



Executive Summary

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			
2000 Population	3,853	15,776	25,834
2010 Population	4,531	17,867	26,537
2018 Population	4,709	18,671	27,819
2023 Population	4,841	19,206	28,665
2000-2010 Annual Rate	1.63%	1.25%	0.27%
2010-2018 Annual Rate	0.47%	0.53%	0.57%
2018-2023 Annual Rate	0.55%	0.57%	0.60%
2018 Male Population	48.6%	48.6%	49.0%
2018 Female Population	51.4%	51.4%	51.0%
2018 Median Age	41.5	42.0	38.4

In the identified area, the current year population is 27,819. In 2010, the Census count in the area was 26,537. The rate of change since 2010 was 0.57% annually. The five-year projection for the population in the area is 28,665 representing a change of 0.60% annually from 2018 to 2023. Currently, the population is 49.0% male and 51.0% female.

Median Age

The median age in this area is 41.5, compared to U.S. median age of 38.3.

Race and Ethnicity

2018 White Alone	90.1%	83.7%	59.9%
2018 Black Alone	5.3%	10.4%	31.7%
2018 American Indian/Alaska Native Alone	0.2%	0.3%	0.5%
2018 Asian Alone	0.9%	1.0%	1.3%
2018 Pacific Islander Alone	0.1%	0.1%	0.0%
2018 Other Race	2.1%	3.0%	4.1%
2018 Two or More Races	1.2%	1.6%	2.5%
2018 Hispanic Origin (Any Race)	4.5%	5.3%	7.8%

Persons of Hispanic origin represent 7.8% 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 60.6 in the identified area, compared to 64.3 for the U.S. as a whole.

Households

2000 Households	1,519	6,090	10,061
2010 Households	1,810	7,125	10,224
2018 Total Households	1,859	7,373	10,572
2023 Total Households	1,902	7,551	10,855
2000-2010 Annual Rate	1.77%	1.58%	0.16%
2010-2018 Annual Rate	0.32%	0.42%	0.41%
2018-2023 Annual Rate	0.46%	0.48%	0.53%
2018 Average Household Size	2.53	2.49	2.52

The household count in this area has changed from 10,224 in 2010 to 10,572 in the current year, a change of 0.41% annually. The five-year projection of households is 10,855, a change of 0.53% annually from the current year total. Average household size is currently 2.52, compared to 2.49 in the year 2010. The number of families in the current year is 6,731 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.



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Median Household Income			
2018 Median Household Income	\$50,247	\$47,948	\$39,473
2023 Median Household Income	\$56,972	\$53,549	\$44,821
2018-2023 Annual Rate	2.54%	2.23%	2.57%
Average Household Income			
2018 Average Household Income	\$66,189	\$62,117	\$52,706
2023 Average Household Income	\$76,940	\$70,956	\$60,680
2018-2023 Annual Rate	3.06%	2.70%	2.86%
Per Capita Income			
2018 Per Capita Income	\$25,863	\$24,982	\$20,855
2023 Per Capita Income	\$29,915	\$28,346	\$23,791
2018-2023 Annual Rate	2.95%	2.56%	2.67%

Current median household income is \$39,473 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$44,821 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$52,706 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$60,680 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$20,855 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$23,791 in five years, compared to \$36,530 for all U.S. households

Housing			
2000 Total Housing Units	1,627	6,544	11,018
2000 Owner Occupied Housing Units	1,130	4,597	6,051
2000 Renter Occupied Housing Units	389	1,493	4,010
2000 Vacant Housing Units	108	454	957
2010 Total Housing Units	1,976	7,982	11,962
2010 Owner Occupied Housing Units	1,348	5,125	5,760
2010 Renter Occupied Housing Units	462	2,000	4,464
2010 Vacant Housing Units	166	857	1,738
2018 Total Housing Units	2,018	8,212	12,431
2018 Owner Occupied Housing Units	1,352	5,143	5,750
2018 Renter Occupied Housing Units	508	2,230	4,822
2018 Vacant Housing Units	159	839	1,859
2023 Total Housing Units	2,065	8,381	12,775
2023 Owner Occupied Housing Units	1,412	5,353	6,072
2023 Renter Occupied Housing Units	489	2,198	4,783
2023 Vacant Housing Units	163	830	1,920

Currently, 46.3% of the 12,431 housing units in the area are owner occupied; 38.8%, renter occupied; and 15.0% 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 11,962 housing units in the area - 48.2% owner occupied, 37.3% renter occupied, and 14.5% vacant. The annual rate of change in housing units since 2010 is 1.72%. Median home value in the area is \$137,787, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 4.32% annually to \$170,244.

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.