

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 35.65376 Longitude: -80.460818

Innes Street Market Salisbury, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	28,538	64,394	151,273
	Population Est 23Q1	28,436	64,154	150,791
	Population Est 22Q4	28,339	64,072	150,505
	Population Est 22Q3	28,190	63,787	150,019
	Population Est 22Q2	28,118	63,609	149,564
	Population Est 22Q1	28,061	63,457	149,118
	Population Est 21Q4	28,013	63,157	148,631
	Population Est 21Q3	28,062	63,064	148,197
	Population Est 21Q2	27,979	62,830	147,797
	Population Fcst	28,123	63,789	150,707
	2010 Census Population	25,678	58,070	135,898
	2000 Census Population	25,143	54,858	126,179
	1990 Census Population	23,365	48,783	108,544
	Current Year Daytime Population	40,060	79,184	147,417
	Average Seasonal Population	287	645	1,989
	Historical Annual Growth, 1990 – 2000	0.74%	1.18%	1.52%
	Historical Annual Growth, 2000 – 2010	0.21%	0.57%	0.74%
	Estimated Annual Growth, 2010 – CY	0.74%	0.73%	0.76%
	Projected Annual Growth, CY to Y5	-0.29%	-0.19%	-0.07%
	Group Qtrs Est	1,805	3,651	4,160
Transient Est Average Last 4 Qtrs	2,114	2,196	4,394	
<b>Households</b>	Current Year Estimated Households	11,561	25,187	59,129
	Households Est 23Q1	11,508	25,074	58,916
	Households Est 22Q4	11,462	25,040	58,799
	Households Est 22Q3	11,397	24,919	58,596
	Households Est 22Q2	11,371	24,851	58,425
	Households Est 22Q1	11,345	24,788	58,249
	Households Est 21Q4	11,328	24,662	58,049
	Households Est 21Q3	11,346	24,619	57,872
	Households Est 21Q2	11,309	24,523	57,722
	Households Fcst	11,378	24,923	58,872
	2010 Census Households	10,097	22,188	52,182
	2000 Census Households	9,906	21,023	48,639
	1990 Census Households	9,326	18,861	41,825
	Historical Annual Growth, 1990 – 2000	0.61%	1.09%	1.52%
	Historical Annual Growth, 2000 – 2010	0.19%	0.54%	0.71%
	Estimated Annual Growth, 2010 – CY	0.95%	0.89%	0.88%
	Projected Annual Growth, CY to Y5	-0.32%	-0.21%	-0.09%
Population per Household	2.31	2.41	2.49	

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Innes Street Market Salisbury, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	1.0%	1.2%	1.0%
	HH Income \$250,000 to \$499,999	1.2%	1.4%	1.2%
	HH Income \$200,000 to \$249,999	2.7%	3.3%	2.9%
	HH Income \$175,000 to \$199,999	3.1%	2.6%	2.5%
	HH Income \$150,000 to \$174,999	3.9%	3.7%	3.8%
	HH Income \$100,000 to 149,999	12.2%	13.8%	14.6%
	HH Income \$75,000 to 99,999	11.3%	13.2%	14.7%
	HH Income \$50,000 to 74,999	17.7%	18.3%	18.9%
	HH Income \$35,000 to 49,999	12.1%	12.3%	13.1%
	HH Income \$25,000 to 34,999	9.3%	9.3%	9.1%
	HH Income \$15,000 to 24,999	11.1%	10.2%	9.0%
	HH Income \$0 to 14,999	14.4%	10.9%	9.2%
	Average Household Income	\$77,185	\$80,855	\$80,255
	Median Household Income	\$54,218	\$59,250	\$61,731
	Per Capita Income	\$32,408	\$32,611	\$31,861
	Average Disposable Income	\$60,713	\$64,593	\$65,243
	Median Disposable Income	\$46,970	\$51,163	\$53,076
	Discretionary HH Income Over \$150,000	2.5%	2.9%	2.6%
	Discretionary HH Income \$125,000 to \$149,999	3.1%	3.2%	2.6%
	Discretionary HH Income \$100,000 to \$124,999	4.2%	4.2%	4.3%
	Discretionary HH Income \$75,000 to \$99,999	7.1%	8.0%	8.8%
	Discretionary HH Income \$50,000 to \$74,999	14.4%	17.9%	19.8%
	Discretionary HH Income \$25,000 to \$49,999	28.3%	29.1%	30.5%
	Discretionary HH Income Under \$25,000	40.4%	34.7%	31.4%
	Average Discretionary HH Income	\$43,063	\$46,650	\$47,700
	Median Discretionary HH Income	\$31,344	\$36,093	\$38,929
	Householder White – Count	6,201	15,708	42,267
	Median HH Income	\$64,627	\$68,248	\$68,281
	Average HH Income	\$79,486	\$81,295	\$79,259
	Householder Black or African-American – Count	3,875	6,192	9,336
	Median HH Income	\$40,794	\$42,168	\$45,518
	Average HH Income	\$55,537	\$56,455	\$57,028
	Householder Hispanic – Count	835	1,788	3,812
Median HH Income	\$46,593	\$50,225	\$49,975	
Average HH Income	\$49,206	\$53,911	\$57,583	
Householder Asian or Pacific Islander – Count	124	251	651	
Median HH Income	\$62,652	\$67,903	\$69,516	
Average HH Income	\$68,941	\$78,435	\$76,424	
Householder Other or Pacific Islander – Count	526	1,248	3,063	
Median HH Income	\$29,228	\$44,869	\$47,393	
Average HH Income	\$51,237	\$54,988	\$57,589	

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Innes Street Market Salisbury, NC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Gender</b>	Male Population	13,686	31,564	74,369
	Female Population	14,852	32,830	76,904
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	1,603	3,378	7,983
	Count of Pop 0 to 7 years	2,328	4,879	11,354
	Count of Pop 5 - 13	3,094	6,593	15,697
	Count of Pop 14 - 18	1,556	3,562	8,136
	Count of Pop 19 - 22	1,652	3,780	8,253
	Count of Pop 22 - 25	1,270	2,875	6,081
	Count of Pop 25 - 29	1,764	3,876	8,666
	Count of Pop 30 - 34	1,802	3,783	8,958
	Count of Pop 35 - 39	1,777	3,858	9,094
	Count of Pop 40 - 44	1,603	3,709	8,873
	Count of Pop 45 - 59	4,805	11,411	28,586
	Count of Pop 60 - 74	5,016	11,699	27,979
	Count of Pop 75 - 84	1,903	4,406	9,990
	Count of Pop 85+	693	1,463	2,980
	% of Pop 0 to 4 years	5.6%	5.2%	5.3%
	% of Pop 0 to 7 years	8.2%	7.6%	7.5%
	% of Pop 5 - 13	10.8%	10.2%	10.4%
	% of Pop 14 - 18	5.5%	5.5%	5.4%
	% of Pop 19 - 22	5.8%	5.9%	5.5%
	% of Pop 22 - 25	4.5%	4.5%	4.0%
	% of Pop 25 - 29	6.2%	6.0%	5.7%
	% of Pop 30 - 34	6.3%	5.9%	5.9%
	% of Pop 35 - 39	6.2%	6.0%	6.0%
	% of Pop 40 - 44	5.6%	5.8%	5.9%
	% of Pop 45 - 59	16.8%	17.7%	18.9%
	% of Pop 60 - 74	17.6%	18.2%	18.5%
	% of Pop 75 - 84	6.7%	6.8%	6.6%
	% of Pop 85+	2.4%	2.3%	2.0%
Median Age	39.3	40.7	41.6	
Average Age	40.8	41.4	41.6	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	6.0%	5.5%	5.5%
	% of Pop 5 - 13	11.6%	10.7%	10.8%
	% of Pop 14 - 18	5.9%	5.8%	5.7%
	% of Pop 19 - 22	6.3%	6.2%	5.8%
	% of Pop 22 - 25	4.8%	4.7%	4.2%
	% of Pop 25 - 29	6.3%	6.3%	6.0%
	% of Pop 30 - 34	6.3%	6.1%	6.0%
	% of Pop 35 - 39	6.2%	6.1%	6.1%
	% of Pop 40 - 44	5.6%	5.8%	5.9%
	% of Pop 45 - 59	16.7%	17.7%	19.0%
	% of Pop 75 - 84	5.6%	5.9%	5.8%
	% of Pop 60 - 74	17.3%	17.6%	18.0%
	% of Pop 85+	1.6%	1.5%	1.3%
	Median Age	37.3	38.8	40.0
Average Age	39.2	40.0	40.4	

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	% of Pop 0 to 4 years	5.3%	5.0%	5.1%
	% of Pop 5 - 13	10.1%	9.7%	10.0%
	% of Pop 14 - 18	5.0%	5.2%	5.1%
	% of Pop 19 - 22	5.4%	5.6%	5.2%
	% of Pop 22 - 25	4.2%	4.3%	3.8%
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	% of Pop 35 - 39	6.3%	5.9%	6.0%
	% of Pop 40 - 44	5.6%	5.7%	5.8%
	% of Pop 45 - 59	16.9%	17.7%	18.8%
	% of Pop 60 - 74	17.9%	18.7%	19.0%
	% of Pop 75 - 84	7.7%	7.7%	7.4%
	% of Pop 85+	3.2%	3.0%	2.6%
	Median Age	41.2	42.5	43.1
Average Age	42.3	42.7	42.7	
Race	Count of White	14,481	38,098	105,222
	Count of Black or African-American	10,728	17,790	26,550
	Count of Asian or Pacific Islander	348	758	1,786
	Count of Other races	2,981	7,748	17,715
	White	50.7%	59.2%	69.6%
	Black or African American	37.6%	27.6%	17.6%
	Asian	1.2%	1.2%	1.2%
	Other Races	10.4%	12.0%	11.7%
Language Spoken	Speak English at Home	91.4%	91.7%	90.2%
	Speak Spanish at Home	5.7%	6.4%	8.0%
	Speak French or French Creole at Home	0.3%	0.2%	0.1%
	Speak German at Home	1.0%	0.6%	0.4%
	Speak Other Indo-European Languages at Home	0.5%	0.3%	0.3%
	Speak Russian and Other Slavic Languages at Home	0.1%	0.1%	0.1%
	Speak Chinese at Home	0.0%	0.1%	0.2%
	Speak Korean at Home	0.0%	0.0%	0.0%
	Speak Vietnamese at Home	0.1%	0.1%	0.2%
	Speak Other Asian Languages at Home	0.4%	0.3%	0.3%
	Speak Tagalog and Other Pacific Languages at Home	0.1%	0.0%	0.1%
	Speak Other Language at Home	0.3%	0.2%	0.2%
Hispanic	Hispanic Population	2,905	7,230	16,166
	Hispanic Population Percent	10.2%	11.2%	10.7%
	Mexican	48.0%	57.0%	62.3%
	Puerto Rican	15.9%	10.2%	9.4%
	Cuban	0.6%	3.6%	4.5%
	Dominican	9.0%	4.0%	2.2%
	Central American	17.8%	18.5%	14.5%
	South American	2.2%	1.1%	2.3%
	Other Hispanic	6.5%	5.6%	4.9%
	2000 Hispanic Population Percent	5%	5%	4%
1990 Hispanic Population Percent	1%	1%	1%	

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<b>Ancestry</b>	American (percent of total population)	9.9%	9.6%	11.0%
	American	9.6%	9.3%	10.7%
	Native American (ie. Indian/Eskimo)	0.2%	0.3%	0.3%
	Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
	Asian (percent of total population)	1.2%	1.2%	1.2%
	Chinese	0.0%	0.0%	0.2%
	Japanese	0.0%	0.0%	0.0%
	Korean	0.1%	0.1%	0.1%
	South Central Asian (ie. Indian)	0.3%	0.3%	0.2%
	South East Asian (ie. Vietnamese)	0.8%	0.7%	0.6%
	Other Asian	0.0%	0.1%	0.1%
	European (percent of total population)	23.5%	27.0%	27.4%
	British	4.4%	5.6%	5.8%
	Dutch	0.2%	0.3%	0.5%
	French	0.5%	0.6%	0.6%
	German	7.7%	9.2%	9.3%
	Italian	1.2%	1.4%	1.3%
	Polish	0.4%	0.5%	0.4%
	Scandinavian	1.0%	0.8%	0.6%
	Scotch/Irish	6.2%	6.7%	7.2%
Other European (ie. Greek/Russian)	1.9%	2.0%	1.8%	
Middle Eastern	0.1%	0.2%	0.1%	
Other Ancestry	36.8%	29.3%	23.5%	
Unclassified Ancestry	18.3%	21.5%	26.2%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	19,362	44,205	105,124
	Elementary (0 to 8)	4.0%	3.9%	4.3%
	Some High School (9 to 11)	7.8%	8.6%	8.2%
	High School Graduate (12)	28.9%	31.2%	33.6%
	Some College (13 to 16)	24.9%	22.9%	22.7%
	Associates Degree Only	9.4%	10.0%	11.0%
	Bachelors Degree Only	16.6%	15.5%	14.2%
	Graduate Degree	8.5%	7.8%	6.0%
	% College (4+)	25.1%	23.3%	20.2%
<b>Household Type</b>	Total Households – count	11,561	25,187	59,129
	One Person HHs – count	4,047	7,818	16,313
	Family HHs – count	6,847	16,057	39,330
	Married Couple – count	4,568	10,997	28,505
	w/own children – count	1,663	3,552	9,304
	w/out own children – count	2,905	7,445	19,201
	Male Householder – count	462	1,406	3,096
	Female Householder – count	1,817	3,655	7,729
	Non-Family Households – count	667	1,312	3,486
	1 Person Household	35.0%	31.0%	27.6%
	2 Person Household	31.8%	33.3%	34.5%
	3 Person Household	14.5%	15.2%	16.4%
	4 Person Household	10.1%	11.2%	12.0%
	5 Person Household	5.1%	5.5%	5.8%
6 Person Household	2.0%	2.3%	2.4%	
7+ Person Household	1.6%	1.5%	1.3%	
% Households With Children	26.3%	25.6%	25.0%	

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<b>Housing</b>	Total Housing Units	12,987	27,796	64,526
	Owner Occupied Percent	46.9%	56.9%	63.2%
	Renter Occupied Percent	42.2%	33.7%	28.5%
	Vacant Housing Percent	11.0%	9.4%	8.4%
	Total Housing Units (Census 2000)	10,921	22,854	52,300
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	1.6%	2.2%	2.1%
	Property Value \$750,000 to \$999,999	1.1%	2.0%	1.9%
	Property Value \$500,000 to \$749,999	8.7%	9.8%	8.7%
	Property Value \$400,000 to \$499,999	9.6%	10.3%	9.2%
	Property Value \$300,000, to \$399,999	22.5%	20.7%	20.0%
	Property Value \$200,000 to \$299,999	23.9%	22.5%	24.7%
	Property Value \$150,000 to \$199,999	13.3%	12.6%	12.3%
	Property Value \$100,000 to \$149,999	11.0%	9.6%	10.0%
	Property Value \$60,000 to \$99,999	3.5%	3.9%	4.2%
	Property Value \$40,000 to \$59,999	1.8%	1.2%	1.2%
	Property Value \$0 to \$39,999	2.8%	4.9%	5.4%
	Median Home Value	\$271,140	\$277,040	\$266,531
<b>Wealth per Household</b>	\$0 and under - percent	18.9%	18.2%	17.7%
	\$1 to \$4999 - percent	9.9%	9.3%	9.0%
	\$5k to \$9999 - percent	5.0%	4.8%	4.7%
	\$10k to \$24999 - percent	6.7%	6.6%	6.5%
	\$25k to \$49999 - percent	6.8%	6.9%	6.9%
	\$50k to \$99999 - percent	10.1%	10.3%	10.5%
	\$100k to \$249999 - percent	17.4%	17.9%	18.2%
	\$250k to \$499999 - percent	12.2%	12.6%	12.9%
	\$500k+ - percent	13.0%	13.5%	13.6%
	Median HH Wealth	\$63,460	\$70,778	\$74,690
	Avg HH Wealth	\$218,253	\$225,390	\$228,708
<b>Economic Viability</b>	Economic Viability Local	271	272	274
	Economic Viability Indexed	100	101	101
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	12,754	30,238	71,691
	Managerial/Executive	15.0%	12.9%	12.4%
	Professional Specialty	21.1%	19.5%	19.4%
	Healthcare Support	6.1%	5.7%	4.1%
	Sales	7.8%	8.7%	8.4%
	Office & Administrative Support	8.7%	9.0%	9.9%
	Protective Service	1.3%	1.3%	1.8%
	Food Preparation	6.0%	6.7%	5.2%
	Building Maintenance & Cleaning	2.8%	2.8%	3.0%
	Personal Care	4.1%	2.8%	2.5%
	Farming, Fishing, & Forestry	0.7%	0.6%	0.7%
	Construction	8.5%	10.4%	11.9%
	Production & Transportation	18.1%	19.5%	20.8%
	Percent White Collar Workers	58.7%	55.9%	54.1%
	Percent Blue Collar Workers	41.3%	44.1%	45.9%

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	Agriculture/Mining/Construction	6.0%	7.8%	9.6%
	Manufacturing	14.7%	15.1%	15.7%
	Transportation	4.2%	4.6%	5.9%
	Information	1.8%	1.6%	1.3%
	Wholesale/Retail	15.3%	16.3%	16.1%
	Finance, Insurance, Real Estate	3.6%	3.3%	3.3%
	Professional Services	6.8%	5.8%	4.2%
	Management Services	1.2%	0.6%	0.4%
	Administrative/Waste Services	3.3%	3.6%	4.0%
	Educational Services	28.0%	25.5%	22.2%
	Entertainment Services	8.5%	8.9%	8.3%
	Other Professional Services	3.8%	4.4%	5.9%
	Public Administration	2.7%	2.6%	3.2%
<b>Vehicles per HH</b>	No Vehicles	10.9%	7.6%	6.0%
	1 Vehicle	36.9%	33.4%	27.7%
	2 Vehicles	34.6%	33.7%	36.1%
	3 or more vehicles	17.5%	25.3%	30.2%
	Average Number of Vehicles	1.65	1.87	2.05
<b>Change</b>	Births (last 12 months)	315	690	1,602
	Deaths (last 12 months)	269	623	1,469
	Migration (last 12 months)	400	752	1,632
<b>Work place</b>	Workplace Establishments	1,256	1,973	3,464
	Workplace Employees (FTE)	18,841	29,721	45,562