



## Community Profile

Rings: 1, 3, 5 mile radii

447 S Broadway, Salem, NH 03079, USA

Latitude: 42.7468

Longitude: -71.20141

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	3,685	70,342	169,384
2020 Total Population	3,898	78,075	191,711
2020 Group Quarters	50	1,126	2,902
2022 Total Population	3,895	78,704	192,545
2022 Group Quarters	50	1,126	2,902
2027 Total Population	3,877	79,105	193,143
2022-2027 Annual Rate	-0.09%	0.10%	0.06%
2022 Total Daytime Population	3,978	69,628	183,091
Workers	2,285	30,827	86,145
Residents	1,693	38,801	96,946
<b>Household Summary</b>			
2010 Households	1,509	24,750	60,462
2010 Average Household Size	2.44	2.81	2.78
2020 Total Households	1,584	27,801	67,905
2020 Average Household Size	2.43	2.77	2.78
2022 Households	1,585	28,177	68,452
2022 Average Household Size	2.43	2.75	2.77
2027 Households	1,582	28,341	68,639
2027 Average Household Size	2.42	2.75	2.77
2022-2027 Annual Rate	-0.04%	0.12%	0.05%
2010 Families	969	17,335	41,994
2010 Average Family Size	3.09	3.35	3.31
2022 Families	1,007	19,405	46,801
2022 Average Family Size	3.08	3.30	3.32
2027 Families	1,009	19,491	46,902
2027 Average Family Size	3.06	3.30	3.32
2022-2027 Annual Rate	0.04%	0.09%	0.04%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,378	24,301	59,681
Owner Occupied Housing Units	65.6%	56.8%	53.9%
Renter Occupied Housing Units	32.6%	40.3%	42.6%
Vacant Housing Units	1.8%	3.0%	3.4%
2010 Housing Units	1,566	26,090	64,108
Owner Occupied Housing Units	66.2%	55.4%	52.9%
Renter Occupied Housing Units	30.1%	39.5%	41.4%
Vacant Housing Units	3.6%	5.1%	5.7%
2020 Housing Units	1,629	28,824	70,747
Vacant Housing Units	2.8%	3.5%	4.0%
2022 Housing Units	1,626	29,304	71,471
Owner Occupied Housing Units	69.6%	55.2%	52.2%
Renter Occupied Housing Units	27.9%	40.9%	43.5%
Vacant Housing Units	2.5%	3.8%	4.2%
2027 Housing Units	1,626	29,591	71,984
Owner Occupied Housing Units	70.6%	56.1%	53.2%
Renter Occupied Housing Units	26.7%	39.6%	42.2%
Vacant Housing Units	2.7%	4.2%	4.6%
<b>Median Household Income</b>			
2022	\$81,213	\$76,575	\$75,408
2027	\$93,026	\$88,296	\$85,584
<b>Median Home Value</b>			
2022	\$426,958	\$416,125	\$409,720
2027	\$486,508	\$506,998	\$493,371
<b>Per Capita Income</b>			
2022	\$44,956	\$37,719	\$36,994
2027	\$52,117	\$43,911	\$42,918
<b>Median Age</b>			
2010	41.8	36.8	36.1
2022	44.5	37.9	37.4
2027	44.9	39.2	38.5

**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 the total population.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	1,585	28,177	68,452
<\$15,000	4.4%	8.3%	9.5%
\$15,000 - \$24,999	9.7%	8.0%	7.9%
\$25,000 - \$34,999	4.2%	6.2%	6.7%
\$35,000 - \$49,999	10.3%	10.1%	10.2%
\$50,000 - \$74,999	16.8%	16.2%	15.4%
\$75,000 - \$99,999	15.1%	13.3%	14.0%
\$100,000 - \$149,999	22.1%	17.5%	16.1%
\$150,000 - \$199,999	6.8%	10.8%	10.4%
\$200,000+	10.7%	9.5%	9.8%
Average Household Income	\$108,927	\$104,713	\$103,740
<b>2027 Households by Income</b>			
Household Income Base	1,582	28,341	68,639
<\$15,000	3.6%	6.7%	7.7%
\$15,000 - \$24,999	8.5%	6.4%	6.2%
\$25,000 - \$34,999	3.4%	4.9%	5.4%
\$35,000 - \$49,999	8.1%	8.7%	9.2%
\$50,000 - \$74,999	14.5%	15.2%	14.7%
\$75,000 - \$99,999	15.3%	13.6%	13.8%
\$100,000 - \$149,999	25.3%	19.1%	18.0%
\$150,000 - \$199,999	7.8%	13.7%	13.2%
\$200,000+	13.4%	11.7%	11.8%
Average Household Income	\$125,736	\$121,876	\$120,411
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,132	16,176	37,308
<\$50,000	0.9%	2.0%	2.2%
\$50,000 - \$99,999	0.4%	1.8%	1.0%
\$100,000 - \$149,999	0.3%	0.6%	1.2%
\$150,000 - \$199,999	1.5%	1.4%	2.0%
\$200,000 - \$249,999	2.9%	2.9%	3.8%
\$250,000 - \$299,999	8.9%	7.0%	7.9%
\$300,000 - \$399,999	27.3%	30.1%	29.6%
\$400,000 - \$499,999	29.3%	25.3%	23.1%
\$500,000 - \$749,999	26.0%	23.8%	23.6%
\$750,000 - \$999,999	1.0%	2.2%	2.9%
\$1,000,000 - \$1,499,999	1.0%	1.6%	1.6%
\$1,500,000 - \$1,999,999	0.4%	0.4%	0.5%
\$2,000,000 +	0.4%	0.8%	0.6%
Average Home Value	\$458,760	\$462,409	\$459,778
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	1,148	16,603	38,252
<\$50,000	0.3%	1.1%	1.6%
\$50,000 - \$99,999	0.1%	0.8%	0.4%
\$100,000 - \$149,999	0.0%	0.3%	0.3%
\$150,000 - \$199,999	0.1%	0.6%	0.5%
\$200,000 - \$249,999	0.4%	0.8%	1.1%
\$250,000 - \$299,999	3.7%	2.3%	3.2%
\$300,000 - \$399,999	17.0%	16.7%	19.6%
\$400,000 - \$499,999	32.9%	26.4%	24.9%
\$500,000 - \$749,999	41.5%	40.3%	37.0%
\$750,000 - \$999,999	1.8%	5.6%	6.3%
\$1,000,000 - \$1,499,999	1.0%	2.8%	3.0%
\$1,500,000 - \$1,999,999	0.4%	0.8%	0.9%
\$2,000,000 +	0.8%	1.6%	1.2%
Average Home Value	\$532,426	\$573,118	\$559,708

**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.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022



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<b>2010 Population by Age</b>			
Total	3,686	70,344	169,383
0 - 4	5.1%	6.7%	7.0%
5 - 9	5.6%	6.6%	6.9%
10 - 14	6.2%	7.2%	7.3%
15 - 24	12.0%	14.4%	14.5%
25 - 34	11.5%	12.6%	12.9%
35 - 44	15.2%	13.9%	14.2%
45 - 54	18.3%	14.9%	14.9%
55 - 64	11.8%	10.9%	10.8%
65 - 74	7.2%	6.3%	6.0%
75 - 84	5.0%	4.2%	3.7%
85 +	2.1%	2.3%	1.8%
18 +	78.8%	74.7%	74.0%
<b>2022 Population by Age</b>			
Total	3,896	78,704	192,543
0 - 4	4.5%	6.0%	6.2%
5 - 9	4.7%	6.2%	6.3%
10 - 14	5.2%	6.5%	6.5%
15 - 24	10.8%	12.9%	13.1%
25 - 34	12.6%	14.4%	14.7%
35 - 44	12.8%	12.7%	12.8%
45 - 54	15.5%	12.3%	12.5%
55 - 64	14.3%	12.5%	12.4%
65 - 74	10.8%	9.1%	8.9%
75 - 84	5.9%	4.9%	4.5%
85 +	2.8%	2.4%	2.0%
18 +	81.9%	77.3%	77.0%
<b>2027 Population by Age</b>			
Total	3,876	79,105	193,144
0 - 4	4.5%	6.1%	6.2%
5 - 9	4.6%	5.9%	6.0%
10 - 14	5.1%	6.2%	6.3%
15 - 24	10.0%	11.9%	12.1%
25 - 34	11.6%	13.8%	14.3%
35 - 44	14.3%	14.0%	13.9%
45 - 54	13.8%	11.7%	12.0%
55 - 64	14.0%	11.9%	11.9%
65 - 74	12.2%	10.0%	9.8%
75 - 84	7.2%	6.0%	5.6%
85 +	2.8%	2.5%	2.1%
18 +	82.7%	78.1%	77.9%
<b>2010 Population by Sex</b>			
Males	1,797	33,878	81,728
Females	1,889	36,463	87,655
<b>2022 Population by Sex</b>			
Males	1,894	38,193	93,982
Females	2,001	40,511	98,563
<b>2027 Population by Sex</b>			
Males	1,886	38,447	94,562
Females	1,991	40,657	98,580

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Rings: 1, 3, 5 mile radii

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<b>2010 Population by Race/Ethnicity</b>			
Total	3,685	70,342	169,384
White Alone	89.8%	69.5%	66.9%
Black Alone	0.9%	4.4%	4.6%
American Indian Alone	0.3%	0.6%	0.7%
Asian Alone	3.9%	2.9%	3.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	18.5%	20.5%
Two or More Races	1.7%	4.1%	4.1%
Hispanic Origin	7.9%	36.4%	39.6%
Diversity Index	30.9	72.0	74.2
<b>2020 Population by Race/Ethnicity</b>			
Total	3,898	78,075	191,711
White Alone	79.8%	51.8%	48.3%
Black Alone	2.0%	4.6%	4.4%
American Indian Alone	0.2%	0.7%	0.8%
Asian Alone	4.1%	2.8%	3.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.5%	26.8%	29.5%
Two or More Races	6.4%	13.2%	13.7%
Hispanic Origin	12.6%	44.4%	48.2%
Diversity Index	49.5	81.7	82.9
<b>2022 Population by Race/Ethnicity</b>			
Total	3,896	78,703	192,545
White Alone	79.2%	51.3%	47.7%
Black Alone	2.1%	4.6%	4.4%
American Indian Alone	0.2%	0.7%	0.8%
Asian Alone	4.2%	2.8%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.8%	27.3%	30.0%
Two or More Races	6.6%	13.3%	13.8%
Hispanic Origin	13.0%	44.6%	48.5%
Diversity Index	50.5	81.9	83.0
<b>2027 Population by Race/Ethnicity</b>			
Total	3,878	79,105	193,142
White Alone	77.3%	48.8%	45.2%
Black Alone	2.1%	4.6%	4.3%
American Indian Alone	0.2%	0.7%	0.9%
Asian Alone	4.3%	2.9%	3.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.7%	29.5%	32.2%
Two or More Races	7.3%	13.5%	14.0%
Hispanic Origin	14.0%	46.0%	49.9%
Diversity Index	53.5	82.6	83.5
<b>2010 Population by Relationship and Household Type</b>			
Total	3,686	70,341	169,384
In Households	99.9%	98.9%	99.1%
In Family Households	82.7%	86.0%	85.7%
Householder	26.5%	24.7%	24.8%
Spouse	20.8%	16.2%	15.7%
Child	29.6%	34.9%	35.4%
Other relative	4.2%	6.6%	6.3%
Nonrelative	1.5%	3.5%	3.6%
In Nonfamily Households	17.2%	12.9%	13.4%
In Group Quarters	0.1%	1.1%	0.9%
Institutionalized Population	0.0%	0.8%	0.6%
Noninstitutionalized Population	0.1%	0.3%	0.3%

**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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	2,911	53,769	130,631
Less than 9th Grade	6.0%	9.1%	9.2%
9th - 12th Grade, No Diploma	4.7%	6.9%	7.0%
High School Graduate	26.8%	28.2%	27.4%
GED/Alternative Credential	2.8%	3.9%	4.0%
Some College, No Degree	12.3%	17.2%	17.4%
Associate Degree	9.7%	8.4%	8.0%
Bachelor's Degree	22.4%	16.4%	16.8%
Graduate/Professional Degree	15.2%	10.0%	10.2%
<b>2022 Population 15+ by Marital Status</b>			
Total	3,335	63,921	155,934
Never Married	32.6%	36.8%	39.3%
Married	51.9%	48.3%	46.0%
Widowed	9.1%	6.0%	5.4%
Divorced	6.4%	8.9%	9.3%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,336	42,795	102,172
Population 16+ Employed	95.8%	94.8%	94.3%
Population 16+ Unemployment rate	4.2%	5.2%	5.7%
Population 16-24 Employed	11.0%	14.5%	14.3%
Population 16-24 Unemployment rate	13.4%	12.2%	12.7%
Population 25-54 Employed	63.3%	63.1%	63.8%
Population 25-54 Unemployment rate	2.4%	4.0%	4.6%
Population 55-64 Employed	19.1%	16.7%	16.2%
Population 55-64 Unemployment rate	4.5%	3.7%	4.4%
Population 65+ Employed	6.5%	5.7%	5.7%
Population 65+ Unemployment rate	3.3%	3.4%	2.4%
<b>2022 Employed Population 16+ by Industry</b>			
Total	2,237	40,575	96,352
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	4.6%	7.4%	6.5%
Manufacturing	17.1%	15.1%	15.1%
Wholesale Trade	3.8%	2.3%	2.1%
Retail Trade	16.2%	12.4%	12.2%
Transportation/Utilities	4.7%	5.6%	5.3%
Information	3.1%	2.8%	2.6%
Finance/Insurance/Real Estate	3.3%	4.7%	4.9%
Services	42.6%	45.6%	47.5%
Public Administration	4.6%	3.9%	3.5%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	2,239	40,576	96,353
White Collar	68.5%	54.3%	54.7%
Management/Business/Financial	19.9%	14.7%	14.6%
Professional	16.9%	18.4%	19.5%
Sales	13.6%	8.2%	8.3%
Administrative Support	18.1%	13.0%	12.3%
Services	11.6%	17.8%	18.2%
Blue Collar	20.0%	27.9%	27.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	3.0%	5.8%	5.1%
Installation/Maintenance/Repair	2.1%	2.6%	2.8%
Production	10.7%	8.9%	9.0%
Transportation/Material Moving	4.2%	10.5%	10.1%

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<b>2010 Households by Type</b>			
Total	1,509	24,750	60,463
Households with 1 Person	29.6%	24.8%	25.0%
Households with 2+ People	70.4%	75.2%	75.0%
Family Households	64.2%	70.0%	69.5%
Husband-wife Families	50.2%	45.9%	43.8%
With Related Children	22.2%	22.2%	21.5%
Other Family (No Spouse Present)	14.0%	24.2%	25.6%
Other Family with Male Householder	4.2%	6.1%	6.1%
With Related Children	2.1%	3.4%	3.4%
Other Family with Female Householder	9.9%	18.1%	19.5%
With Related Children	5.2%	12.4%	13.7%
Nonfamily Households	6.2%	5.2%	5.5%
All Households with Children	29.8%	38.4%	39.0%
Multigenerational Households	3.8%	6.9%	6.8%
Unmarried Partner Households	5.4%	7.8%	8.5%
Male-female	4.8%	7.0%	7.7%
Same-sex	0.7%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	1,510	24,750	60,463
1 Person Household	29.6%	24.8%	25.0%
2 Person Household	32.3%	27.0%	27.0%
3 Person Household	16.0%	17.2%	17.8%
4 Person Household	14.3%	16.6%	16.3%
5 Person Household	4.7%	8.0%	8.1%
6 Person Household	2.2%	3.7%	3.5%
7 + Person Household	1.0%	2.7%	2.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,509	24,750	60,462
Owner Occupied	68.7%	58.4%	56.1%
Owned with a Mortgage/Loan	52.6%	44.8%	43.7%
Owned Free and Clear	16.1%	13.6%	12.4%
Renter Occupied	31.3%	41.6%	43.9%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	77	79	79
Percent of Income for Mortgage	27.7%	28.6%	28.6%
Wealth Index	108	101	98
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,566	26,090	64,108
Housing Units Inside Urbanized Area	100.0%	100.0%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,685	70,342	169,384
Population Inside Urbanized Area	100.0%	100.0%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.8%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	City Lights (8A)	Savvy Suburbanites (1D)	Fresh Ambitions (13D)
2.	Savvy Suburbanites (1D)	Family Extensions (13B)	Parks and Rec (5C)
3.	Comfortable Empty Nesters (5A)	Parks and Rec (5C)	Savvy Suburbanites (1D)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,926,364	\$68,659,460	\$167,051,515
Average Spent	\$2,477.20	\$2,436.72	\$2,440.42
Spending Potential Index	103	101	101
Education: Total \$	\$3,642,600	\$61,775,947	\$151,501,956
Average Spent	\$2,298.17	\$2,192.42	\$2,213.26
Spending Potential Index	117	112	113
Entertainment/Recreation: Total \$	\$5,840,296	\$99,447,356	\$239,392,085
Average Spent	\$3,684.73	\$3,529.38	\$3,497.23
Spending Potential Index	100	96	95
Food at Home: Total \$	\$9,880,751	\$174,033,771	\$422,037,742
Average Spent	\$6,233.91	\$6,176.45	\$6,165.46
Spending Potential Index	101	100	100
Food Away from Home: Total \$	\$6,950,049	\$122,572,650	\$296,103,471
Average Spent	\$4,384.89	\$4,350.10	\$4,325.71
Spending Potential Index	102	101	100
Health Care: Total \$	\$10,854,782	\$183,682,191	\$440,679,398
Average Spent	\$6,848.44	\$6,518.87	\$6,437.79
Spending Potential Index	97	92	91
HH Furnishings & Equipment: Total \$	\$4,122,566	\$69,785,870	\$167,618,723
Average Spent	\$2,600.99	\$2,476.70	\$2,448.70
Spending Potential Index	102	97	96
Personal Care Products & Services: Total \$	\$1,655,820	\$28,423,084	\$68,915,412
Average Spent	\$1,044.68	\$1,008.73	\$1,006.77
Spending Potential Index	102	99	99
Shelter: Total \$	\$38,811,290	\$683,983,132	\$1,652,697,941
Average Spent	\$24,486.62	\$24,274.52	\$24,143.90
Spending Potential Index	107	106	105
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,077,827	\$67,983,963	\$162,165,537
Average Spent	\$2,572.76	\$2,412.75	\$2,369.04
Spending Potential Index	95	89	87
Travel: Total \$	\$4,791,676	\$80,293,156	\$191,142,084
Average Spent	\$3,023.14	\$2,849.60	\$2,792.35
Spending Potential Index	105	99	97
Vehicle Maintenance & Repairs: Total \$	\$1,901,981	\$33,195,502	\$79,857,526
Average Spent	\$1,199.99	\$1,178.11	\$1,166.62
Spending Potential Index	95	94	93

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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