



Salisbury Shopping Center

Latitude: 35.6542

Longitude: -80.4705

323 S Arlington St

Salisbury, NC 28144

Radius: 3.0 miles

323 S Arlington St

Salisbury, NC 28144

Radius: 5.0 miles

323 S Arlington St

Salisbury, NC 28144

Radius: 7.0 miles



2000 Total Population	27,144	50,868	70,199
2000 Group Quarters	2,887	3,510	4,110
2005 Total Population	27,879	52,777	72,915
2010 Total Population	28,343	53,901	74,495
2005 - 2010 Annual Rate	0.33%	0.42%	0.43%



2000 Households	10,472	19,490	26,870
2000 Average Household Size	2.32	2.43	2.46
2005 Households	10,837	20,368	28,148
2005 Average Household Size	2.3	2.41	2.44
2010 Households	11,068	20,878	28,874
2010 Average Household Size	2.29	2.41	2.43
2005 - 2010 Annual Rate	0.42%	0.5%	0.51%
2000 Families	6,408	12,809	18,407
2000 Average Family Size	2.95	2.99	2.97
2005 Families	6,450	13,090	18,896
2005 Average Family Size	2.96	3	2.97
2010 Families	6,409	13,106	18,969
2010 Average Family Size	2.96	3.01	2.97
2005 - 2010 Annual Rate	-0.13%	0.02%	0.08%



2000 Housing Units	11,510	21,218	29,046
Owner Occupied Housing Units	49.2%	57.9%	62.8%
Renter Occupied Housing Units	41.7%	33.9%	29.5%
Vacant Housing Units	9.1%	8.2%	7.6%
2005 Housing Units	12,110	22,536	30,914
Owner Occupied Housing Units	49.2%	57.9%	62.7%
Renter Occupied Housing Units	40.3%	32.5%	28.3%
Vacant Housing Units	10.5%	9.6%	8.9%
2010 Housing Units	12,553	23,443	32,173
Owner Occupied Housing Units	48.6%	57.0%	61.9%
Renter Occupied Housing Units	39.6%	32.1%	27.9%
Vacant Housing Units	11.8%	10.9%	10.3%

Median Household Income

2000	\$31,322	\$35,461	\$37,289
2005	\$36,062	\$40,477	\$42,275
2010	\$41,191	\$45,872	\$47,707

Median Home Value

2000	\$85,383	\$89,790	\$91,008
2005	\$105,942	\$112,393	\$113,382
2010	\$126,798	\$135,246	\$136,431

Per Capita Income

2000	\$17,726	\$18,657	\$18,638
2005	\$20,626	\$21,708	\$21,585
2010	\$24,038	\$25,200	\$24,933

Median Age

2000	36.9	36.7	36.6
2005	37.7	37.8	37.8
2010	38.9	39.1	39.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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2000 Households by Income

Household Income Base	3.0 miles	5.0 miles	7.0 miles
< \$15,000	10,516 (24.1%)	19,480 (20.7%)	26,886 (18.5%)
\$15,000 - \$24,999	16.5%	14.9%	14.1%
\$25,000 - \$34,999	14.1%	13.7%	14.3%
\$35,000 - \$49,999	18.0%	18.4%	19.1%
\$50,000 - \$74,999	13.8%	16.8%	18.4%
\$75,000 - \$99,999	7.1%	8.5%	8.9%
\$100,000 - \$149,999	3.7%	4.5%	4.5%
\$150,000 - \$199,999	1.0%	1.0%	0.9%
\$200,000+	1.6%	1.5%	1.4%
Average Household Income	\$44,135	\$46,909	\$47,287

2005 Households by Income

Household Income Base	3.0 miles	5.0 miles	7.0 miles
< \$15,000	10,838 (21.0%)	20,368 (17.8%)	28,147 (15.8%)
\$15,000 - \$24,999	14.8%	13.3%	12.7%
\$25,000 - \$34,999	12.7%	12.3%	12.3%
\$35,000 - \$49,999	17.6%	17.8%	18.3%
\$50,000 - \$74,999	16.8%	18.6%	20.1%
\$75,000 - \$99,999	7.7%	9.5%	10.2%
\$100,000 - \$149,999	6.0%	7.3%	7.4%
\$150,000 - \$199,999	1.2%	1.4%	1.4%
\$200,000+	2.1%	2.1%	1.8%
Average Household Income	\$49,655	\$53,381	\$53,956

2010 Households by Income

Household Income Base	3.0 miles	5.0 miles	7.0 miles
< \$15,000	11,069 (19.2%)	20,878 (16.1%)	28,873 (14.2%)
\$15,000 - \$24,999	12.3%	11.3%	10.8%
\$25,000 - \$34,999	12.3%	11.6%	11.3%
\$35,000 - \$49,999	15.0%	15.1%	15.9%
\$50,000 - \$74,999	19.6%	20.6%	21.5%
\$75,000 - \$99,999	8.6%	10.5%	11.3%
\$100,000 - \$149,999	8.3%	9.8%	10.1%
\$150,000 - \$199,999	1.9%	2.4%	2.3%
\$200,000+	2.8%	2.8%	2.5%
Average Household Income	\$57,872	\$61,906	\$62,217

2000 Owner Occupied HUs by Value

Total	3.0 miles	5.0 miles	7.0 miles
<\$50,000	5,648 (15.5%)	12,272 (15.8%)	18,278 (16.3%)
\$50,000 - 99,999	46.8%	41.8%	40.8%
\$100,000 - 149,999	20.4%	23.2%	24.1%
\$150,000 - 199,999	7.0%	10.2%	10.1%
\$200,000 - \$299,999	5.8%	5.5%	5.3%
\$300,000 - 499,999	3.2%	2.8%	2.5%
\$500,000 - 999,999	1.2%	0.6%	0.6%
\$1,000,000+	0.2%	0.2%	0.1%
Average Home Value	\$114,443	\$113,047	\$111,672

2000 Specified Renter Occupied HUs by Contract Rent

Total	3.0 miles	5.0 miles	7.0 miles
With Cash Rent	4,820 (94.6%)	7,163 (93.7%)	8,474 (93.0%)
No Cash Rent	5.4%	6.3%	7.0%
Median Rent	\$384	\$396	\$392
Average Rent	\$400	\$406	\$403

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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2000 Population by Age

Total	27,144	50,868	70,202
0 - 4	6.4%	6.5%	6.5%
5 - 9	6.4%	6.6%	6.8%
10 - 14	6.3%	6.7%	6.9%
15 - 24	15.9%	14.4%	13.7%
25 - 34	12.6%	13.3%	13.7%
35 - 44	13.2%	14.5%	15.3%
45 - 54	12.0%	12.9%	13.3%
55 - 64	8.1%	8.7%	8.9%
65 - 74	8.2%	7.7%	7.4%
75 - 84	7.6%	6.3%	5.6%
85+	3.3%	2.4%	2.0%
18+	77.6%	76.6%	76.1%

2005 Population by Age

Total	27,877	52,779	72,915
0 - 4	6.5%	6.6%	6.5%
5 - 9	5.9%	6.1%	6.2%
10 - 14	6.2%	6.4%	6.6%
15 - 24	16.0%	14.5%	13.8%
25 - 34	12.3%	12.8%	13.0%
35 - 44	12.7%	13.7%	14.6%
45 - 54	12.9%	13.7%	14.1%
55 - 64	9.1%	9.9%	10.3%
65 - 74	7.1%	7.0%	6.9%
75 - 84	7.6%	6.4%	5.6%
85+	3.8%	2.8%	2.3%
18+	77.9%	77.2%	76.9%

2010 Population by Age

Total	28,345	53,900	74,497
0 - 4	6.4%	6.5%	6.4%
5 - 9	5.6%	5.7%	5.8%
10 - 14	6.1%	6.4%	6.6%
15 - 24	16.2%	14.6%	13.9%
25 - 34	11.3%	11.7%	11.8%
35 - 44	12.1%	13.1%	13.9%
45 - 54	13.4%	14.3%	14.8%
55 - 64	10.7%	11.4%	11.8%
65 - 74	7.0%	7.0%	6.9%
75 - 84	7.2%	6.1%	5.4%
85+	4.1%	3.1%	2.6%
18+	78.6%	77.9%	77.5%

2000 Population by Sex

Males	47.5%	48.5%	49.3%
Females	52.5%	51.5%	50.7%

2005 Population by Sex

Males	47.8%	48.8%	49.5%
Females	52.2%	51.2%	50.5%

2010 Population by Sex

Males	47.9%	48.9%	49.6%
Females	52.1%	51.1%	50.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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2000 Population by Race/Ethnicity

Total	27,145	50,868	70,199
White Alone	56.9%	66.7%	72.6%
Black Alone	38.3%	28.4%	22.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.3%	1.2%	1.1%
Some Other Race Alone	1.8%	2.2%	2.0%
Two or More Races	1.3%	1.3%	1.1%
Hispanic Origin	4.3%	4.7%	4.2%
Diversity Index	56.7	52.2	46.7

2005 Population by Race/Ethnicity

Total	27,880	52,778	72,915
White Alone	55.9%	65.6%	71.5%
Black Alone	38.4%	28.4%	23.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.6%	1.4%	1.3%
Some Other Race Alone	2.3%	2.8%	2.5%
Two or More Races	1.5%	1.4%	1.3%
Hispanic Origin	5.2%	5.6%	5.1%
Diversity Index	58.5	54.3	49.0

2010 Population by Race/Ethnicity

Total	28,343	53,900	74,494
White Alone	54.8%	64.4%	70.3%
Black Alone	38.4%	28.4%	23.1%
American Indian Alone	0.3%	0.3%	0.4%
Asian or Pacific Islander Alone	1.9%	1.7%	1.6%
Some Other Race Alone	2.9%	3.5%	3.2%
Two or More Races	1.7%	1.6%	1.5%
Hispanic Origin	6.2%	6.7%	6.1%
Diversity Index	60.4	56.6	51.5



2000 Population 3+ by School Enrollment

Total	26,122	48,900	67,366
Enrolled in Nursery/Preschool	1.7%	1.7%	1.7%
Enrolled in Kindergarten	1.2%	1.2%	1.3%
Enrolled in Grade 1-8	11.1%	11.5%	11.6%
Enrolled in Grade 9-12	5.5%	5.6%	5.7%
Enrolled in College	7.2%	5.7%	5.0%
Enrolled in Grad/Prof School	0.7%	0.6%	0.6%
Not Enrolled in School	72.6%	73.6%	74.0%

2000 Population 25+ by Educational Attainment

Total	17,853	33,577	46,506
Less than 9th Grade	9.1%	8.3%	7.7%
9th - 12th Grade, No Diploma	17.2%	15.9%	16.0%
High School Graduate	29.0%	29.4%	30.9%
Some College, No Degree	19.9%	20.7%	21.0%
Associate Degree	4.7%	5.8%	6.3%
Bachelor's Degree	15.0%	14.3%	12.9%
Master's/Prof/Doctorate Degree	5.1%	5.7%	5.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2000 Population 15+ by Sex and Marital Status

Total	21,976	40,846	56,063
Females	52.7%	52.0%	51.2%
Never Married	12.9%	11.3%	10.2%
Married, not Separated	23.5%	26.6%	28.0%
Married, Separated	1.7%	1.5%	1.5%
Widowed	8.9%	7.3%	6.4%
Divorced	5.7%	5.3%	5.1%
Males	47.3%	48.0%	48.8%
Never Married	13.8%	12.9%	12.3%
Married, not Separated	25.6%	28.2%	29.8%
Married, Separated	1.9%	1.6%	1.5%
Widowed	2.2%	1.8%	1.6%
Divorced	3.7%	3.5%	3.7%



2000 Population 16+ by Employment Status

Total	21,640	40,217	55,187
In Labor Force	59.1%	62.0%	62.9%
Civilian Employed	50.6%	55.6%	57.6%
Civilian Unemployed	8.4%	6.3%	5.1%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	40.9%	38.0%	37.1%

2005 Civilian Population 16+ in Labor Force

Civilian Employed	86.2%	88.9%	90.6%
Civilian Unemployed	13.8%	11.1%	9.4%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	87.0%	89.5%	91.2%
Civilian Unemployed	13.0%	10.5%	8.8%

2000 Females 16+ by Employment Status and Age of Children

Total	11,460	20,998	28,323
Own Children < 6 Only	8.3%	8.5%	8.8%
Employed/in Armed Forces	5.2%	5.3%	5.3%
Unemployed	0.7%	0.7%	0.6%
Not in Labor Force	2.4%	2.5%	2.8%
Own Children < 6 and 6-17 Only	4.0%	4.6%	4.8%
Employed/in Armed Forces	3.0%	3.2%	3.3%
Unemployed	0.1%	0.2%	0.1%
Not in Labor Force	1.0%	1.2%	1.4%
Own Children 6-17 Only	13.7%	15.3%	15.9%
Employed/in Armed Forces	10.1%	11.7%	12.3%
Unemployed	0.2%	0.3%	0.3%
Not in Labor Force	3.4%	3.3%	3.3%
No Own Children < 18	74.0%	71.5%	70.4%
Employed/in Armed Forces	30.6%	32.1%	32.7%
Unemployed	4.1%	4.0%	3.4%
Not in Labor Force	39.2%	35.5%	34.3%

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2005 Employed Population 16+ by Industry

	3.0 miles	5.0 miles	7.0 miles
Total	11,162	22,854	32,406
Agriculture/Mining	0.2%	0.4%	0.5%
Construction	7.0%	8.1%	8.9%
Manufacturing	19.2%	19.4%	20.0%
Wholesale Trade	2.4%	3.4%	3.7%
Retail Trade	11.5%	12.1%	12.0%
Transportation/Utilities	3.3%	3.5%	4.1%
Information	1.3%	1.2%	1.2%
Finance/Insurance/Real Estate	3.4%	3.6%	3.8%
Services	47.7%	44.2%	42.1%
Public Administration	4.1%	4.1%	3.7%

2005 Employed Population 16+ by Occupation

	3.0 miles	5.0 miles	7.0 miles
Total	11,159	22,853	32,410
White Collar	50.8%	51.5%	50.7%
Management/Business/Financial	10.6%	11.1%	10.6%
Professional	19.2%	18.8%	17.9%
Sales	8.6%	9.2%	9.2%
Administrative Support	12.3%	12.5%	13.0%
Services	19.4%	16.7%	15.8%
Blue Collar	29.9%	31.8%	33.5%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	5.8%	7.1%	7.8%
Installation/Maintenance/Repair	2.3%	3.2%	4.0%
Production	14.0%	13.7%	13.7%
Transportation/Material Moving	7.8%	7.6%	7.8%



2000 Workers 16+ by Means of Transportation to Work

	3.0 miles	5.0 miles	7.0 miles
Total	10,743	21,891	31,111
Drove Alone - Car, Truck, or Van	76.5%	79.7%	80.5%
Carpooled - Car, Truck, or Van	16.7%	15.2%	14.7%
Public Transportation	1.0%	0.7%	0.5%
Walked	2.7%	1.6%	1.3%
Other Means	0.9%	0.9%	1.0%
Worked at Home	2.1%	1.9%	2.0%

2000 Workers 16+ by Travel Time to Work

	3.0 miles	5.0 miles	7.0 miles
Total	10,745	21,891	31,110
Did Not Work at Home	97.9%	98.1%	98.0%
Less than 5 minutes	3.9%	3.5%	3.2%
5 to 9 minutes	19.7%	14.7%	12.5%
10 to 19 minutes	42.8%	42.7%	41.3%
20 to 24 minutes	10.3%	12.9%	14.8%
25 to 34 minutes	9.8%	10.7%	12.1%
35 to 44 minutes	2.5%	3.2%	3.4%
45 to 59 minutes	4.5%	5.0%	5.0%
60 to 89 minutes	2.7%	3.4%	3.6%
90 or more minutes	1.9%	1.9%	2.1%
Worked at Home	2.1%	1.9%	2.0%
Average Travel Time to Work (in min)	18.9	20.6	21.5

2000 Households by Vehicles Available

	3.0 miles	5.0 miles	7.0 miles
Total	10,485	19,486	26,856
None	14.5%	10.1%	8.6%
1	40.5%	37.0%	33.9%
2	30.5%	34.6%	36.7%
3	10.5%	13.2%	15.2%
4	3.3%	3.5%	3.9%
5+	0.7%	1.5%	1.8%
Average Number of Vehicles Available	1.5	1.7	1.8

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2000 Households by Type

Total	10,471	19,490	26,871
Family Households	61.2%	65.7%	68.5%
Married-couple Family	39.4%	46.6%	50.9%
With Related Children	15.6%	19.7%	22.2%
Other Family (No Spouse)	21.8%	19.1%	17.6%
With Related Children	15.5%	13.3%	12.2%
Nonfamily Households	38.8%	34.3%	31.5%
Householder Living Alone	33.5%	29.3%	26.8%
Householder Not Living Alone	5.3%	4.9%	4.7%
Households with Related Children	31.1%	33.0%	34.4%
Households with Persons 65+	30.1%	27.1%	25.4%

2000 Households by Size

Total	10,472	19,490	26,870
1 Person Household	33.6%	29.3%	26.8%
2 Person Household	32.4%	33.8%	34.4%
3 Person Household	15.4%	16.6%	17.5%
4 Person Household	10.8%	12.4%	13.3%
5 Person Household	4.9%	5.1%	5.3%
6 Person Household	1.8%	1.7%	1.7%
7+ Person Household	1.2%	1.0%	1.0%

2000 Households by Year Householder Moved In

Total	10,486	19,484	26,859
Moved in 1999 to March 2000	23.5%	22.3%	20.6%
Moved in 1995 to 1998	27.6%	26.8%	26.7%
Moved in 1990 to 1994	13.5%	14.5%	14.9%
Moved in 1980 to 1989	12.6%	14.5%	15.3%
Moved in 1970 to 1979	8.0%	8.6%	9.5%
Moved in 1969 or Earlier	14.9%	13.3%	13.0%
Median Year Householder Moved In	1995	1995	1994



2000 Housing Units by Units in Structure

Total	11,524	21,213	29,073
1, Detached	66.0%	67.0%	67.2%
1, Attached	3.2%	2.6%	2.0%
2	6.9%	5.0%	4.3%
3 or 4	6.7%	4.2%	3.2%
5 to 9	5.5%	5.5%	4.2%
10 to 19	2.9%	2.6%	2.0%
20+	4.8%	3.7%	2.7%
Mobile Home	4.1%	9.4%	14.4%
Other	0.1%	0.0%	0.0%

2000 Housing Units by Year Structure Built

Total	11,516	21,211	29,034
1999 to March 2000	2.1%	3.4%	3.6%
1995 to 1998	6.0%	8.2%	9.6%
1990 to 1994	4.9%	6.6%	7.6%
1980 to 1989	10.4%	15.2%	16.3%
1970 to 1979	12.3%	14.6%	16.5%
1969 or Earlier	64.4%	52.1%	46.4%
Median Year Structure Built	1961	1969	1972

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments

1.	Great Expectations	Great Expectations	Midland Crowd
2.	Simple Living	Midland Crowd	Salt of the Earth
3.	Midlife Junction	Midlife Junction	Great Expectations

 **2005 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$15,925,694	\$31,354,271	\$42,975,718
Average Spent	\$1,469.57	\$1,539.39	\$1,526.78
Spending Potential Index	56	59	58
Computers & Accessories: Total \$	\$2,016,734	\$3,975,195	\$5,451,747
Average Spent	\$186.10	\$195.17	\$193.68
Spending Potential Index	75	79	78
Education: Total \$	\$10,018,642	\$18,582,409	\$24,555,347
Average Spent	\$924.48	\$912.33	\$872.37
Spending Potential Index	85	84	80
Entertainment/Recreation: Total \$	\$24,951,146	\$50,920,963	\$71,725,057
Average Spent	\$2,302.40	\$2,500.05	\$2,548.14
Spending Potential Index	72	78	80
Food at Home: Total \$	\$39,119,021	\$78,269,126	\$109,368,154
Average Spent	\$3,609.76	\$3,842.75	\$3,885.47
Spending Potential Index	76	81	82
Food Away from Home: Total \$	\$26,557,020	\$52,723,910	\$72,882,254
Average Spent	\$2,450.59	\$2,588.57	\$2,589.25
Spending Potential Index	76	80	80
Health Care: Total \$	\$29,061,877	\$59,706,424	\$84,813,269
Average Spent	\$2,681.73	\$2,931.38	\$3,013.12
Spending Potential Index	76	83	85
HH Furnishings & Equipment: Total \$	\$14,317,668	\$29,218,930	\$40,984,750
Average Spent	\$1,321.18	\$1,434.55	\$1,456.04
Spending Potential Index	62	67	68
Investments: Total \$	\$32,506,074	\$61,187,964	\$79,351,436
Average Spent	\$2,999.55	\$3,004.12	\$2,819.08
Spending Potential Index	66	67	62
Retail Goods: Total \$	\$192,127,693	\$393,700,972	\$558,121,721
Average Spent	\$17,728.86	\$19,329.39	\$19,828.11
Spending Potential Index	70	77	79
Shelter: Total \$	\$108,023,923	\$214,401,685	\$294,419,983
Average Spent	\$9,968.07	\$10,526.40	\$10,459.71
Spending Potential Index	72	76	76
TV/Video/Sound Equipment: Total \$	\$8,850,020	\$17,467,728	\$24,087,961
Average Spent	\$816.65	\$857.61	\$855.76
Spending Potential Index	77	81	81
Travel: Total \$	\$13,585,923	\$27,331,879	\$37,878,134
Average Spent	\$1,253.66	\$1,341.90	\$1,345.68
Spending Potential Index	73	78	78
Vehicle Maintenance & Repairs: Total \$	\$8,192,712	\$16,578,382	\$23,204,601
Average Spent	\$755.99	\$813.94	\$824.38
Spending Potential Index	73	79	80

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.