Community Profile

1517 S Main St, Salisbury, North Carolina, 28144
Drive Time: 5, 10, 15 minute radii

Prepared By Kyle Swicegood, CCIM, Broker
Latitude: 35.65662
Longitude: -80.48895

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	11,164	42,073	71,300
2010 Total Population	11,811	44,349	75,267
2018 Total Population	12,665	46,719	78,482
2018 Group Quarters	1,433	3,862	4,114
2023 Total Population	13,101	48,151	80,594
2018-2023 Annual Rate	0.68%	0.61%	0.53%
2018 Total Daytime Population	21,590	62,780	85,394
Workers	13,890	35,089	40,958
Residents	7,700	27,691	44,436
Household Summary			
2000 Households	4,267	16,036	27,271
2000 Average Household Size	2.33	2.38	2.46
2010 Households	4,390	16,789	28,797
2010 Average Household Size	2.38	2.42	2.48
2018 Households	4,655	17,438	29,627
2018 Average Household Size	2.41	2.46	2.51
2023 Households	4,811	17,923	30,315
2023 Average Household Size	2.43	2.47	2.52
2018-2023 Annual Rate	0.66%	0.55%	0.46%
2010 Families	2,555	10,691	19,401
2010 Average Family Size	3.08	3.02	3.00
2018 Families	2,674	10,967	19,719
2018 Average Family Size	3.16	3.10	3.08
2023 Families	2,751	11,221	20,088
2023 Average Family Size	3.19	3.13	3.11
2018-2023 Annual Rate	0.57%	0.46%	0.37%
Housing Unit Summary			
2000 Housing Units	4,798	17,495	29,441
Owner Occupied Housing Units	39.3%	55.6%	62.9%
Renter Occupied Housing Units	49.6%	36.0%	29.8%
Vacant Housing Units	11.1%	8.3%	7.4%
2010 Housing Units	5,409	19,559	32,699
Owner Occupied Housing Units	32.4%	48.2%	56.5%
Renter Occupied Housing Units	48.8%	37.6%	31.6%
Vacant Housing Units	18.8%	14.2%	11.9%
2018 Housing Units	5,693	20,361	33,758
Owner Occupied Housing Units	31.2%	46.7%	54.7%
Renter Occupied Housing Units	50.6%	38.9%	33.0%
Vacant Housing Units	18.2%	14.4%	12.2%
2023 Housing Units	5,874	20,897	34,535
Owner Occupied Housing Units	32.5%	48.0%	55.9%
Renter Occupied Housing Units	49.5%	37.8%	31.9%
Vacant Housing Units	18.1%	14.2%	12.2%
Median Household Income			
2018	$32,442	$39,681	$44,548
2023	$37,683	$45,333	$51,072
Median Home Value			
2018	$127,944	$142,761	$146,738
2023	$144,745	$168,664	$174,282
Per Capita Income			
2018	$19,054	$22,573	$23,779
2023	$21,706	$25,549	$27,039
Median Age			
2010	33.3	36.9	38.1
2018	34.6	38.0	39.4
2023	35.4	38.7	40.3

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	4,655	17,438	29,627
<$15,000	23.9%	19.7%	16.5%
$15,000 - $24,999	16.7%	13.7%	12.0%
$25,000 - $34,999	11.9%	10.7%	10.8%
$35,000 - $49,999	14.7%	15.1%	15.2%
$50,000 - $74,999	15.4%	17.0%	18.5%
$75,000 - $99,999	9.2%	10.4%	11.9%
$100,000 - $149,999	5.3%	8.6%	9.8%
$150,000 - $199,999	1.2%	2.0%	2.4%
$200,000+	1.7%	2.8%	2.9%
Average Household Income	$46,182	$56,523	$60,565
2023 Households by Income			
Household Income Base	4,811	17,923	30,315
<$15,000	20.5%	16.9%	13.9%
$15,000 - $24,999	14.8%	12.0%	10.3%
$25,000 - $34,999	11.2%	9.8%	9.7%
$35,000 - $49,999	14.8%	14.9%	14.8%
$50,000 - $74,999	17.1%	18.2%	19.4%
$75,000 - $99,999	11.2%	11.9%	13.5%
$100,000 - $149,999	6.8%	10.4%	11.9%
$150,000 - $199,999	1.4%	2.2%	2.8%
$200,000+	2.2%	3.6%	3.7%
Average Household Income	$53,577	$64,821	$69,555
2018 Owner Occupied Housing Units by Value			
Total	1,776	9,518	18,476
<$50,000	4.7%	6.1%	7.1%
$50,000 - $99,999	30.6%	21.6%	20.1%
$100,000 - $149,999	26.3%	26.2%	24.4%
$150,000 - $199,999	14.1%	16.6%	18.6%
$200,000 - $249,999	7.7%	9.3%	10.2%
$250,000 - $299,999	5.8%	6.4%	6.6%
$300,000 - $399,999	6.3%	6.6%	6.1%
$400,000 - $499,999	2.6%	3.4%	3.2%
$500,000 - $749,999	1.4%	2.9%	2.9%
$750,000 - $999,999	0.1%	0.4%	0.4%
$1,000,000 - $1,499,999	0.3%	0.6%	0.4%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	$163,556	$187,023	$184,257
2023 Owner Occupied Housing Units by Value			
Total	1,907	10,034	19,297
<$50,000	3.2%	4.1%	4.7%
$50,000 - $99,999	24.7%	16.9%	15.5%
$100,000 - $149,999	24.7%	22.8%	21.0%
$150,000 - $199,999	13.6%	16.7%	18.1%
$200,000 - $249,999	9.8%	10.7%	11.5%
$250,000 - $299,999	8.2%	8.4%	8.9%
$300,000 - $399,999	8.2%	9.1%	9.1%
$400,000 - $499,999	4.1%	4.9%	5.0%
$500,000 - $749,999	2.7%	5.0%	5.1%
$750,000 - $999,999	0.2%	0.6%	0.6%
$1,000,000 - $1,499,999	0.5%	0.7%	0.5%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	$191,479	$220,568	$220,007

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	11,811	44,350	75,268
0 - 4	7.5%	6.9%	6.7%
5 - 9	6.6%	6.6%	6.6%
10 - 14	5.6%	6.1%	6.4%
15 - 24	17.4%	14.8%	13.8%
25 - 34	15.3%	13.3%	12.5%
35 - 44	11.5%	11.9%	12.8%
45 - 54	12.5%	13.4%	14.2%
55 - 64	10.5%	11.7%	12.3%
65 - 74	6.0%	7.4%	7.5%
75 - 84	4.5%	5.3%	5.0%
85 +	2.5%	2.6%	2.2%
18 +	77.0%	76.7%	76.4%
2018 Population by Age			
Total	12,666	46,719	78,481
0 - 4	6.6%	6.3%	6.1%
5 - 9	6.5%	6.3%	6.2%
10 - 14	6.2%	6.2%	6.2%
15 - 24	16.7%	14.2%	12.9%
25 - 34	14.5%	13.4%	13.2%
35 - 44	12.3%	11.8%	12.0%
45 - 54	11.1%	11.7%	12.6%
55 - 64	11.2%	12.3%	13.1%
65 - 74	8.2%	9.7%	10.1%
75 - 84	4.2%	5.3%	5.1%
85 +	2.6%	2.9%	2.4%
18 +	77.3%	77.9%	78.1%
2023 Population by Age			
Total	13,102	48,152	80,594
0 - 4	6.5%	6.1%	5.9%
5 - 9	6.2%	6.1%	6.1%
10 - 14	6.1%	6.2%	6.4%
15 - 24	17.1%	14.2%	12.8%
25 - 34	13.6%	12.8%	12.4%
35 - 44	12.3%	12.1%	12.2%
45 - 54	11.0%	11.3%	12.0%
55 - 64	10.7%	11.8%	12.7%
65 - 74	9.2%	10.4%	11.0%
75 - 84	4.9%	6.2%	6.1%
85 +	2.3%	2.8%	2.4%
18 +	77.6%	78.0%	78.1%
2010 Population by Sex			
Males	5,731	21,845	37,049
Females	6,080	22,504	38,218
2018 Population by Sex			
Males	6,201	23,127	38,810
Females	6,464	23,592	39,672
2023 Population by Sex			
Males	6,456	23,960	40,039
Females	6,645	24,192	40,555

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2010 Population by Race/Ethnicity			
Total	11,812	44,349	75,268
White Alone	44.2%	57.1%	67.9%
Black Alone	46.7%	33.4%	23.7%
American Indian Alone	0.5%	0.3%	0.4%
Asian Alone	1.6%	1.4%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.8%	5.6%	5.0%
Two or More Races	2.2%	2.0%	1.8%
Hispanic Origin	9.2%	10.0%	8.9%
Diversity Index	65.5	64.1	56.6
2018 Population by Race/Ethnicity			
Total	12,666	46,720	78,482
White Alone	43.8%	56.0%	66.5%
Black Alone	45.7%	33.2%	23.8%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.8%	1.6%	1.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.4%	6.4%	5.7%
Two or More Races	2.7%	2.5%	2.2%
Hispanic Origin	10.4%	11.4%	10.1%
Diversity Index	67.4	66.2	59.2
2023 Population by Race/Ethnicity			
Total	13,100	48,153	80,594
White Alone	43.0%	54.7%	65.1%
Black Alone	45.2%	33.0%	23.8%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.9%	1.7%	1.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	6.2%	7.3%	6.5%
Two or More Races	3.2%	2.9%	2.5%
Hispanic Origin	11.9%	12.9%	11.5%
Diversity Index	69.2	68.4	61.7
2010 Population by Relationship and Household Type			
Total	11,811	44,349	75,267
In Households	88.5%	91.7%	94.8%
In Family Households	69.5%	75.3%	79.9%
Householder	21.8%	24.1%	25.7%
Spouse	11.2%	15.0%	17.6%
Child	28.6%	29.5%	30.3%
Other relative	5.0%	4.1%	3.8%
Nonrelative	2.9%	2.5%	2.4%
In Nonfamily Households	19.0%	16.4%	14.9%
In Group Quarters	11.5%	8.3%	5.2%
Institutionalized Population	3.0%	4.4%	2.8%
Noninstitutionalized Population	8.5%	3.9%	2.4%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	8,106	31,341	53,797
Less than 9th Grade	4.2%	4.9%	4.8%
9th - 12th Grade, No Diploma	9.4%	10.1%	9.5%
High School Graduate	21.6%	24.0%	25.8%
GED/Alternative Credential	5.9%	5.8%	6.1%
Some College, No Degree	27.1%	22.6%	22.0%
Associate Degree	10.8%	10.1%	10.7%
Bachelor's Degree	14.1%	15.4%	14.8%
Graduate/Professional Degree	6.9%	7.1%	6.3%
2018 Population 15+ by Marital Status			
Total	10,215	37,972	63,919
Never Married	42.5%	36.8%	31.5%
Married	36.0%	42.3%	48.7%
Widowed	8.2%	7.5%	7.2%
Divorced	13.3%	13.4%	12.6%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	90.9%	92.2%	93.4%
Civilian Unemployed (Unemployment Rate)	9.1%	7.8%	6.6%
2018 Employed Population 16+ by Industry			
Total	4,866	18,475	33,720
Agriculture/Mining	1.5%	1.7%	1.4%
Construction	3.9%	5.3%	6.7%
Manufacturing	11.2%	11.8%	13.0%
Wholesale Trade	2.6%	3.3%	3.4%
Retail Trade	12.2%	11.2%	13.0%
Transportation/Utilities	3.9%	4.8%	5.0%
Information	0.9%	1.0%	1.1%
Finance/Insurance/Real Estate	6.0%	5.3%	4.7%
Services	55.3%	52.3%	47.9%
Public Administration	2.5%	3.3%	3.7%
2018 Employed Population 16+ by Occupation			
Total	4,866	18,477	33,720
White Collar	49.0%	52.0%	51.1%
Management/Business/Financial	7.7%	10.0%	9.7%
Professional	20.7%	20.8%	19.3%
Sales	9.0%	9.5%	10.0%
Administrative Support	11.5%	11.7%	12.1%
Services	25.2%	21.6%	20.3%
Blue Collar	25.8%	26.5%	28.6%
Farming/Forestry/Fishing	1.4%	1.1%	0.9%
Construction/Extraction	2.8%	4.3%	5.4%
Installation/Maintenance/Repair	3.5%	4.1%	4.8%
Production	8.6%	8.5%	9.5%
Transportation/Material Moving	9.6%	8.5%	8.0%
2010 Population By Urban/ Rural Status			
Total Population	11,811	44,349	75,267
Population Inside Urbanized Area	98.5%	90.9%	77.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.5%	9.1%	22.2%

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2010 Households by Type			
Total	4,390	16,789	28,797
Households with 1 Person	34.7%	30.5%	27.4%
Households with 2+ People	65.3%	69.5%	72.6%
Family Households	58.2%	63.7%	67.4%
Husband-wife Families	29.9%	39.7%	46.2%
With Related Children	12.0%	16.0%	19.0%
Other Family (No Spouse Present)	28.3%	24.0%	21.2%
Other Family with Male Householder	5.1%	5.3%	5.2%
With Related Children	3.1%	3.1%	3.1%
Other Family with Female Householder	23.1%	18.6%	16.0%
With Related Children	16.4%	12.9%	10.8%
Nonfamily Households	7.1%	5.8%	5.2%
All Households with Children	32.0%	32.5%	33.3%
Multigenerational Households	4.6%	4.4%	4.4%
Unmarried Partner Households	7.7%	6.7%	6.4%
Male-female	6.8%	6.0%	5.7%
Same-sex	0.9%	0.6%	0.6%
2010 Households by Size			
Total	4,389	16,789	28,798
1 Person Household	34.7%	30.5%	27.4%
2 Person Household	31.0%	33.1%	34.2%
3 Person Household	15.4%	15.8%	16.7%
4 Person Household	9.4%	11.2%	12.2%
5 Person Household	5.1%	5.5%	5.7%
6 Person Household	2.5%	2.3%	2.3%
7 + Person Household	1.9%	1.6%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	4,390	16,789	28,797
Owner Occupied	39.9%	56.2%	64.1%
Owned with a Mortgage/Loan	26.7%	37.3%	43.0%
Owned Free and Clear	13.2%	18.9%	21.1%
Renter Occupied	60.1%	43.8%	35.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,409	19,559	32,699
Housing Units Inside Urbanized Area	98.4%	90.3%	77.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.6%	9.7%	22.4%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments				
	1.	Old and Newcomers (8F)	Midlife Constants (5E)	Southern Satellites (10A)
	2.	Traditional Living (12B)	Old and Newcomers (8F)	Midlife Constants (5E)
	3.	Small Town Simplicity	Southern Satellites (10A)	Old and Newcomers (8F)
2018 Consumer Spending				
Apparel & Services: Total $		$5,715,829	$25,794,396	$46,648,225
Average Spent		$1,227.89	$1,479.21	$1,574.52
Spending Potential Index		56	68	72
Education: Total $		$3,621,518	$16,212,035	$28,784,735
Average Spent		$777.98	$929.70	$971.57
Spending Potential Index		54	64	67
Entertainment/Recreation: Total $		$8,483,795	$38,854,685	$71,273,237
Average Spent		$1,822.51	$2,228.16	$2,405.69
Spending Potential Index		57	69	75
Food at Home: Total $		$13,804,850	$62,209,303	$113,289,412
Average Spent		$2,965.60	$3,567.46	$3,823.86
Spending Potential Index		59	71	76
Food Away from Home: Total $		$9,256,818	$42,023,078	$76,237,193
Average Spent		$1,988.58	$2,409.86	$2,573.23
Spending Potential Index		57	69	73
Health Care: Total $		$15,371,295	$71,448,275	$132,585,305
Average Spent		$3,302.10	$4,097.27	$4,475.15
Spending Potential Index		58	72	78
HH Furnishings & Equipment: Total $		$5,422,844	$24,864,013	$45,441,206
Average Spent		$1,164.95	$1,425.85	$1,533.78
Spending Potential Index		56	68	73
Personal Care Products & Services: Total $		$2,144,446	$9,853,188	$17,912,060
Average Spent		$460.68	$565.04	$604.59
Spending Potential Index		56	68	73
Shelter: Total $		$44,191,879	$197,959,988	$351,636,260
Average Spent		$9,493.42	$11,352.22	$11,868.78
Spending Potential Index		57	68	71
Support Payments/Cash Contributions/Gifts in Kind: Total $		$6,322,086	$29,536,622	$54,105,873
Average Spent		$1,358.13	$1,693.81	$1,826.24
Spending Potential Index		55	68	73
Travel: Total $		$5,134,380	$23,959,586	$43,481,314
Average Spent		$1,102.98	$1,373.99	$1,467.62
Spending Potential Index		51	64	68
Vehicle Maintenance & Repairs: Total $		$2,883,711	$13,186,075	$24,147,593
Average Spent		$619.49	$756.17	$815.05
Spending Potential Index		58	70	76

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