

DEMOGRAPHICS

MONROE COUNTY, PENNSYLVANIA



Monroe County's makeup has changed a great deal during the past 40 years. The completion in the early 1970s of the New Jersey section of Interstate 80 started the county's metamorphosis from a rural resort and farming community of 32,000 to a burgeoning suburb of the New York metro area with a current population of almost 170,000.

Monroe County, established in 1836 from parts of Northampton and Pike Counties, was named in honor of President James Monroe. Covering 609 square miles in Northeastern Pennsylvania, our county is partially bordered by the Blue Mountains, the Delaware River and the Lehigh River. Monroe County, the heart of the Pocono Mountains, is home to some of the most beautiful natural areas in the Commonwealth of Pennsylvania. Monroe County's rural nature and status as a world-class tourism destination serves as catalysts to an excellent business environment.

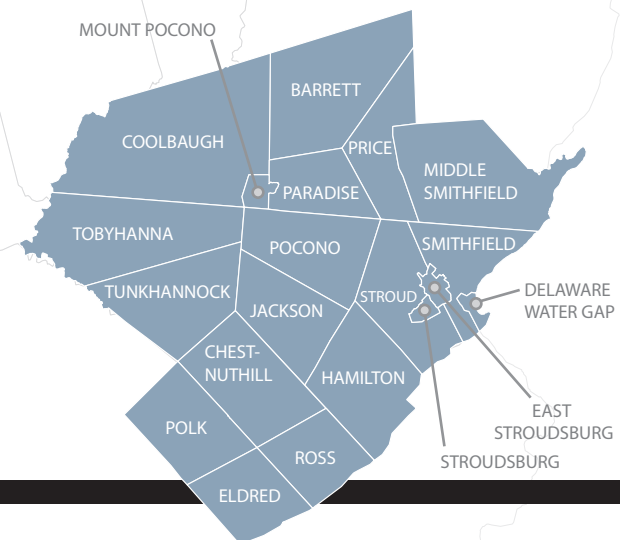
Sanofi pasteur has continued to significantly expand its operations in Northeast Pennsylvania during the past several years, due in part to its growing role as a public health leader. Monroe County's favorable economic development climate and the availability of a strong workforce have been an essential part of that growth.

~Damian Braga, President, sanofi pasteur U.S.

DEMOGRAPHIC HIGHLIGHTS

- Census 2010 population was 169,842, making it the third-fastest growing county in Pennsylvania.
- From 2000 to 2010, Monroe County has experienced an increase of more than 31,000 people.
- There are 274 persons per square mile with the highest density being in the Boroughs of Stroudsburg and East Stroudsburg.
- 60 percent of our population is between age 20 and 64.
- The median age in Monroe County is 40, and median family income is \$64,657
- In 2010 there were 80,359 households in Monroe County and the median household income was \$57,228.
- Educational Attainment for persons 25 years and over: 23.3% have graduated from college and 88.5% have graduated from high school, have some college and/or an Associates Degree.
- 80.5 percent of our high school graduates are post-secondary education bound.
- 15 percent of commuters travel 90 miles or more to work.

Sources: US Census Bureau, The Pennsylvania State Data Center, The Center for Workforce Information and Analysis



MONROE COUNTY EFFECTIVE BUYING INCOME 2009

Total EBI (\$000)	Median Hsld. EBI	% of Households: by EBI Income			Buying Power Index
		\$20,000-34,999	\$35,000-49,999 +	\$50,000 +	
3,308,870	45,787	19.3	19.5	44.5	0.052

Source: Sales and Marketing Management 2009 Survey of Buying Power

PROJECTED IMPACTS OF TRAVEL AND TOURISM FOR MONROE COUNTY - 2011

Number of Visitors	24 Million Domestic and International Visitors
Spending by Visitors	\$2.1 Billion
Employment	10,300

Source PMVB 2011 Annual Report and CWIA

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