815 E Innes St

Salisbury, NC 28144

November 2023

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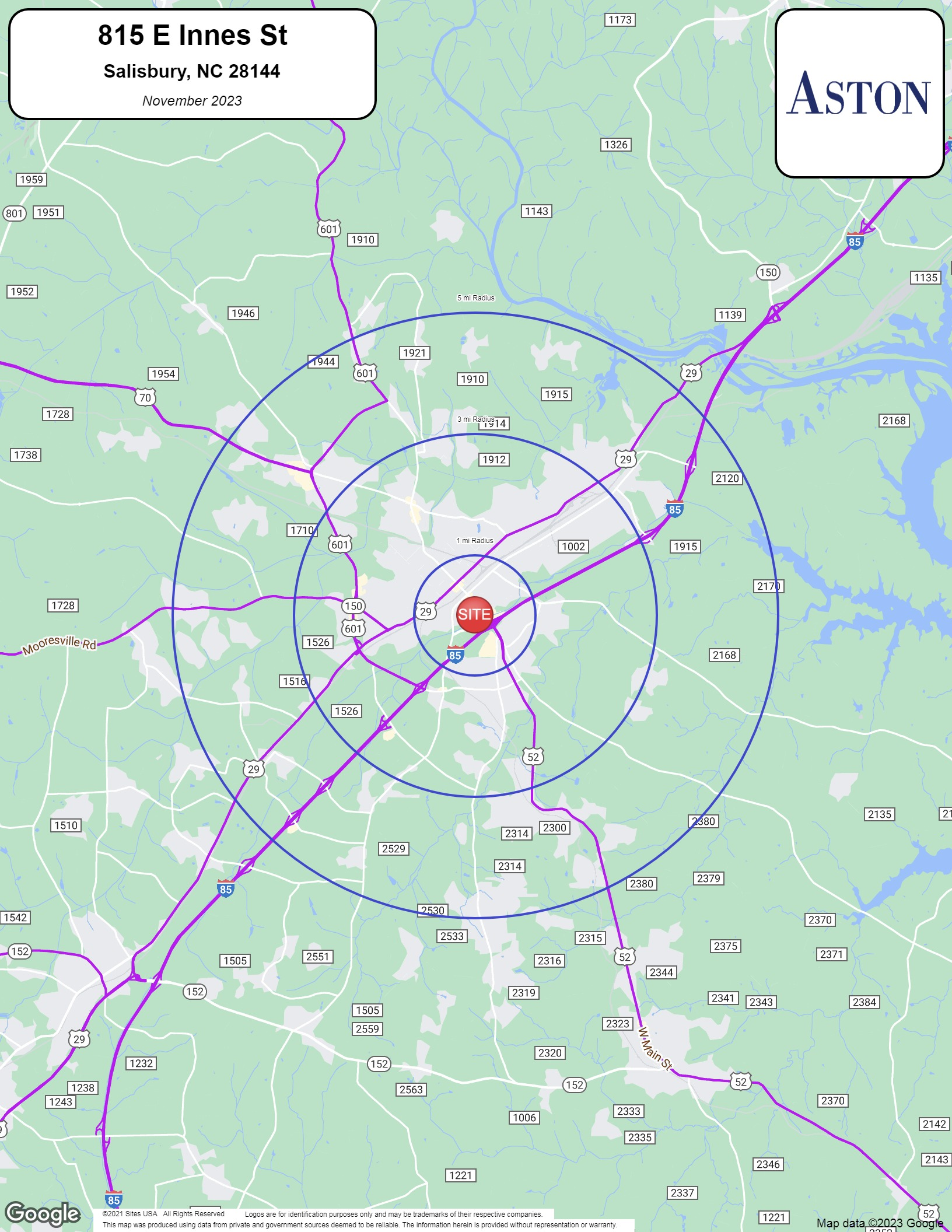

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

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815 E Innes St Salisbury, NC 28144	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	6,396		30,985		55,788	
Projected Population (2028)	6,470		31,431		56,931	
Census Population (2020)	6,178		30,377		54,796	
Census Population (2010)	6,024		29,049		51,474	
Projected Annual Growth (2023 to 2028)	74	0.2%	445	0.3%	1,143	0.4%
Historical Annual Growth (2020 to 2023)	218	1.2%	608	0.7%	992	0.6%
Historical Annual Growth (2010 to 2020)	154	0.9%	1,328	1.5%	3,323	2.2%
Estimated Population Density (2023)	2,037	psm	1,096	psm	711	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2023)	2,634		12,293		22,267	
Projected Households (2028)	2,623		12,354		22,538	
Census Households (2020)	2,516		11,925		21,604	
Census Households (2010)	2,383		11,155		20,047	
Estimated Households with Children (2023)	704	26.7%	3,526	28.7%	6,481	29.1%
Estimated Average Household Size (2023)	2.23		2.30		2.36	
Average Household Income						
Estimated Average Household Income (2023)	$54,481		$80,720		$85,102	
Projected Average Household Income (2028)	$58,956		$86,084		$90,044	
Estimated Average Family Income (2023)	$80,120		$106,226		$106,961	
Median Household Income						
Estimated Median Household Income (2023)	$38,957		$62,246		$64,210	
Projected Median Household Income (2028)	$40,605		$63,457		$65,584	
Estimated Median Family Income (2023)	$55,691		$83,286		$83,433	
Per Capita Income						
Estimated Per Capita Income (2023)	$23,587		$32,676		$34,483	
Projected Per Capita Income (2028)	$25,039		$34,479		$36,152	
Estimated Per Capita Income 5 Year Growth	$1,451	6.2%	$1,803	5.5%	$1,669	4.8%
Estimated Average Household Net Worth (2023)	$198,262		$391,392		$406,112	
Daytime Demos (2023)						
Total Businesses	693		1,846		2,581	
Total Employees	6,417		20,855		27,832	
Company Headquarter Businesses	17	2.4%	62	3.4%	83	3.2%
Company Headquarter Employees	610	9.5%	4,658	22.3%	5,398	19.4%
Employee Population per Business	9.3		11.3		10.8	
Residential Population per Business	9.2		16.8		21.6	

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Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
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815 E Innes St Salisbury, NC 28144	1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity						
White (2023)	3,176	49.7%	17,025	54.9%	33,439	59.9%
Black or African American (2023)	2,402	37.6%	9,240	29.8%	14,379	25.8%
American Indian or Alaska Native (2023)	27	0.4%	111	0.4%	232	0.4%
Asian (2023)	62	1.0%	1,913	6.2%	2,362	4.2%
Hawaiian or Pacific Islander (2023)	-	-	18	-	30	-
Other Race (2023)	409	6.4%	1,382	4.5%	2,770	5.0%
Two or More Races (2023)	319	5.0%	1,297	4.2%	2,577	4.6%
Not Hispanic or Latino Population (2023)	5,647	88.3%	27,852	89.9%	49,792	89.3%
Hispanic or Latino Population (2023)	749	11.7%	3,133	10.1%	5,996	10.7%
Not Hispanic or Latino Population (2028)	5,724	88.5%	28,247	89.9%	50,847	89.3%
Hispanic or Latino Population (2028)	746	11.5%	3,183	10.1%	6,084	10.7%
Not Hispanic or Latino Population (2020)	5,382	87.1%	27,141	89.3%	48,192	87.9%
Hispanic or Latino Population (2020)	796	12.9%	3,236	10.7%	6,604	12.1%
Not Hispanic or Latino Population (2010)	5,531	91.8%	27,002	93.0%	47,053	91.4%
Hispanic or Latino Population (2010)	493	8.2%	2,047	7.0%	4,421	8.6%
Projected Hispanic Annual Growth (2023 to 2028)	-3	-	51	0.3%	88	0.3%
Historic Hispanic Annual Growth (2010 to 2023)	257	4.0%	1,085	4.1%	1,575	2.7%
Age Distribution (2023)						
Age Under 5	389	6.1%	1,817	5.9%	3,228	5.8%
Age 5 to 9 Years	384	6.0%	1,792	5.8%	3,322	6.0%
Age 10 to 14 Years	326	5.1%	1,761	5.7%	3,463	6.2%
Age 15 to 19 Years	381	6.0%	2,159	7.0%	3,660	6.6%
Age 20 to 24 Years	445	7.0%	2,661	8.6%	4,106	7.4%
Age 25 to 29 Years	512	8.0%	2,163	7.0%	3,632	6.5%
Age 30 to 34 Years	409	6.4%	1,919	6.2%	3,420	6.1%
Age 35 to 39 Years	325	5.1%	1,460	4.7%	2,894	5.2%
Age 40 to 44 Years	305	4.8%	1,534	5.0%	2,940	5.3%
Age 45 to 49 Years	335	5.2%	1,585	5.1%	3,095	5.5%
Age 50 to 54 Years	396	6.2%	1,839	5.9%	3,473	6.2%
Age 55 to 59 Years	434	6.8%	2,064	6.7%	3,802	6.8%
Age 60 to 64 Years	481	7.5%	2,104	6.8%	3,903	7.0%
Age 65 to 74 Years	654	10.2%	3,228	10.4%	6,085	10.9%
Age 75 to 84 Years	426	6.7%	2,010	6.5%	3,430	6.1%
Age 85 Years or Over	193	3.0%	890	2.9%	1,334	2.4%
Median Age	39.6		38.6		39.6	
Gender Age Distribution (2023)						
Female Population	3,253	50.9%	15,969	51.5%	28,497	51.1%
Age 0 to 19 Years	697	21.4%	3,569	22.3%	6,538	22.9%
Age 20 to 64 Years	1,797	55.2%	8,856	55.5%	15,821	55.5%
Age 65 Years or Over	759	23.3%	3,544	22.2%	6,138	21.5%
Female Median Age	43.0		41.0		41.4	
Male Population	3,143	49.1%	15,016	48.5%	27,291	48.9%
Age 0 to 19 Years	783	24.9%	3,961	26.4%	7,135	26.1%
Age 20 to 64 Years	1,846	58.7%	8,472	56.4%	15,445	56.6%
Age 65 Years or Over	514	16.4%	2,583	17.2%	4,711	17.3%
Male Median Age	36.8		36.4		37.8	

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Expanded Profile

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815 E Innes St Salisbury, NC 28144	1 mi radius		3 mi radius		5 mi radius	
Household Income Distribution (2023)						
HH Income $200,000 or More	44	1.7%	983	8.0%	1,858	8.3%
HH Income $150,000 to $199,999	126	4.8%	684	5.6%	1,300	5.8%
HH Income $100,000 to $149,999	196	7.5%	1,171	9.5%	2,254	10.1%
HH Income $75,000 to $99,999	209	7.9%	1,057	8.6%	2,303	10.3%
HH Income $50,000 to $74,999	363	13.8%	2,243	18.2%	4,283	19.2%
HH Income $35,000 to $49,999	364	13.8%	1,483	12.1%	2,769	12.4%
HH Income $25,000 to $34,999	267	10.1%	917	7.5%	1,796	8.1%
HH Income $15,000 to $24,999	333	12.7%	1,441	11.7%	2,448	11.0%
HH Income Under $15,000	731	27.8%	2,313	18.8%	3,256	14.6%
HH Income $35,000 or More	1,303	49.4%	7,622	62.0%	14,768	66.3%
HH Income $75,000 or More	575	21.8%	3,895	31.7%	7,716	34.7%
Housing (2023)						
Total Housing Units	3,015		14,023		24,925	
Housing Units Occupied	2,634	87.4%	12,293	87.7%	22,267	89.3%
Housing Units Owner-Occupied	1,384	52.5%	7,133	58.0%	15,045	67.6%
Housing Units, Renter-Occupied	1,250	47.5%	5,161	42.0%	7,222	32.4%
Housing Units, Vacant	381	14.5%	1,730	14.1%	2,657	11.9%
Marital Status (2023)						
Never Married	2,118	40.0%	10,174	39.7%	17,273	37.7%
Currently Married	1,807	34.1%	9,801	38.3%	19,086	41.7%
Separated	357	6.7%	1,391	5.4%	2,102	4.6%
Widowed	267	5.0%	1,274	5.0%	2,256	4.9%
Divorced	748	14.1%	2,974	11.6%	5,058	11.0%
Household Type (2023)						
Population Family	4,332	67.7%	22,030	71.1%	42,557	76.3%
Population Non-Family	1,536	24.0%	6,192	20.0%	9,902	17.7%
Population Group Quarters	528	8.3%	2,763	8.9%	3,328	6.0%
Family Households	1,408	53.5%	7,325	59.6%	14,180	63.7%
Non-Family Households	1,226	46.5%	4,968	40.4%	8,088	36.3%
Married Couple with Children	295	16.3%	1,674	17.1%	3,634	19.0%
Average Family Household Size	3.1		3.0		3.0	
Household Size (2023)						
1 Person Households	1,073	40.7%	4,310	35.1%	7,043	31.6%
2 Person Households	865	32.8%	4,387	35.7%	8,177	36.7%
3 Person Households	331	12.6%	1,703	13.8%	3,216	14.4%
4 Person Households	201	7.6%	1,051	8.5%	2,209	9.9%
5 Person Households	100	3.8%	505	4.1%	1,009	4.5%
6 or More Person Households	64	2.4%	337	2.7%	612	2.8%
Household Vehicles (2023)						
Households with 0 Vehicles Available	459	17.4%	1,339	10.9%	1,764	7.9%
Households with 1 Vehicles Available	1,019	38.7%	4,308	35.0%	6,936	31.1%
Households with 2 or More Vehicles Available	1,156	43.9%	6,647	54.1%	13,568	60.9%
Total Vehicles Available	3,776		20,796		41,899	
Average Vehicles Per Household	1.4		1.7		1.9	

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Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	5,226		25,264		45,094	
Estimated Civilian Employed	2,815	53.9%	14,393	57.0%	26,577	58.9%
Estimated Civilian Unemployed	181	3.5%	704	2.8%	1,169	2.6%
Estimated in Armed Forces	-	-	14	-	33	-
Estimated Not in Labor Force	2,230	42.7%	10,153	40.2%	17,315	38.4%
Unemployment Rate	3.5%		2.8%		2.6%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	2,815		14,393		26,577	
Management, Business, Financial Operations	430	15.3%	1,871	13.0%	3,066	11.5%
Professional, Related	503	17.9%	3,326	23.1%	5,921	22.3%
Service	445	15.8%	2,533	17.6%	4,754	17.9%
Sales, Office	663	23.5%	2,972	20.6%	5,489	20.7%
Farming, Fishing, Forestry	28	1.0%	85	0.6%	109	0.4%
Construct, Extraction, Maintenance	162	5.7%	1,036	7.2%	2,250	8.5%
Production, Transport Material Moving	584	20.7%	2,571	17.9%	4,989	18.8%
White Collar Workers	1,596	56.7%	8,169	56.8%	14,476	54.5%
Blue Collar Workers	1,219	43.3%	6,224	43.2%	12,102	45.5%
Consumer Expenditure (2023)						
Total Household Expenditure	$121.29 M		$737.76 M		$1.38 B	
Total Non-Retail Expenditure	$64.44 M	53.1%	$392.23 M	53.2%	$734.28 M	53.0%
Total Retail Expenditure	$56.85 M	46.9%	$345.53 M	46.8%	$650.66 M	47.0%
Apparel	$4.2 M	3.5%	$25.89 M	3.5%	$48.54 M	3.5%
Contributions	$3.77 M	3.1%	$24.48 M	3.3%	$46.15 M	3.3%
Education	$3.5 M	2.9%	$22.91 M	3.1%	$42.45 M	3.1%
Entertainment	$6.65 M	5.5%	$41.45 M	5.6%	$78.22 M	5.6%
Food and Beverages	$18.12 M	14.9%	$108.4 M	14.7%	$203.15 M	14.7%
Furnishings and Equipment	$4.13 M	3.4%	$25.67 M	3.5%	$48.47 M	3.5%
Gifts	$2.76 M	2.3%	$18.51 M	2.5%	$34.73 M	2.5%
Health Care	$10.47 M	8.6%	$62.34 M	8.4%	$117.55 M	8.5%
Household Operations	$4.69 M	3.9%	$29.1 M	3.9%	$54.71 M	4.0%
Miscellaneous Expenses	$2.29 M	1.9%	$13.99 M	1.9%	$26.28 M	1.9%
Personal Care	$1.62 M	1.3%	$9.85 M	1.3%	$18.5 M	1.3%
Personal Insurance	$790.74 K	0.7%	$5.14 M	0.7%	$9.78 M	0.7%
Reading	$264.21 K	0.2%	$1.62 M	0.2%	$3.05 M	0.2%
Shelter	$26.15 M	21.6%	$157.18 M	21.3%	$292.97 M	21.2%
Tobacco	$849.97 K	0.7%	$4.59 M	0.6%	$8.46 M	0.6%
Transportation	$21.61 M	17.8%	$131.98 M	17.9%	$249.56 M	18.0%
Utilities	$9.41 M	7.8%	$54.66 M	7.4%	$102.36 M	7.4%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	4,471		20,794		38,009	
Elementary (Grade Level 0 to 8)	229	5.1%	710	3.4%	1,254	3.3%
Some High School (Grade Level 9 to 11)	373	8.4%	1,565	7.5%	2,948	7.8%
High School Graduate	1,382	30.9%	6,009	28.9%	11,573	30.4%
Some College	1,125	25.2%	5,094	24.5%	8,491	22.3%
Associate Degree Only	344	7.7%	1,970	9.5%	4,108	10.8%
Bachelor Degree Only	607	13.6%	3,623	17.4%	6,144	16.2%
Graduate Degree	411	9.2%	1,824	8.8%	3,490	9.2%

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Units In Structure (2023)						
1 Detached Unit	1,528	64.1%	8,180	73.3%	15,683	78.2%
1 Attached Unit	60	2.5%	190	1.7%	314	1.6%
2 to 4 Units	618	25.9%	1,996	17.9%	2,558	12.8%
5 to 9 Units	117	4.9%	415	3.7%	717	3.6%
10 to 19 Units	43	1.8%	424	3.8%	625	3.1%
20 to 49 Units	20	0.9%	69	0.6%	85	0.4%
50 or More Units	57	2.4%	187	1.7%	245	1.2%
Mobile Home or Trailer	191	8.0%	831	7.5%	2,039	10.2%
Other Structure	-	-	1	-	1	-
Homes Built By Year (2023)						
Homes Built 2010 or later	341	14.3%	1,813	16.2%	2,601	13.0%
Homes Built 2000 to 2009	333	14.0%	1,703	15.3%	3,618	18.0%
Homes Built 1990 to 1999	246	10.3%	1,236	11.1%	2,827	14.1%
Homes Built 1980 to 1989	304	12.8%	1,239	11.1%	2,824	14.1%
Homes Built 1970 to 1979	377	15.8%	1,822	16.3%	3,366	16.8%
Homes Built 1960 to 1969	173	7.3%	1,043	9.4%	1,772	8.8%
Homes Built 1950 to 1959	235	9.8%	1,212	10.9%	2,081	10.4%
Homes Built Before 1949	625	26.2%	2,225	19.9%	3,179	15.9%
Home Values (2023)						
Home Values $1,000,000 or More	24	1.7%	101	1.4%	116	0.8%
Home Values $500,000 to $999,999	37	2.6%	363	5.1%	954	6.3%
Home Values $400,000 to $499,999	72	5.2%	371	5.2%	783	5.2%
Home Values $300,000 to $399,999	112	8.1%	935	13.1%	2,096	13.9%
Home Values $200,000 to $299,999	305	22.0%	1,881	26.4%	4,250	28.3%
Home Values $150,000 to $199,999	292	21.1%	1,084	15.2%	2,112	14.0%
Home Values $100,000 to $149,999	195	14.1%	1,035	14.5%	2,171	14.4%
Home Values $70,000 to $99,999	149	10.8%	711	10.0%	1,156	7.7%
Home Values $50,000 to $69,999	44	3.2%	181	2.5%	272	1.8%
Home Values $25,000 to $49,999	86	6.2%	160	2.2%	226	1.5%
Home Values Under $25,000	68	4.9%	310	4.3%	908	6.0%
Owner-Occupied Median Home Value	$175,995		$208,062		$215,847	
Renter-Occupied Median Rent	$591		$700		$704	
Transportation To Work (2023)						
Drive to Work Alone	2,076	73.8%	11,020	76.6%	20,964	78.9%
Drive to Work in Carpool	326	11.6%	1,169	8.1%	2,449	9.2%
Travel to Work by Public Transportation	74	2.6%	321	2.2%	346	1.3%
Drive to Work on Motorcycle	-	-	3	-	19	-
Walk or Bicycle to Work	149	5.3%	474	3.3%	624	2.3%
Other Means	13	0.5%	315	2.2%	425	1.6%
Work at Home	176	6.3%	1,091	7.6%	1,750	6.6%
Travel Time (2023)						
Travel to Work in 14 Minutes or Less	1,237	43.9%	5,931	41.2%	9,973	37.5%
Travel to Work in 15 to 29 Minutes	791	28.1%	4,315	30.0%	8,369	31.5%
Travel to Work in 30 to 59 Minutes	449	15.9%	2,287	15.9%	4,737	17.8%
Travel to Work in 60 Minutes or More	162	5.8%	768	5.3%	1,749	6.6%
Average Minutes Travel to Work	15.3		15.3		17.1	

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