



Community Profile

28146
 28146, Salisbury, North Carolina
 Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared By Kyle Swicegood, CCIM, Broker
 Latitude: 35.59813
 Longitude: -80.42382

	0 - 5 minute	5 - 10 minute	10 - 15 minute
Population Summary			
2000 Total Population	3,853	15,776	25,834
2010 Total Population	4,531	17,867	26,537
2018 Total Population	4,709	18,671	27,819
2018 Group Quarters	4	320	1,185
2023 Total Population	4,841	19,206	28,665
2018-2023 Annual Rate	0.55%	0.57%	0.60%
2018 Total Daytime Population	4,555	17,768	33,494
Workers	2,134	7,374	16,947
Residents	2,421	10,394	16,547
Household Summary			
2000 Households	1,519	6,090	10,061
2000 Average Household Size	2.51	2.49	2.47
2010 Households	1,810	7,125	10,224
2010 Average Household Size	2.50	2.47	2.49
2018 Households	1,859	7,373	10,572
2018 Average Household Size	2.53	2.49	2.52
2023 Households	1,902	7,551	10,855
2023 Average Household Size	2.54	2.50	2.53
2018-2023 Annual Rate	0.46%	0.48%	0.53%
2010 Families	1,333	4,936	6,592
2010 Average Family Size	2.90	2.95	3.07
2018 Families	1,357	5,043	6,731
2018 Average Family Size	2.96	3.01	3.15
2023 Families	1,383	5,143	6,880
2023 Average Family Size	2.98	3.04	3.18
2018-2023 Annual Rate	0.38%	0.39%	0.44%
Housing Unit Summary			
2000 Housing Units	1,627	6,544	11,018
Owner Occupied Housing Units	69.5%	70.2%	54.9%
Renter Occupied Housing Units	23.9%	22.8%	36.4%
Vacant Housing Units	6.6%	6.9%	8.7%
2010 Housing Units	1,976	7,982	11,962
Owner Occupied Housing Units	68.2%	64.2%	48.2%
Renter Occupied Housing Units	23.4%	25.1%	37.3%
Vacant Housing Units	8.4%	10.7%	14.5%
2018 Housing Units	2,018	8,212	12,431
Owner Occupied Housing Units	67.0%	62.6%	46.3%
Renter Occupied Housing Units	25.2%	27.2%	38.8%
Vacant Housing Units	7.9%	10.2%	15.0%
2023 Housing Units	2,065	8,381	12,775
Owner Occupied Housing Units	68.4%	63.9%	47.5%
Renter Occupied Housing Units	23.7%	26.2%	37.4%
Vacant Housing Units	7.9%	9.9%	15.0%
Median Household Income			
2018	\$50,247	\$47,948	\$39,473
2023	\$56,972	\$53,549	\$44,821
Median Home Value			
2018	\$163,931	\$147,571	\$137,787
2023	\$189,474	\$178,158	\$170,244
Per Capita Income			
2018	\$25,863	\$24,982	\$20,855
2023	\$29,915	\$28,346	\$23,791
Median Age			
2010	39.9	40.4	37.3
2018	41.5	42.0	38.4
2023	42.0	42.7	39.6

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	1,859	7,373	10,572
<\$15,000	13.1%	13.7%	20.5%
\$15,000 - \$24,999	7.9%	9.3%	13.4%
\$25,000 - \$34,999	12.2%	11.5%	10.1%
\$35,000 - \$49,999	16.6%	17.2%	15.9%
\$50,000 - \$74,999	18.0%	18.9%	18.3%
\$75,000 - \$99,999	14.8%	14.1%	10.7%
\$100,000 - \$149,999	11.1%	10.8%	7.8%
\$150,000 - \$199,999	3.6%	2.0%	1.3%
\$200,000+	2.7%	2.3%	2.0%
Average Household Income	\$66,189	\$62,117	\$52,706
2023 Households by Income			
Household Income Base	1,902	7,551	10,855
<\$15,000	10.6%	11.3%	17.5%
\$15,000 - \$24,999	6.6%	8.0%	11.8%
\$25,000 - \$34,999	10.7%	10.3%	9.3%
\$35,000 - \$49,999	15.5%	16.5%	15.7%
\$50,000 - \$74,999	18.1%	19.5%	19.5%
\$75,000 - \$99,999	16.5%	15.9%	12.4%
\$100,000 - \$149,999	13.7%	13.1%	9.6%
\$150,000 - \$199,999	4.5%	2.4%	1.5%
\$200,000+	3.8%	3.0%	2.7%
Average Household Income	\$76,940	\$70,956	\$60,680
2018 Owner Occupied Housing Units by Value			
Total	1,352	5,143	5,750
<\$50,000	5.0%	7.4%	8.1%
\$50,000 - \$99,999	12.9%	19.0%	24.7%
\$100,000 - \$149,999	25.1%	24.8%	22.7%
\$150,000 - \$199,999	24.6%	19.5%	14.5%
\$200,000 - \$249,999	14.1%	10.3%	9.5%
\$250,000 - \$299,999	9.5%	8.1%	6.3%
\$300,000 - \$399,999	4.4%	5.5%	6.6%
\$400,000 - \$499,999	2.8%	1.6%	3.9%
\$500,000 - \$749,999	1.2%	2.2%	2.7%
\$750,000 - \$999,999	0.0%	1.3%	0.7%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$181,680	\$182,186	\$181,552
2023 Owner Occupied Housing Units by Value			
Total	1,412	5,353	6,072
<\$50,000	3.2%	4.8%	5.3%
\$50,000 - \$99,999	8.7%	13.7%	18.9%
\$100,000 - \$149,999	20.0%	20.6%	20.1%
\$150,000 - \$199,999	22.9%	19.2%	14.2%
\$200,000 - \$249,999	16.1%	11.8%	11.1%
\$250,000 - \$299,999	13.3%	10.6%	8.2%
\$300,000 - \$399,999	7.8%	9.3%	9.5%
\$400,000 - \$499,999	5.4%	2.9%	6.4%
\$500,000 - \$749,999	2.3%	4.0%	4.8%
\$750,000 - \$999,999	0.0%	2.6%	1.2%
\$1,000,000 - \$1,499,999	0.3%	0.4%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$214,554	\$225,201	\$221,891

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	4,531	17,863	26,540
0 - 4	6.2%	6.2%	7.0%
5 - 9	6.6%	6.4%	6.6%
10 - 14	7.0%	6.5%	6.4%
15 - 24	12.1%	12.2%	14.2%
25 - 34	11.3%	11.8%	13.0%
35 - 44	13.3%	13.2%	12.7%
45 - 54	16.0%	15.3%	14.8%
55 - 64	13.0%	12.3%	12.4%
65 - 74	7.9%	8.0%	6.9%
75 - 84	4.9%	5.5%	4.3%
85 +	1.7%	2.8%	1.7%
18 +	75.8%	76.8%	76.1%
2018 Population by Age			
Total	4,708	18,669	27,819
0 - 4	5.6%	5.6%	6.3%
5 - 9	6.1%	5.9%	6.5%
10 - 14	6.3%	6.1%	6.4%
15 - 24	11.1%	11.1%	12.9%
25 - 34	12.9%	12.8%	13.6%
35 - 44	12.2%	12.1%	12.3%
45 - 54	13.5%	13.2%	12.8%
55 - 64	14.5%	13.9%	13.4%
65 - 74	10.8%	10.6%	9.8%
75 - 84	5.0%	5.6%	4.2%
85 +	2.0%	3.1%	1.8%
18 +	78.5%	79.0%	77.3%
2023 Population by Age			
Total	4,841	19,206	28,663
0 - 4	5.5%	5.4%	6.1%
5 - 9	5.9%	5.8%	6.2%
10 - 14	6.4%	6.2%	6.6%
15 - 24	10.6%	10.7%	12.9%
25 - 34	12.5%	12.1%	12.4%
35 - 44	13.1%	12.6%	12.6%
45 - 54	12.6%	12.2%	12.2%
55 - 64	13.4%	13.6%	13.0%
65 - 74	11.8%	11.6%	11.0%
75 - 84	6.3%	6.7%	5.4%
85 +	2.1%	3.0%	1.8%
18 +	78.6%	78.9%	77.4%
2010 Population by Sex			
Males	2,221	8,627	12,940
Females	2,310	9,240	13,597
2018 Population by Sex			
Males	2,290	9,066	13,628
Females	2,419	9,605	14,191
2023 Population by Sex			
Males	2,350	9,394	14,103
Females	2,491	9,812	14,561

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 Race/Ethnicity			
Total	4,530	17,867	26,536
White Alone	91.1%	84.9%	60.7%
Black Alone	5.1%	10.0%	32.1%
American Indian Alone	0.2%	0.2%	0.5%
Asian Alone	0.8%	0.9%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.8%	2.6%	3.5%
Two or More Races	0.9%	1.3%	2.0%
Hispanic Origin	3.8%	4.6%	6.8%
Diversity Index	22.8	33.2	58.8
2018 Population by Race/Ethnicity			
Total	4,708	18,670	27,818
White Alone	90.1%	83.7%	59.9%
Black Alone	5.3%	10.4%	31.7%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	0.9%	1.0%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.1%	3.0%	4.1%
Two or More Races	1.2%	1.6%	2.5%
Hispanic Origin	4.5%	5.3%	7.8%
Diversity Index	25.4	36.1	60.6
2023 Population by Race/Ethnicity			
Total	4,842	19,208	28,665
White Alone	89.2%	82.5%	59.0%
Black Alone	5.5%	10.5%	31.5%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	1.0%	1.1%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.5%	3.5%	4.7%
Two or More Races	1.4%	2.0%	2.9%
Hispanic Origin	5.2%	6.2%	8.9%
Diversity Index	28.0	38.8	62.5
2010 Population by Relationship and Household Type			
Total	4,531	17,867	26,537
In Households	99.9%	98.3%	95.8%
In Family Households	87.4%	83.7%	79.1%
Householder	29.1%	27.6%	25.1%
Spouse	22.8%	20.9%	15.7%
Child	30.8%	29.8%	31.1%
Other relative	2.6%	3.1%	4.5%
Nonrelative	2.1%	2.2%	2.7%
In Nonfamily Households	12.5%	14.6%	16.7%
In Group Quarters	0.1%	1.7%	4.2%
Institutionalized Population	0.0%	1.4%	1.4%
Noninstitutionalized Population	0.1%	0.3%	2.8%

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	3,338	13,319	18,882
Less than 9th Grade	2.5%	4.5%	6.4%
9th - 12th Grade, No Diploma	7.5%	8.7%	11.4%
High School Graduate	22.8%	25.3%	24.9%
GED/Alternative Credential	7.2%	5.4%	6.1%
Some College, No Degree	20.3%	21.9%	23.8%
Associate Degree	13.1%	12.7%	9.5%
Bachelor's Degree	19.9%	15.2%	11.8%
Graduate/Professional Degree	6.7%	6.3%	6.0%
2018 Population 15+ by Marital Status			
Total	3,860	15,383	22,463
Never Married	22.7%	26.7%	34.9%
Married	59.4%	53.6%	45.2%
Widowed	7.7%	8.9%	7.5%
Divorced	10.1%	10.8%	12.4%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.2%	94.0%	92.1%
Civilian Unemployed (Unemployment Rate)	3.8%	6.0%	7.9%
2018 Employed Population 16+ by Industry			
Total	2,294	8,404	11,263
Agriculture/Mining	0.4%	0.4%	1.2%
Construction	8.0%	5.3%	6.1%
Manufacturing	13.0%	13.5%	13.5%
Wholesale Trade	3.9%	3.5%	3.0%
Retail Trade	16.8%	14.5%	12.0%
Transportation/Utilities	5.8%	5.7%	4.6%
Information	0.8%	1.2%	1.4%
Finance/Insurance/Real Estate	3.3%	4.3%	3.8%
Services	42.9%	47.0%	50.2%
Public Administration	5.2%	4.6%	4.1%
2018 Employed Population 16+ by Occupation			
Total	2,294	8,404	11,265
White Collar	57.0%	54.7%	46.2%
Management/Business/Financial	12.2%	10.7%	6.5%
Professional	19.1%	19.6%	18.6%
Sales	9.7%	9.0%	8.9%
Administrative Support	16.0%	15.4%	12.2%
Services	13.2%	17.1%	24.1%
Blue Collar	29.8%	28.2%	29.7%
Farming/Forestry/Fishing	0.3%	0.2%	0.7%
Construction/Extraction	4.1%	4.3%	5.2%
Installation/Maintenance/Repair	3.9%	5.3%	5.4%
Production	12.6%	10.5%	9.6%
Transportation/Material Moving	9.0%	7.9%	8.9%
2010 Population By Urban/ Rural Status			
Total Population	4,531	17,867	26,537
Population Inside Urbanized Area	83.8%	66.2%	67.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	16.2%	33.8%	32.8%

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 Households by Type			
Total	1,810	7,124	10,225
Households with 1 Person	22.1%	25.9%	29.7%
Households with 2+ People	77.9%	74.1%	70.3%
Family Households	73.6%	69.3%	64.5%
Husband-wife Families	57.7%	52.4%	40.6%
With Related Children	24.0%	21.4%	16.7%
Other Family (No Spouse Present)	15.9%	16.9%	23.8%
Other Family with Male Householder	5.1%	4.7%	5.3%
With Related Children	3.1%	2.9%	3.1%
Other Family with Female Householder	10.8%	12.2%	18.6%
With Related Children	6.9%	8.0%	12.7%
Nonfamily Households	4.3%	4.9%	5.8%
All Households with Children	34.5%	32.9%	33.0%
Multigenerational Households	3.4%	4.0%	4.9%
Unmarried Partner Households	6.0%	5.8%	7.0%
Male-female	5.4%	5.3%	6.2%
Same-sex	0.7%	0.5%	0.8%
2010 Households by Size			
Total	1,813	7,123	10,225
1 Person Household	22.1%	25.9%	29.7%
2 Person Household	37.5%	35.6%	32.8%
3 Person Household	18.0%	17.5%	16.0%
4 Person Household	14.3%	13.0%	11.9%
5 Person Household	5.2%	5.1%	5.5%
6 Person Household	1.9%	2.0%	2.4%
7 + Person Household	0.9%	1.0%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	1,810	7,125	10,224
Owner Occupied	74.5%	71.9%	56.3%
Owned with a Mortgage/Loan	51.9%	49.0%	36.7%
Owned Free and Clear	22.6%	23.0%	19.6%
Renter Occupied	25.5%	28.1%	43.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,976	7,982	11,962
Housing Units Inside Urbanized Area	84.3%	67.4%	69.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	15.7%	32.6%	30.8%

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.

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Top 3 Tapestry Segments			
1.	Salt of the Earth (6B)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Middleburg (4C)	Midlife Constants (5E)	Modest Income Homes
3.	Southern Satellites (10A)	Old and Newcomers (8F)	Traditional Living (12B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$3,163,711	\$11,874,905	\$14,622,837
Average Spent	\$1,701.83	\$1,610.59	\$1,383.17
Spending Potential Index	78	74	64
Education: Total \$	\$1,987,804	\$7,286,523	\$8,926,136
Average Spent	\$1,069.29	\$988.27	\$844.32
Spending Potential Index	74	68	58
Entertainment/Recreation: Total \$	\$4,855,896	\$18,102,452	\$22,099,383
Average Spent	\$2,612.10	\$2,455.24	\$2,090.37
Spending Potential Index	81	76	65
Food at Home: Total \$	\$7,565,535	\$28,509,537	\$35,350,173
Average Spent	\$4,069.68	\$3,866.75	\$3,343.75
Spending Potential Index	81	77	67
Food Away from Home: Total \$	\$5,195,008	\$19,455,251	\$23,799,609
Average Spent	\$2,794.52	\$2,638.72	\$2,251.19
Spending Potential Index	80	75	64
Health Care: Total \$	\$9,060,314	\$33,860,778	\$41,003,551
Average Spent	\$4,873.76	\$4,592.54	\$3,878.50
Spending Potential Index	85	80	68
HH Furnishings & Equipment: Total \$	\$3,136,523	\$11,615,976	\$14,085,850
Average Spent	\$1,687.21	\$1,575.47	\$1,332.37
Spending Potential Index	81	75	64
Personal Care Products & Services: Total \$	\$1,229,837	\$4,594,758	\$5,576,797
Average Spent	\$661.56	\$623.19	\$527.51
Spending Potential Index	80	75	64
Shelter: Total \$	\$23,460,546	\$88,455,494	\$110,167,443
Average Spent	\$12,619.98	\$11,997.22	\$10,420.68
Spending Potential Index	75	71	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,665,704	\$13,909,510	\$16,831,422
Average Spent	\$1,971.87	\$1,886.55	\$1,592.08
Spending Potential Index	79	76	64
Travel: Total \$	\$3,052,582	\$11,186,799	\$13,345,551
Average Spent	\$1,642.06	\$1,517.27	\$1,262.35
Spending Potential Index	76	70	59
Vehicle Maintenance & Repairs: Total \$	\$1,636,751	\$6,144,680	\$7,518,595
Average Spent	\$880.45	\$833.40	\$711.18
Spending Potential Index	82	77	66

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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