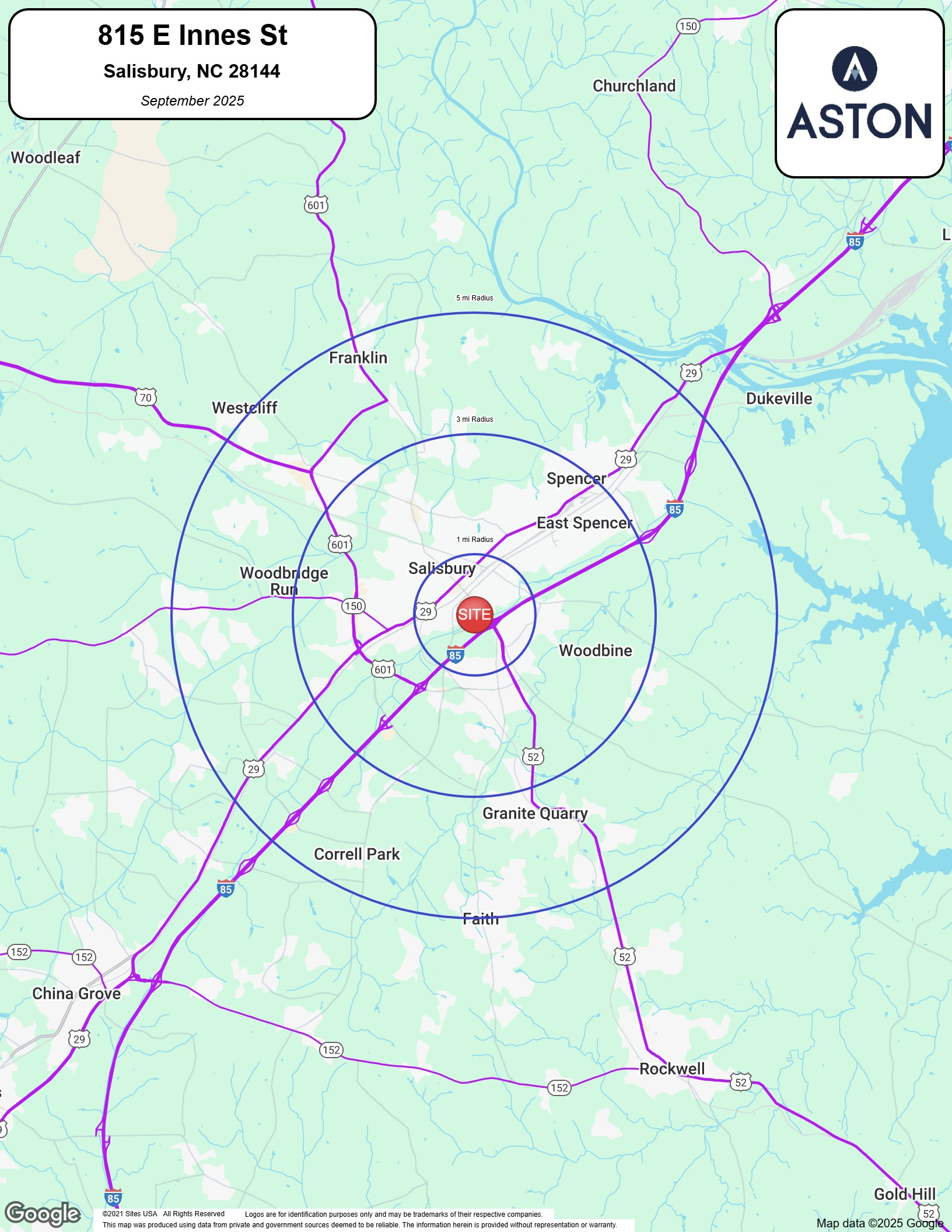


815 E Innes St

Salisbury, NC 28144

September 2025



Expanded Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 35.6595/-80.4643



815 E Innes St		1 mi radius		3 mi radius		5 mi radius	
Salisbury, NC 28144							
Population							
Estimated Population (2025)	6,683		32,911		58,051		
Projected Population (2030)	6,985		34,007		60,081		
Census Population (2020)	6,161		30,360		54,796		
Census Population (2010)	6,009		29,032		51,474		
Projected Annual Growth (2025 to 2030)	302	0.9%	1,096	0.7%	2,030	0.7%	
Historical Annual Growth (2020 to 2025)	522	1.7%	2,551	1.7%	3,255	1.2%	
Historical Annual Growth (2010 to 2020)	153	0.5%	1,328	0.9%	3,323	1.3%	
Estimated Population Density (2025)	2,128	psm	1,165	psm	739	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	
Households							
Estimated Households (2025)	2,709		13,057		22,921		
Projected Households (2030)	2,842		13,587		23,907		
Census Households (2020)	2,509		11,918		21,604		
Census Households (2010)	2,377		11,148		20,047		
Estimated Households with Children (2025)	779	28.7%	3,854	29.5%	6,834	29.8%	
Estimated Average Household Size (2025)	2.28		2.32		2.39		
Average Household Income							
Estimated Average Household Income (2025)	\$61,551		\$85,839		\$87,545		
Projected Average Household Income (2030)	\$60,698		\$84,473		\$86,316		
Estimated Average Family Income (2025)	\$87,369		\$108,952		\$108,826		
Median Household Income							
Estimated Median Household Income (2025)	\$49,283		\$67,859		\$66,772		
Projected Median Household Income (2030)	\$48,780		\$67,118		\$66,194		
Estimated Median Family Income (2025)	\$61,861		\$84,479		\$84,494		
Per Capita Income							
Estimated Per Capita Income (2025)	\$25,305		\$34,530		\$34,849		
Projected Per Capita Income (2030)	\$25,035		\$34,209		\$34,620		
Estimated Per Capita Income 5 Year Growth	-\$271	-1.1%	-\$321	-0.9%	-\$229	-0.7%	
Estimated Average Household Net Worth (2025)	\$537,706		\$805,212		\$876,222		
Daytime Demos (2025)							
Total Businesses	722		1,904		2,673		
Total Employees	7,953		22,812		30,001		
Company Headquarter Businesses	18	2.5%	64	3.4%	87	3.3%	
Company Headquarter Employees	626	7.9%	4,692	20.6%	5,457	18.2%	
Employee Population per Business	11.0		12.0		11.2		
Residential Population per Business	9.3		17.3		21.7		

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1 mi radius

3 mi radius

5 mi radius

Race & Ethnicity

White (2025)	3,078	46.1%	16,989	51.6%	33,252	57.3%
Black or African American (2025)	2,670	40.0%	11,979	36.4%	17,171	29.6%
American Indian or Alaska Native (2025)	32	0.5%	141	0.4%	280	0.5%
Asian (2025)	75	1.1%	470	1.4%	924	1.6%
Hawaiian or Pacific Islander (2025)	-	-	22	-	35	-
Other Race (2025)	412	6.2%	1,616	4.9%	3,199	5.5%
Two or More Races (2025)	415	6.2%	1,693	5.1%	3,190	5.5%
Not Hispanic or Latino Population (2025)	5,871	87.8%	29,401	89.3%	51,157	88.1%
Hispanic or Latino Population (2025)	812	12.2%	3,510	10.7%	6,894	11.9%
Not Hispanic or Latino Population (2030)	6,101	87.3%	30,067	88.4%	52,549	87.5%
Hispanic or Latino Population (2030)	885	12.7%	3,940	11.6%	7,532	12.5%
Not Hispanic or Latino Population (2020)	5,434	88.2%	27,301	89.9%	48,298	88.1%
Hispanic or Latino Population (2020)	727	11.8%	3,058	10.1%	6,498	11.9%
Not Hispanic or Latino Population (2010)	5,517	91.8%	26,986	93.0%	47,053	91.4%
Hispanic or Latino Population (2010)	492	8.2%	2,046	7.0%	4,421	8.6%
Projected Hispanic Annual Growth (2025 to 2030)	73	1.8%	430	2.4%	638	1.9%
Historic Hispanic Annual Growth (2010 to 2025)	320	4.3%	1,465	4.8%	2,473	3.7%

Age Distribution (2025)

Age Under 5	435	6.5%	1,939	5.9%	3,248	5.6%
Age 5 to 9 Years	423	6.3%	2,029	6.2%	3,546	6.1%
Age 10 to 14 Years	376	5.6%	1,887	5.7%	3,577	6.2%
Age 15 to 19 Years	380	5.7%	2,466	7.5%	4,211	7.3%
Age 20 to 24 Years	459	6.9%	2,847	8.7%	4,437	7.6%
Age 25 to 29 Years	496	7.4%	2,267	6.9%	3,691	6.4%
Age 30 to 34 Years	563	8.4%	2,375	7.2%	4,006	6.9%
Age 35 to 39 Years	442	6.6%	1,950	5.9%	3,499	6.0%
Age 40 to 44 Years	408	6.1%	1,779	5.4%	3,331	5.7%
Age 45 to 49 Years	357	5.3%	1,698	5.2%	3,173	5.5%
Age 50 to 54 Years	378	5.7%	1,826	5.5%	3,408	5.9%
Age 55 to 59 Years	400	6.0%	1,976	6.0%	3,657	6.3%
Age 60 to 64 Years	436	6.5%	2,056	6.2%	3,761	6.5%
Age 65 to 74 Years	644	9.6%	3,320	10.1%	6,089	10.5%
Age 75 to 84 Years	345	5.2%	1,774	5.4%	3,285	5.7%
Age 85 Years or Over	141	2.1%	721	2.2%	1,132	2.0%
Median Age	36.6		36.1		37.7	

Gender Age Distribution (2025)

Female Population	3,234	48.4%	15,879	48.2%	28,518	49.1%
Age 0 to 19 Years	756	23.4%	3,691	23.2%	6,718	23.6%
Age 20 to 64 Years	1,901	58.8%	9,184	57.8%	16,273	57.1%
Age 65 Years or Over	577	17.8%	3,005	18.9%	5,527	19.4%
Female Median Age	37.4		38.6		39.6	
Male Population	3,449	51.6%	17,032	51.8%	29,533	50.9%
Age 0 to 19 Years	857	24.9%	4,631	27.2%	7,864	26.6%
Age 20 to 64 Years	2,038	59.1%	9,591	56.3%	16,690	56.5%
Age 65 Years or Over	554	16.1%	2,809	16.5%	4,979	16.9%
Male Median Age	35.9		34.3		36.0	

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5 mi radius

Household Income Distribution (2025)

HH Income \$200,000 or More	85	3.1%	1,027	7.9%	1,918	8.4%
HH Income \$150,000 to \$199,999	110	4.1%	798	6.1%	1,396	6.1%
HH Income \$100,000 to \$149,999	276	10.2%	1,667	12.8%	2,831	12.4%
HH Income \$75,000 to \$99,999	235	8.7%	1,457	11.2%	2,794	12.2%
HH Income \$50,000 to \$74,999	589	21.7%	2,424	18.6%	4,454	19.4%
HH Income \$35,000 to \$49,999	281	10.4%	1,444	11.1%	2,438	10.6%
HH Income \$25,000 to \$34,999	233	8.6%	1,032	7.9%	2,131	9.3%
HH Income \$15,000 to \$24,999	223	8.2%	1,151	8.8%	1,962	8.6%
HH Income Under \$15,000	677	25.0%	2,056	15.7%	2,996	13.1%
HH Income \$35,000 or More	1,576	58.2%	8,817	67.5%	15,832	69.1%
HH Income \$75,000 or More	706	26.1%	4,949	37.9%	8,940	39.0%

Housing (2025)

Total Housing Units	3,038		14,612		25,481	
Housing Units Occupied	2,709	89.2%	13,057	89.4%	22,921	90.0%
Housing Units Owner-Occupied	1,119	41.3%	6,296	48.2%	12,684	55.3%
Housing Units, Renter-Occupied	1,590	58.7%	6,760	51.8%	10,237	44.7%
Housing Units, Vacant	330	12.2%	1,555	11.9%	2,561	11.2%

Marital Status (2025)

Never Married	2,202	40.4%	10,607	39.2%	17,877	37.5%
Currently Married	1,837	33.7%	10,471	38.7%	19,993	41.9%
Separated	372	6.8%	1,462	5.4%	2,153	4.5%
Widowed	272	5.0%	1,355	5.0%	2,374	5.0%
Divorced	768	14.1%	3,160	11.7%	5,283	11.1%

Household Type (2025)

Population Family	4,623	69.2%	23,220	70.6%	43,595	75.1%
Population Non-Family	1,566	23.4%	7,057	21.4%	11,269	19.4%
Population Group Quarters	494	7.4%	2,634	8.0%	3,187	5.5%
Family Households	1,500	55.4%	7,614	58.3%	14,220	62.0%
Non-Family Households	1,209	44.6%	5,443	41.7%	8,700	38.0%
Married Couple with Children	324	17.7%	1,754	16.7%	3,547	17.7%
Average Family Household Size	3.1		3.0		3.1	

Household Size (2025)

1 Person Households	1,023	37.8%	4,569	35.0%	7,331	32.0%
2 Person Households	827	30.5%	4,280	32.8%	7,775	33.9%
3 Person Households	371	13.7%	1,832	14.0%	3,340	14.6%
4 Person Households	251	9.3%	1,261	9.7%	2,430	10.6%
5 Person Households	131	4.8%	648	5.0%	1,192	5.2%
6 or More Person Households	105	3.9%	467	3.6%	853	3.7%

Household Vehicles (2025)

Households with 0 Vehicles Available	472	17.4%	1,466	11.2%	2,102	9.2%
Households with 1 Vehicles Available	1,112	41.1%	4,914	37.6%	7,941	34.6%
Households with 2 or More Vehicles Available	1,125	41.5%	6,677	51.1%	12,878	56.2%
Total Vehicles Available	3,930		21,516		41,318	
Average Vehicles Per Household	1.5		1.6		1.8	

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Labor Force (2025)

Estimated Labor Population Age 16 Years or Over	5,378		26,715		46,975	
Estimated Civilian Employed	2,824	52.5%	14,879	55.7%	26,427	56.3%
Estimated Civilian Unemployed	138	2.6%	712	2.7%	1,383	2.9%
Estimated in Armed Forces	7	0.1%	14	-	18	-
Estimated Not in Labor Force	2,410	44.8%	11,110	41.6%	19,148	40.8%
Unemployment Rate	2.6%		2.7%		2.9%	

Occupation (2025)

Occupation: Population Age 16 Years or Over	2,824		14,877		26,425	
Management, Business, Financial Operations	537	19.0%	2,886	19.4%	4,725	17.9%
Professional, Related Service	431	15.3%	3,309	22.2%	5,500	20.8%
Sales, Office	452	16.0%	2,486	16.7%	4,305	16.3%
Farming, Fishing, Forestry	601	21.3%	2,706	18.2%	5,024	19.0%
Construct, Extraction, Maintenance	-	-	2	-	3	-
Production, Transport Material Moving	167	5.9%	911	6.1%	1,886	7.1%
White Collar Workers	636	22.5%	2,577	17.3%	4,982	18.9%
Blue Collar Workers	1,568	55.5%	8,900	59.8%	15,249	57.7%
	1,256	44.5%	5,976	40.2%	11,176	42.3%

Consumer Expenditure (2025)

Total Household Expenditure	\$197.59 M		\$1.14 B		\$2.06 B	
Total Non-Retail Expenditure	\$94.59 M	47.9%	\$564.85 M	49.5%	\$1.01 B	49.0%
Total Retail Expenditure	\$103 M	52.1%	\$575.41 M	50.5%	\$1.05 B	51.0%
Alcoholic Beverages	\$1.18 M	0.6%	\$6.86 M	0.6%	\$12.37 M	0.6%
Apparel	\$3.7 M	1.9%	\$21.05 M	1.8%	\$37.95 M	1.8%
Contributions	\$5.59 M	2.8%	\$34.64 M	3.0%	\$62.4 M	3.0%
Education	\$4.14 M	2.1%	\$25.01 M	2.2%	\$45.07 M	2.2%
Entertainment	\$11.57 M	5.9%	\$65.38 M	5.7%	\$117.83 M	5.7%
Food Away From Home	\$8.7 M	4.4%	\$49.84 M	4.4%	\$89.86 M	4.4%
Grocery	\$15.44 M	7.8%	\$79.45 M	7.0%	\$143.47 M	7.0%
Health Care	\$17.3 M	8.8%	\$84.4 M	7.4%	\$150.84 M	7.3%
Household Furnishings and Equipment	\$5.18 M	2.6%	\$29.98 M	2.6%	\$54.04 M	2.6%
Household Operations	\$3.84 M	1.9%	\$21.48 M	1.9%	\$38.73 M	1.9%
Miscellaneous Expenses	\$3.37 M	1.7%	\$19.35 M	1.7%	\$34.85 M	1.7%
Personal Care	\$2.91 M	1.5%	\$15.34 M	1.3%	\$27.7 M	1.3%
Shelter	\$36.32 M	18.4%	\$195.41 M	17.1%	\$343.86 M	16.7%
Tax and Retirement	\$35.4 M	17.9%	\$250.21 M	21.9%	\$450.08 M	21.9%
Tobacco and Related	\$1.48 M	0.7%	\$6.69 M	0.6%	\$12.06 M	0.6%
Transportation	\$30.31 M	15.3%	\$178.19 M	15.6%	\$333.67 M	16.2%
Utilities	\$11.17 M	5.7%	\$56.99 M	5.0%	\$102.93 M	5.0%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	4,611		21,742		39,032	
Elementary (Grade Level 0 to 8)	345	7.5%	906	4.2%	1,615	4.1%
Some High School (Grade Level 9 to 11)	359	7.8%	1,411	6.5%	2,656	6.8%
High School Graduate	1,445	31.3%	6,148	28.3%	11,844	30.3%
Some College	996	21.6%	5,028	23.1%	8,560	21.9%
Associate Degree Only	402	8.7%	2,002	9.2%	3,861	9.9%
Bachelor Degree Only	710	15.4%	3,968	18.3%	6,662	17.1%
Graduate Degree	355	7.7%	2,278	10.5%	3,834	9.8%

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Units In Structure (2025)

1 Detached Unit	1,498	63.0%	8,306	74.5%	15,313	76.4%
1 Attached Unit	199	8.4%	519	4.7%	658	3.3%
2 to 4 Units	400	16.8%	1,598	14.3%	2,290	11.4%
5 to 9 Units	235	9.9%	689	6.2%	1,367	6.8%
10 to 19 Units	93	3.9%	745	6.7%	1,152	5.7%
20 to 49 Units	33	1.4%	262	2.4%	353	1.8%
50 or More Units	87	3.7%	395	3.5%	481	2.4%
Mobile Home or Trailer	67	2.8%	383	3.4%	1,141	5.7%
Other Structure	97	4.1%	161	1.4%	165	0.8%

Homes Built By Year (2025)

Homes Built 2010 or later	276	11.6%	1,869	16.8%	2,830	14.1%
Homes Built 2000 to 2009	236	9.9%	1,241	11.1%	2,711	13.5%
Homes Built 1990 to 1999	103	4.3%	1,259	11.3%	2,892	14.4%
Homes Built 1980 to 1989	253	10.7%	995	8.9%	2,423	12.1%
Homes Built 1970 to 1979	220	9.3%	1,336	12.0%	2,718	13.6%
Homes Built 1960 to 1969	226	9.5%	1,440	12.9%	2,304	11.5%
Homes Built 1950 to 1959	292	12.3%	1,519	13.6%	2,520	12.6%
Homes Built Before 1949	1,104	46.4%	3,398	30.5%	4,523	22.6%

Home Values (2025)

Home Values \$1,000,000 or More	5	0.4%	46	0.7%	77	0.6%
Home Values \$500,000 to \$999,999	58	5.2%	491	7.8%	1,115	8.8%
Home Values \$400,000 to \$499,999	66	5.9%	595	9.4%	1,213	9.6%
Home Values \$300,000 to \$399,999	173	15.5%	1,198	19.0%	2,739	21.6%
Home Values \$200,000 to \$299,999	337	30.1%	1,918	30.5%	3,894	30.7%
Home Values \$150,000 to \$199,999	252	22.5%	984	15.6%	1,727	13.6%
Home Values \$100,000 to \$149,999	98	8.8%	434	6.9%	774	6.1%
Home Values \$70,000 to \$99,999	49	4.4%	204	3.2%	321	2.5%
Home Values \$50,000 to \$69,999	15	1.4%	222	3.5%	297	2.3%
Home Values \$25,000 to \$49,999	33	3.0%	81	1.3%	190	1.5%
Home Values Under \$25,000	32	2.8%	124	2.0%	338	2.7%
Owner-Occupied Median Home Value	\$224,713		\$261,395		\$275,911	
Renter-Occupied Median Rent	\$833		\$964		\$910	

Transportation To Work (2025)

Drive to Work Alone	2,176	77.1%	11,356	76.3%	20,319	76.9%
Drive to Work in Carpool	280	9.9%	1,322	8.9%	2,814	10.6%
Travel to Work by Public Transportation	82	2.9%	298	2.0%	352	1.3%
Drive to Work on Motorcycle	-	-	-	-	2	-
Walk or Bicycle to Work	99	3.5%	450	3.0%	576	2.2%
Other Means	7	0.2%	122	0.8%	290	1.1%
Work at Home	181	6.4%	1,328	8.9%	2,073	7.8%

Travel Time (2025)

Travel to Work in 14 Minutes or Less	1,089	38.6%	5,646	37.9%	8,925	33.8%
Travel to Work in 15 to 29 Minutes	883	31.3%	4,448	29.9%	8,247	31.2%
Travel to Work in 30 to 59 Minutes	520	18.4%	2,516	16.9%	4,969	18.8%
Travel to Work in 60 Minutes or More	151	5.3%	939	6.3%	2,211	8.4%
Average Minutes Travel to Work	17.8		16.9		18.6	