



Executive Summary

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			
2000 Population	11,164	42,073	71,300
2010 Population	11,811	44,349	75,267
2018 Population	12,665	46,719	78,482
2023 Population	13,101	48,151	80,594
2000-2010 Annual Rate	0.56%	0.53%	0.54%
2010-2018 Annual Rate	0.85%	0.63%	0.51%
2018-2023 Annual Rate	0.68%	0.61%	0.53%
2018 Male Population	49.0%	49.5%	49.5%
2018 Female Population	51.0%	50.5%	50.5%
2018 Median Age	34.6	38.0	39.4

In the identified area, the current year population is 78,482. In 2010, the Census count in the area was 75,267. The rate of change since 2010 was 0.51% annually. The five-year projection for the population in the area is 80,594 representing a change of 0.53% annually from 2018 to 2023. Currently, the population is 49.5% male and 50.5% female.

Median Age

The median age in this area is 34.6, compared to U.S. median age of 38.3.

Race and Ethnicity

2018 White Alone	43.8%	56.0%	66.5%
2018 Black Alone	45.7%	33.2%	23.8%
2018 American Indian/Alaska Native Alone	0.5%	0.4%	0.4%
2018 Asian Alone	1.8%	1.6%	1.4%
2018 Pacific Islander Alone	0.0%	0.1%	0.1%
2018 Other Race	5.4%	6.4%	5.7%
2018 Two or More Races	2.7%	2.5%	2.2%
2018 Hispanic Origin (Any Race)	10.4%	11.4%	10.1%

Persons of Hispanic origin represent 10.1% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 59.2 in the identified area, compared to 64.3 for the U.S. as a whole.

Households

2000 Households	4,267	16,036	27,271
2010 Households	4,390	16,789	28,797
2018 Total Households	4,655	17,438	29,627
2023 Total Households	4,811	17,923	30,315
2000-2010 Annual Rate	0.28%	0.46%	0.55%
2010-2018 Annual Rate	0.71%	0.46%	0.35%
2018-2023 Annual Rate	0.66%	0.55%	0.46%
2018 Average Household Size	2.41	2.46	2.51

The household count in this area has changed from 28,797 in 2010 to 29,627 in the current year, a change of 0.35% annually. The five-year projection of households is 30,315, a change of 0.46% annually from the current year total. Average household size is currently 2.51, compared to 2.48 in the year 2010. The number of families in the current year is 19,719 in the specified area.

Data Note: Income is expressed in current dollars

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

January 22, 2019



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Median Household Income			
2018 Median Household Income	\$32,442	\$39,681	\$44,548
2023 Median Household Income	\$37,683	\$45,333	\$51,072
2018-2023 Annual Rate	3.04%	2.70%	2.77%
Average Household Income			
2018 Average Household Income	\$46,182	\$56,523	\$60,565
2023 Average Household Income	\$53,577	\$64,821	\$69,555
2018-2023 Annual Rate	3.02%	2.78%	2.81%
Per Capita Income			
2018 Per Capita Income	\$19,054	\$22,573	\$23,779
2023 Per Capita Income	\$21,706	\$25,549	\$27,039
2018-2023 Annual Rate	2.64%	2.51%	2.60%

Current median household income is \$44,548 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$51,072 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$60,565 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$69,555 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$23,779 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$27,039 in five years, compared to \$36,530 for all U.S. households

Housing			
2000 Total Housing Units	4,798	17,495	29,441
2000 Owner Occupied Housing Units	1,888	9,731	18,504
2000 Renter Occupied Housing Units	2,378	6,305	8,767
2000 Vacant Housing Units	532	1,459	2,170
2010 Total Housing Units	5,409	19,559	32,699
2010 Owner Occupied Housing Units	1,750	9,430	18,471
2010 Renter Occupied Housing Units	2,640	7,359	10,326
2010 Vacant Housing Units	1,019	2,770	3,902
2018 Total Housing Units	5,693	20,361	33,758
2018 Owner Occupied Housing Units	1,776	9,518	18,476
2018 Renter Occupied Housing Units	2,879	7,920	11,151
2018 Vacant Housing Units	1,038	2,923	4,131
2023 Total Housing Units	5,874	20,897	34,535
2023 Owner Occupied Housing Units	1,907	10,034	19,297
2023 Renter Occupied Housing Units	2,905	7,889	11,018
2023 Vacant Housing Units	1,063	2,974	4,220

Currently, 54.7% of the 33,758 housing units in the area are owner occupied; 33.0%, renter occupied; and 12.2% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 32,699 housing units in the area - 56.5% owner occupied, 31.6% renter occupied, and 11.9% vacant. The annual rate of change in housing units since 2010 is 1.43%. Median home value in the area is \$146,738, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 3.50% annually to \$174,282.

Data Note: Income is expressed in current dollars

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