



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
Population Summary			
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
2023 Total Population	3,916	78,993	193,818
2023 Group Quarters	51	1,126	2,902
2028 Total Population	3,903	80,212	195,886
2023-2028 Annual Rate	-0.07%	0.31%	0.21%
2023 Total Daytime Population	4,243	69,414	182,882
Workers	2,563	29,950	85,480
Residents	1,680	39,464	97,402
Household Summary			
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
2023 Households	1,597	28,410	69,215
2023 Average Household Size	2.42	2.74	2.76
2028 Households	1,600	29,149	70,568
2028 Average Household Size	2.41	2.71	2.73
2023-2028 Annual Rate	0.04%	0.51%	0.39%
2010 Families	969	17,335	41,994
2010 Average Family Size	3.09	3.35	3.31
2023 Families	1,008	19,530	47,211
2023 Average Family Size	3.08	3.29	3.32
2028 Families	1,009	20,029	48,131
2028 Average Family Size	3.06	3.26	3.29
2023-2028 Annual Rate	0.02%	0.51%	0.39%
Housing Unit Summary			
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%
2023 Housing Units	1,636	29,408	72,115
Owner Occupied Housing Units	69.4%	54.5%	51.8%
Renter Occupied Housing Units	28.2%	42.1%	44.2%
Vacant Housing Units	2.4%	3.4%	4.0%
2028 Housing Units	1,638	30,101	73,412
Owner Occupied Housing Units	70.5%	54.8%	52.4%
Renter Occupied Housing Units	27.2%	42.0%	43.7%
Vacant Housing Units	2.3%	3.2%	3.9%
Median Household Income			
2023	\$98,608	\$78,608	\$75,933
2028	\$106,274	\$89,713	\$84,783
Median Home Value			
2023	\$450,146	\$455,600	\$458,456
2028	\$504,412	\$537,712	\$547,601
Per Capita Income			
2023	\$47,352	\$38,204	\$37,154
2028	\$54,131	\$44,533	\$43,131
Median Age			
2010	41.8	36.8	36.1
2023	44.7	38.2	37.7
2028	45.2	39.5	38.8

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	1,597	28,410	69,215
<\$15,000	4.3%	9.7%	11.3%
\$15,000 - \$24,999	4.5%	6.4%	6.4%
\$25,000 - \$34,999	4.4%	5.5%	5.7%
\$35,000 - \$49,999	10.0%	10.4%	10.8%
\$50,000 - \$74,999	12.0%	15.9%	15.1%
\$75,000 - \$99,999	15.4%	11.8%	13.0%
\$100,000 - \$149,999	30.6%	20.2%	17.6%
\$150,000 - \$199,999	9.5%	10.8%	10.7%
\$200,000+	9.3%	9.3%	9.5%
Average Household Income	\$115,159	\$105,606	\$103,604
2028 Households by Income			
Household Income Base	1,600	29,149	70,568
<\$15,000	3.4%	8.6%	10.4%
\$15,000 - \$24,999	3.5%	5.5%	5.6%
\$25,000 - \$34,999	3.4%	4.6%	4.8%
\$35,000 - \$49,999	7.8%	8.9%	9.1%
\$50,000 - \$74,999	10.4%	15.0%	14.4%
\$75,000 - \$99,999	14.2%	11.4%	12.6%
\$100,000 - \$149,999	34.4%	21.2%	18.5%
\$150,000 - \$199,999	12.1%	12.7%	12.8%
\$200,000+	10.9%	12.0%	11.9%
Average Household Income	\$130,992	\$121,862	\$119,252
2023 Owner Occupied Housing Units by Value			
Total	1,135	16,013	37,309
<\$50,000	0.4%	3.3%	3.3%
\$50,000 - \$99,999	0.2%	1.6%	1.2%
\$100,000 - \$149,999	0.0%	1.1%	0.9%
\$150,000 - \$199,999	1.2%	1.8%	1.7%
\$200,000 - \$249,999	2.4%	2.2%	3.3%
\$250,000 - \$299,999	4.9%	4.4%	5.0%
\$300,000 - \$399,999	25.6%	20.8%	19.9%
\$400,000 - \$499,999	30.1%	26.8%	25.3%
\$500,000 - \$749,999	29.9%	31.8%	31.3%
\$750,000 - \$999,999	3.5%	4.0%	5.5%
\$1,000,000 - \$1,499,999	1.1%	1.1%	1.4%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.4%
\$2,000,000 +	0.1%	0.9%	0.9%
Average Home Value	\$485,944	\$489,945	\$497,982
2028 Owner Occupied Housing Units by Value			
Total	1,154	16,485	38,447
<\$50,000	0.2%	2.3%	2.3%
\$50,000 - \$99,999	0.0%	1.2%	0.7%
\$100,000 - \$149,999	0.0%	0.5%	0.2%
\$150,000 - \$199,999	0.0%	0.3%	0.2%
\$200,000 - \$249,999	0.3%	0.4%	0.8%
\$250,000 - \$299,999	1.6%	1.3%	1.6%
\$300,000 - \$399,999	15.7%	10.6%	11.0%
\$400,000 - \$499,999	31.5%	26.5%	24.9%
\$500,000 - \$749,999	44.2%	44.7%	43.1%
\$750,000 - \$999,999	4.9%	7.2%	9.9%
\$1,000,000 - \$1,499,999	1.1%	2.1%	2.7%
\$1,500,000 - \$1,999,999	0.3%	0.9%	1.0%
\$2,000,000 +	0.2%	1.8%	1.6%
Average Home Value	\$545,234	\$588,715	\$599,935

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
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%
2023 Population by Age			
Total	3,916	78,992	193,817
0 - 4	4.4%	5.9%	6.0%
5 - 9	4.6%	6.3%	6.4%
10 - 14	5.2%	6.5%	6.6%
15 - 24	10.8%	12.9%	13.1%
25 - 34	12.2%	14.2%	14.4%
35 - 44	13.1%	12.9%	13.0%
45 - 54	15.3%	12.2%	12.4%
55 - 64	14.2%	12.4%	12.3%
65 - 74	11.3%	9.4%	9.3%
75 - 84	6.1%	5.0%	4.6%
85 +	2.7%	2.3%	1.9%
18 +	82.0%	77.3%	77.1%
2028 Population by Age			
Total	3,905	80,210	195,886
0 - 4	4.5%	6.0%	6.1%
5 - 9	4.5%	5.8%	5.9%
10 - 14	5.1%	6.3%	6.3%
15 - 24	10.0%	11.9%	12.1%
25 - 34	11.2%	13.5%	14.0%
35 - 44	14.4%	14.1%	14.0%
45 - 54	13.8%	11.8%	12.1%
55 - 64	13.8%	11.8%	11.7%
65 - 74	12.3%	10.1%	9.9%
75 - 84	7.6%	6.2%	5.8%
85 +	2.9%	2.5%	2.1%
18 +	82.7%	78.3%	78.1%
2010 Population by Sex			
Males	1,797	33,878	81,728
Females	1,889	36,463	87,655
2023 Population by Sex			
Males	1,913	38,511	94,959
Females	2,003	40,482	98,859
2028 Population by Sex			
Males	1,901	39,033	95,942
Females	2,002	41,179	99,943

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
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
2020 Population by Race/Ethnicity			
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
2023 Population by Race/Ethnicity			
Total	3,916	78,992	193,819
White Alone	79.0%	50.6%	47.0%
Black Alone	2.1%	4.7%	4.5%
American Indian Alone	0.2%	0.7%	0.8%
Asian Alone	4.3%	2.9%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.9%	27.6%	30.3%
Two or More Races	6.6%	13.4%	14.0%
Hispanic Origin	13.3%	45.5%	49.4%
Diversity Index	51.0	82.2	83.2
2028 Population by Race/Ethnicity			
Total	3,904	80,211	195,886
White Alone	76.7%	48.0%	44.4%
Black Alone	2.2%	4.8%	4.5%
American Indian Alone	0.3%	0.7%	0.9%
Asian Alone	4.6%	3.1%	3.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.1%	29.6%	32.4%
Two or More Races	7.1%	13.8%	14.3%
Hispanic Origin	15.1%	47.6%	51.5%
Diversity Index	55.0	82.9	83.7
2010 Population by Relationship and Household Type			
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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2023 Population 25+ by Educational Attainment			
Total	2,932	54,057	131,720
Less than 9th Grade	3.7%	8.9%	9.3%
9th - 12th Grade, No Diploma	3.3%	6.0%	7.1%
High School Graduate	25.8%	28.1%	27.0%
GED/Alternative Credential	2.5%	3.3%	3.9%
Some College, No Degree	17.3%	18.5%	16.9%
Associate Degree	9.9%	7.0%	7.6%
Bachelor's Degree	21.0%	18.6%	18.4%
Graduate/Professional Degree	16.6%	9.6%	9.7%
2023 Population 15+ by Marital Status			
Total	3,355	64,213	157,143
Never Married	28.0%	37.0%	39.0%
Married	59.6%	47.7%	46.4%
Widowed	6.4%	5.4%	4.8%
Divorced	6.0%	9.8%	9.7%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,331	42,743	104,012
Population 16+ Employed	97.8%	94.5%	94.1%
Population 16+ Unemployment rate	2.2%	5.5%	5.9%
Population 16-24 Employed	12.2%	14.2%	14.6%
Population 16-24 Unemployment rate	4.1%	10.6%	10.7%
Population 25-54 Employed	60.8%	62.8%	63.4%
Population 25-54 Unemployment rate	1.1%	4.1%	4.7%
Population 55-64 Employed	19.7%	16.6%	16.1%
Population 55-64 Unemployment rate	1.3%	5.1%	6.0%
Population 65+ Employed	7.2%	6.4%	6.0%
Population 65+ Unemployment rate	9.3%	7.9%	6.1%
2023 Employed Population 16+ by Industry			
Total	2,280	40,381	97,830
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	5.2%	6.1%	5.6%
Manufacturing	17.5%	13.8%	15.4%
Wholesale Trade	4.5%	2.0%	1.8%
Retail Trade	10.2%	11.9%	11.0%
Transportation/Utilities	3.5%	5.3%	5.7%
Information	2.4%	1.8%	1.6%
Finance/Insurance/Real Estate	6.6%	5.6%	5.7%
Services	44.1%	49.2%	49.4%
Public Administration	5.9%	4.1%	3.8%
2023 Employed Population 16+ by Occupation			
Total	2,280	40,383	97,827
White Collar	72.1%	55.5%	53.6%
Management/Business/Financial	19.0%	12.5%	13.1%
Professional	29.4%	21.8%	21.1%
Sales	9.5%	9.1%	8.5%
Administrative Support	14.2%	12.2%	10.8%
Services	11.1%	19.6%	19.5%
Blue Collar	16.8%	24.9%	26.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.1%	5.2%	4.9%
Installation/Maintenance/Repair	3.3%	2.7%	2.4%
Production	6.0%	8.2%	9.2%
Transportation/Material Moving	3.4%	8.8%	10.3%

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2010 Households by Type			
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%
2010 Households by Size			
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%
2010 Households by Tenure and Mortgage Status			
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%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	79	66	64
Percent of Income for Mortgage	27.4%	34.8%	36.3%
Wealth Index	105	97	94
2010 Housing Units By Urban/ Rural Status			
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%
2010 Population By Urban/ Rural Status			
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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Top 3 Tapestry Segments			
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)
2023 Consumer Spending			
Apparel & Services: Total \$	\$3,790,913	\$63,376,027	\$153,366,252
Average Spent	\$2,373.77	\$2,230.76	\$2,215.80
Spending Potential Index	108	101	101
Education: Total \$	\$3,513,345	\$55,595,490	\$135,571,088
Average Spent	\$2,199.97	\$1,956.90	\$1,958.70
Spending Potential Index	123	109	109
Entertainment/Recreation: Total \$	\$6,291,812	\$102,476,060	\$244,642,127
Average Spent	\$3,939.77	\$3,607.04	\$3,534.52
Spending Potential Index	104	95	93
Food at Home: Total \$	\$11,525,647	\$193,786,431	\$468,131,369
Average Spent	\$7,217.06	\$6,821.06	\$6,763.44
Spending Potential Index	106	100	99
Food Away from Home: Total \$	\$6,258,457	\$104,666,245	\$251,010,545
Average Spent	\$3,918.88	\$3,684.13	\$3,626.53
Spending Potential Index	105	99	97
Health Care: Total \$	\$11,797,295	\$190,758,435	\$454,820,679
Average Spent	\$7,387.16	\$6,714.48	\$6,571.13
Spending Potential Index	100	91	89
HH Furnishings & Equipment: Total \$	\$5,007,012	\$81,146,749	\$193,780,030
Average Spent	\$3,135.26	\$2,856.27	\$2,799.68
Spending Potential Index	106	97	95
Personal Care Products & Services: Total \$	\$1,635,421	\$27,045,241	\$64,723,866
Average Spent	\$1,024.06	\$951.96	\$935.11
Spending Potential Index	107	100	98
Shelter: Total \$	\$43,347,472	\$726,761,936	\$1,743,128,989
Average Spent	\$27,143.06	\$25,581.20	\$25,184.27
Spending Potential Index	110	103	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,145,278	\$80,857,867	\$191,577,654
Average Spent	\$3,221.84	\$2,846.11	\$2,767.86
Spending Potential Index	103	91	88
Travel: Total \$	\$3,833,931	\$61,843,578	\$146,573,676
Average Spent	\$2,400.71	\$2,176.82	\$2,117.66
Spending Potential Index	107	97	94
Vehicle Maintenance & Repairs: Total \$	\$2,082,293	\$35,120,465	\$83,886,191
Average Spent	\$1,303.88	\$1,236.20	\$1,211.97
Spending Potential Index	100	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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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