
Age 85 Years or Over	25	0.9%	408	1.5%	895	1.7%
Median Age	36.0		36.5		37.2	
Gender Age Distribution (2023)						
Female Population	1,415	51.1%	13,413	50.9%	26,206	50.6%
Age 0 to 19 Years	355	25.1%	3,342	24.9%	6,563	25.0%
Age 20 to 64 Years	837	59.2%	7,650	57.0%	14,978	57.2%
Age 65 Years or Over	223	15.7%	2,421	18.0%	4,665	17.8%
Female Median Age	37.6		38.4		39.1	
Male Population	1,353	48.9%	12,916	49.1%	25,558	49.4%
Age 0 to 19 Years	379	28.0%	3,486	27.0%	7,006	27.4%
Age 20 to 64 Years	811	59.9%	7,706	59.7%	15,166	59.3%
Age 65 Years or Over	163	12.1%	1,724	13.4%	3,386	13.2%
Male Median Age	34.4		34.7		35.4	

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Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.9841/-80.5805

Monroe, NC 28110	1 mi radius		3 mi radius		5 mi radius	
Household Income Distribution (2023)						
HH Income \$200,000 or More	49	5.0%	698	7.3%	1,760	9.6%
HH Income \$150,000 to \$199,999	75	7.8%	706	7.4%	1,663	9.0%
HH Income \$100,000 to \$149,999	162	16.8%	1,456	15.3%	3,462	18.8%
HH Income \$75,000 to \$99,999	180	18.6%	1,605	16.8%	3,308	18.0%
HH Income \$50,000 to \$74,999	160	16.5%	1,435	15.0%	2,492	13.6%
HH Income \$35,000 to \$49,999	153	15.8%	1,398	14.7%	2,203	12.0%
HH Income \$25,000 to \$34,999	40	4.2%	873	9.2%	1,339	7.3%
HH Income \$15,000 to \$24,999	51	5.3%	566	5.9%	982	5.3%
HH Income Under \$15,000	97	10.0%	801	8.4%	1,166	6.3%
HH Income \$35,000 or More	778	80.5%	7,299	76.5%	14,888	81.0%
HH Income \$75,000 or More	466	48.2%	4,466	46.8%	10,192	55.5%
Housing (2023)						
Total Housing Units	1,013		10,019		19,274	
Housing Units Occupied	967	95.4%	9,539	95.2%	18,375	95.3%
Housing Units Owner-Occupied	771	79.8%	7,474	78.4%	14,586	79.4%
Housing Units, Renter-Occupied	196	20.2%	2,065	21.6%	3,790	20.6%
Housing Units, Vacant	46	4.8%	481	5.0%	899	4.9%
Marital Status (2023)						
Never Married	620	27.7%	7,100	33.2%	12,523	29.7%
Currently Married	1,053	47.2%	9,778	45.7%	21,458	50.9%
Separated	59	2.6%	948	4.4%	1,961	4.7%
Widowed	193	8.7%	1,232	5.8%	2,167	5.1%
Divorced	309	13.8%	2,346	11.0%	4,043	9.6%
Household Type (2023)						
Population Family	2,414	87.2%	22,254	84.5%	44,576	86.1%
Population Non-Family	347	12.5%	3,885	14.8%	6,610	12.8%
Population Group Quarters	7	0.3%	190	0.7%	577	1.1%
Family Households	698	72.2%	6,595	69.1%	13,368	72.7%
Non-Family Households	269	27.8%	2,943	30.9%	5,008	27.3%
Married Couple with Children	233	22.1%	2,287	23.4%	5,055	23.6%
Average Family Household Size	3.5		3.4		3.3	
Household Size (2023)						
1 Person Households	226	23.4%	2,518	26.4%	4,227	23.0%
2 Person Households	317	32.7%	3,478	36.5%	7,058	38.4%
3 Person Households	151	15.7%	1,296	13.6%	2,623	14.3%
4 Person Households	129	13.4%	1,116	11.7%	2,331	12.7%
5 Person Households	78	8.1%	597	6.3%	1,187	6.5%
6 or More Person Households	66	6.8%	533	5.6%	949	5.2%
Household Vehicles (2023)						
Households with 0 Vehicles Available	40	4.2%	443	4.6%	806	4.4%
Households with 1 Vehicles Available	231	23.9%	2,581	27.1%	4,377	23.8%
Households with 2 or More Vehicles Available	695	71.9%	6,515	68.3%	13,193	71.8%
Total Vehicles Available	2,074		19,989		39,862	
Average Vehicles Per Household	2.1		2.1		2.2	

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.9841/-80.5805

Monroe, NC 28110

	1 mi radius		3 mi radius		5 mi radius	
Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	2,194		21,023		41,365	
Estimated Civilian Employed	1,495	68.1%	14,224	67.7%	28,715	69.4%
Estimated Civilian Unemployed	75	3.4%	710	3.4%	1,157	2.8%
Estimated in Armed Forces	12	0.5%	69	0.3%	109	0.3%
Estimated Not in Labor Force	613 27.9%		6,020 28.6%		11,385 27.5%	
Unemployment Rate	3.4%		3.4%		2.8%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	1,495		14,222		28,711	
Management, Business, Financial Operations	206	13.8%	1,831	12.9%	4,308	15.0%
Professional, Related Service	364	24.3%	3,053	21.5%	6,444	22.4%
Sales, Office	224	15.0%	2,210	15.5%	4,218	14.7%
Farming, Fishing, Forestry	-	-	57	0.4%	102	0.4%
Construct, Extraction, Maintenance	218	14.6%	2,176	15.3%	3,915	13.6%
Production, Transport Material Moving	223	14.9%	2,467	17.3%	4,409	15.4%
White Collar Workers	829 55.5%		7,313 51.4%		16,068 56.0%	
Blue Collar Workers	666 44.5%		6,909 48.6%		12,643 44.0%	
Consumer Expenditure (2023)						
Total Household Expenditure	\$58.91 M		\$575.71 M		\$1.29 B	
Total Non-Retail Expenditure	\$30.95 M	52.5%	\$303.41 M	52.7%	\$678.64 M	52.7%
Total Retail Expenditure	\$27.95 M	47.5%	\$272.3 M	47.3%	\$608.33 M	47.3%
Apparel	\$2.07 M	3.5%	\$20.26 M	3.5%	\$45.59 M	3.5%
Contributions	\$1.91 M	3.2%	\$19 M	3.3%	\$43.21 M	3.4%
Education	\$1.71 M	2.9%	\$17.08 M	3.0%	\$39.69 M	3.1%
Entertainment	\$3.35 M	5.7%	\$32.73 M	5.7%	\$73.9 M	5.7%
Food and Beverages	\$8.7 M	14.8%	\$84.67 M	14.7%	\$188.43 M	14.6%
Furnishings and Equipment	\$2.08 M	3.5%	\$20.33 M	3.5%	\$45.86 M	3.6%
Gifts	\$1.41 M	2.4%	\$14.11 M	2.5%	\$32.29 M	2.5%
Health Care	\$5.03 M	8.5%	\$49.04 M	8.5%	\$108.38 M	8.4%
Household Operations	\$2.31 M	3.9%	\$22.67 M	3.9%	\$50.93 M	4.0%
Miscellaneous Expenses	\$1.11 M	1.9%	\$10.91 M	1.9%	\$24.41 M	1.9%
Personal Care	\$791.35 K	1.3%	\$7.73 M	1.3%	\$17.3 M	1.3%
Personal Insurance	\$419.64 K	0.7%	\$4.12 M	0.7%	\$9.43 M	0.7%
Reading	\$128.21 K	0.2%	\$1.26 M	0.2%	\$2.83 M	0.2%
Shelter	\$12.33 M	20.9%	\$120.65 M	21.0%	\$269.19 M	20.9%
Tobacco	\$355.17 K	0.6%	\$3.45 M	0.6%	\$7.33 M	0.6%
Transportation	\$10.84 M	18.4%	\$105.2 M	18.3%	\$235.17 M	18.3%
Utilities	\$4.37 M	7.4%	\$42.49 M	7.4%	\$93.04 M	7.2%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	1,783		17,136		33,885	
Elementary (Grade Level 0 to 8)	117	6.6%	1,528	8.9%	2,383	7.0%
Some High School (Grade Level 9 to 11)	160	9.0%	1,622	9.5%	2,698	8.0%
High School Graduate	481	27.0%	5,027	29.3%	10,039	29.6%
Some College	457	25.7%	3,681	21.5%	7,553	22.3%
Associate Degree Only	200	11.2%	1,340	7.8%	2,936	8.7%
Bachelor Degree Only	244	13.7%	2,951	17.2%	6,035	17.8%
Graduate Degree	124	7.0%	988	5.8%	2,241	6.6%

Expanded Profile

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ASTON

Lat/Lon: 34.9841/-80.5805

Monroe, NC 28110

1 mi radius 3 mi radius 5 mi radius

Units In Structure (2023)

1 Detached Unit	879	109.1%	8,072	91.8%	15,444	94.8%
1 Attached Unit	30	3.8%	267	3.0%	599	3.7%
2 to 4 Units	29	3.6%	521	5.9%	965	5.9%
5 to 9 Units	12	1.5%	309	3.5%	465	2.9%
10 to 19 Units	-	-	52	0.6%	77	0.5%
20 to 49 Units	-	-	5	-	8	-
50 or More Units	1	0.2%	28	0.3%	58	0.4%
Mobile Home or Trailer	13	1.6%	284	3.2%	758	4.7%
Other Structure	-	-	1	-	1	-

Homes Built By Year (2023)

Homes Built 2010 or later	112	13.8%	823	9.4%	2,022	12.4%
Homes Built 2000 to 2009	227	28.2%	1,760	20.0%	4,717	29.0%
Homes Built 1990 to 1999	261	32.4%	2,247	25.5%	4,045	24.8%
Homes Built 1980 to 1989	87	10.8%	1,234	14.0%	2,493	15.3%
Homes Built 1970 to 1979	65	8.1%	958	10.9%	1,675	10.3%
Homes Built 1960 to 1969	78	9.7%	1,138	12.9%	1,615	9.9%
Homes Built 1950 to 1959	101	12.5%	862	9.8%	1,153	7.1%
Homes Built Before 1949	35	4.3%	518	5.9%	657	4.0%

Home Values (2023)

Home Values \$1,000,000 or More	19	2.5%	145	1.9%	250	1.7%
Home Values \$500,000 to \$999,999	87	11.2%	1,059	14.2%	1,993	13.7%
Home Values \$400,000 to \$499,999	49	6.4%	679	9.1%	1,257	8.6%
Home Values \$300,000 to \$399,999	130	16.9%	1,432	19.2%	3,333	22.8%
Home Values \$200,000 to \$299,999	209	27.2%	1,809	24.2%	3,733	25.6%
Home Values \$150,000 to \$199,999	132	17.1%	1,111	14.9%	1,887	12.9%
Home Values \$100,000 to \$149,999	67	8.7%	580	7.8%	924	6.3%
Home Values \$70,000 to \$99,999	47	6.1%	308	4.1%	512	3.5%
Home Values \$50,000 to \$69,999	7	0.9%	126	1.7%	179	1.2%
Home Values \$25,000 to \$49,999	4	0.5%	61	0.8%	92	0.6%
Home Values Under \$25,000	20	2.6%	165	2.2%	427	2.9%
Owner-Occupied Median Home Value	\$253,132		\$273,877		\$284,425	
Renter-Occupied Median Rent	\$901		\$889		\$919	

Transportation To Work (2023)

Drive to Work Alone	1,111	74.3%	11,131	78.3%	22,315	77.7%
Drive to Work in Carpool	283	18.9%	1,917	13.5%	3,933	13.7%
Travel to Work by Public Transportation	-	-	38	0.3%	77	0.3%
Drive to Work on Motorcycle	-	-	5	-	29	0.1%
Walk or Bicycle to Work	3	0.2%	81	0.6%	156	0.5%
Other Means	7	0.5%	127	0.9%	204	0.7%
Work at Home	91	6.1%	924	6.5%	1,998	7.0%

Travel Time (2023)

Travel to Work in 14 Minutes or Less	428	28.6%	4,445	31.3%	7,791	27.1%
Travel to Work in 15 to 29 Minutes	434	29.1%	4,623	32.5%	9,294	32.4%
Travel to Work in 30 to 59 Minutes	476	31.8%	3,731	26.2%	8,069	28.1%
Travel to Work in 60 Minutes or More	66	4.4%	499	3.5%	1,559	5.4%
Average Minutes Travel to Work	22.6		20.2		22.5	