

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2022 Estimates & Q4 2027 Projections



Latitude/Longitude: 42.76647, -71.220579

9-Mar-2023

106200-Rockingham Plaza

Salem, NH

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
POPULATION	2022 Estimated Population	5,281	36,743	138,442	480,890	
	2022 Daytime Population	9,035	44,141	114,628	443,451	
	2027 Population Forecast	5,483	37,480	140,700	486,362	
	2010 Census Population	4,512	33,246	125,636	442,628	
	2000 Census Population	4,332	31,926	116,627	422,114	
	1990 Census Population	4,135	29,357	108,570	386,298	
	Historical Annual Growth, 1990 to 2000	0.47%	0.84%	0.72%	0.89%	
	Historical Annual Growth, 2000 to 2010	0.41%	0.41%	0.75%	0.48%	
	CY Estimated Annual Growth, 2010 to 2022	1.24%	0.79%	0.76%	0.65%	
	FY Projected Annual Growth, 2022 to 2027	0.75%	0.40%	0.32%	0.23%	
	HOUSEHOLDS	2022 Estimated Households	2,383	14,094	49,440	177,375
		2027 Households Forecast	2,472	14,377	50,324	179,537
2010 Census Households		2,044	12,746	44,705	162,805	
2000 Census Households		1,830	11,782	41,842	153,467	
1990 Census Households		1,664	10,414	37,908	137,071	
Historical Annual Growth, 1990 to 2000		0.96%	1.24%	0.99%	1.14%	
Historical Annual Growth, 2000 to 2010		1.11%	0.79%	0.66%	0.59%	
CY Estimated Annual Growth, 2010 to 2022		1.21%	0.79%	0.79%	0.67%	
FY Projected Annual Growth, 2022 to 2027		0.73%	0.40%	0.36%	0.24%	
2022 % Households With Children		20%	25%	31%	30%	
2022 Persons per Household		2.19	2.60	2.78	2.67	
INCOME 2022		HH Income \$500,000 or more	1.18%	1.28%	1.46%	1.76%
	HH Income \$250,000 to \$499,999	1.47%	1.56%	1.75%	2.11%	
	HH Income \$200,000 to \$249,999	3.39%	3.62%	4.07%	4.92%	
	HH Income \$175,000 to \$199,999	4.26%	9.13%	6.78%	7.27%	
	HH Income \$150,000 to \$174,999	6.41%	8.38%	6.95%	7.08%	
	HH Income \$100,000 to \$149,999	21.24%	23.37%	18.14%	18.89%	
	HH Income \$75,000 to \$99,999	13.57%	15.02%	12.78%	12.74%	
	HH Income \$50,000 to \$74,999	18.61%	14.04%	15.72%	14.44%	
	HH Income \$35,000 to \$49,999	10.77%	8.54%	10.60%	9.72%	
	HH Income \$25,000 to \$34,999	7.68%	4.57%	6.25%	6.41%	
	HH Income \$15,000 to \$24,999	7.96%	6.11%	6.47%	6.21%	
	HH Income \$0 to \$14,999	3.47%	4.38%	9.02%	8.45%	
	Current Year Average Household Income	\$102,904	\$115,025	\$103,041	\$109,308	
	Current Year Median Household Income	\$77,314	\$94,912	\$78,250	\$83,330	
Per Capita Income	\$46,883	\$44,230	\$36,995	\$40,812		
2000 Average Household Income	\$51,172	\$68,524	\$58,239	\$63,706		
2000 Median Household Income	\$40,378	\$58,983	\$46,483	\$50,803		
2027 Projected Average Household Income	\$122,197	\$133,522	\$117,914	\$125,635		
2027 Projected Median Household Income	\$95,471	\$114,536	\$90,511	\$97,170		
WRKPLACE 2022	Workplace Establishments	366	1,619	3,165	11,219	
	Workplace Employees (Full Time Employees)	5,853	25,318	45,411	162,598	

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2022 Estimates & Q4 2027 Projections



Latitude/Longitude: 42.76647, -71.220579

9-Mar-2023

106200-Rockingham Plaza

Salem, NH

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
POPULATION BY AGE 2022	Count of Pop 0 to 4 years	276	1,758	7,267	25,036
	Count of Pop 5 to 14 years	511	3,287	13,665	47,045
	Count of Pop 14 to 22 years	397	3,171	14,198	51,307
	Count of Pop 22 to 30 years	454	3,972	15,564	54,001
	Count of Pop 30 to 45 years	933	5,923	24,829	85,390
	Count of Pop 45 to 60 years	1,065	7,615	27,742	96,238
	Count of Pop 60 to 75 years	1,069	7,808	25,317	88,784
	Count of Pop 75+ years	575	3,209	9,859	33,088
	Population 0 to 4 Years	5.23%	4.78%	5.25%	5.21%
	Population 5 to 13 Years	9.68%	8.95%	9.87%	9.78%
	Population 14 to 21 Years	7.51%	8.63%	10.26%	10.67%
	Population 22 to 29 Years	8.61%	10.81%	11.24%	11.23%
	Population 30 to 44 Years	17.66%	16.12%	17.93%	17.76%
	Population 45 to 59 Years	20.17%	20.73%	20.04%	20.01%
	Population 60 to 74 Years	20.25%	21.25%	18.29%	18.46%
	Population 74 Years Plus	10.88%	8.73%	7.12%	6.88%
	Median Age	46.1	45.6	40.9	40.9
GENDER 2022	Male Population	2,584	18,050	67,574	234,974
	Female Population	2,697	18,693	70,868	245,916
RACE 2022	2022 Estimated Population	5,281	36,743	138,442	480,890
	White	81.45%	87.28%	68.68%	75.49%
	Black or African American	2.22%	1.75%	3.89%	3.72%
	Asian or Pacific Islander	7.01%	4.44%	2.93%	4.39%
	Other Races	9.32%	6.53%	24.49%	16.39%
HISPANIC	2022 Hispanic Population	613	3,201	48,832	113,280
	2022 Hispanic Population %	11.61%	8.71%	35.27%	23.56%
	2027 Hispanic Population Forecast	608	3,460	50,148	117,063
	2027 Hispanic Population % Forecast	11.08%	9.23%	35.64%	24.07%
	2000 Hispanic Population %	4.89%	2.33%	24.88%	15.24%
1990 Hispanic Population %	4.78%	1.56%	19.04%	10.86%	
EDUCATION (AGE 25+) 2022	Adult Population (25 Years or Older)	3,929	27,015	97,488	336,813
	Elementary	2.77%	2.49%	8.58%	5.72%
	Some High School	2.34%	2.58%	6.46%	5.73%
	High School Graduate	27.08%	31.26%	30.02%	28.05%
	Some College	23.83%	19.27%	19.47%	17.82%
	Associates Degree	6.10%	8.24%	7.23%	8.41%
	Bachelors Degree	23.13%	23.08%	18.31%	20.93%
	Graduate Degree	14.75%	13.09%	9.93%	13.34%
% College (4+)	37.88%	36.16%	28.24%	34.27%	
HOUSING 2022	Total Housing Units	2,554	14,747	52,238	186,905
	Owner Occupied Percent	57.04%	73.01%	60.29%	60.68%
	Renter Occupied Percent	36.29%	22.56%	34.36%	34.22%
	Vacant Housing Percent	6.67%	4.43%	5.36%	5.10%

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2022 Estimates & Q4 2027 Projections



Latitude/Longitude: 42.76647, -71.220579

9-Mar-2023

106200-Rockingham Plaza

Salem, NH

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
HOMES BUILT BY YEAR 2022	Homes Built 2010 or later	0.00%	0.06%	0.18%	0.15%
	Homes Built 2000 to 2009	13.58%	10.42%	8.11%	8.04%
	Homes Built 1990 to 1999	5.85%	9.82%	8.88%	9.36%
	Homes Built 1980 to 1989	24.97%	18.91%	13.95%	15.22%
	Homes Built 1970 to 1979	27.88%	16.98%	13.87%	13.66%
	Homes Built 1960 to 1979	13.26%	16.96%	12.57%	10.78%
	Homes Built 1950 to 1959	8.42%	10.63%	9.37%	9.04%
	Homes Built 1940 to 1949	1.20%	5.31%	5.66%	5.12%
	Homes Built 1939 or earlier	4.84%	10.91%	27.42%	28.62%
HOME VALUE (OWNER OCCUPIED) 2022	Property Value \$1,000,000 or more	7.39%	13.41%	13.37%	14.59%
	Property Value \$750,000 to \$999,999	8.25%	16.76%	14.79%	14.72%
	Property Value \$500,000 to \$749,999	36.98%	44.47%	41.15%	36.68%
	Property Value \$400,000 to \$499,999	13.59%	10.88%	12.02%	13.27%
	Property Value \$300,000 to \$399,999	12.92%	5.57%	8.25%	10.06%
	Property Value \$200,000 to \$299,999	10.27%	2.81%	3.98%	4.98%
	Property Value \$150,000 to \$199,999	6.01%	1.52%	1.21%	1.31%
	Property Value \$100,000 to \$149,999	2.49%	0.79%	0.95%	0.75%
	Property Value \$60,000 to \$99,999	0.27%	0.58%	0.54%	0.45%
	Property Value \$40,000 to \$59,999	0.54%	0.51%	0.60%	0.47%
	Property Value \$0 to \$39,999	1.27%	0.75%	0.76%	0.68%
	CY Median Home Value	\$517,787	\$644,008	\$624,510	\$615,973
CY Median Rent per Month (Census 2000)	\$732	\$678	\$635	\$649	
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2022	Employed Civilian Population 16+ by Occupation	3,153	21,434	74,990	264,432
	Managerial/Executive	15.75%	15.85%	13.45%	16.54%
	Professional Specialty	23.90%	25.87%	20.98%	23.68%
	Healthcare Support	1.92%	3.16%	4.68%	4.29%
	Sales	15.80%	12.56%	10.03%	9.47%
	Office & Administrative Support	12.70%	11.65%	11.41%	10.89%
	Protective Service	0.60%	1.58%	1.89%	1.90%
	Food Preparation	7.68%	4.71%	5.55%	4.78%
	Building Maintenance & Cleaning	1.34%	1.97%	4.27%	3.31%
	Personal Care	2.97%	2.83%	3.05%	2.75%
	Farming, Fishing, & Forestry	0.00%	0.03%	0.10%	0.22%
	Construction	7.21%	8.88%	8.12%	7.70%
	Production & Transportation	10.12%	10.92%	16.47%	14.45%
	Percent White Collar	70.08%	69.10%	60.56%	64.88%
	Percent Blue Collar	29.92%	30.90%	39.44%	35.12%
	CY Median Employee Salary	\$62,454	\$59,825	\$57,604	\$57,885
	CY Average Employee Salary	\$63,586	\$64,992	\$65,275	\$68,074
UNEMPLOYMENT	2000 Census Unemployed (Age 16 and Up)	120	506	2,828	9,076
	2022 Estimated Unemployed (Age 16 and Up)	75	527	3,192	10,189
	2022 Estimated Unemployed Rate (Age 16 and Up)	2.46%	2.44%	4.08%	3.74%

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2022 Estimates & Q4 2027 Projections



Latitude/Longitude: 42.76647, -71.220579

9-Mar-2023

106200-Rockingham Plaza

Salem, NH

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
TRANSPORTATION TO WORK 2022	Drive to Work Alone	89.48%	88.13%	79.85%	80.10%
	Drive to Work Carpool	8.43%	7.85%	12.36%	10.48%
	Travel to Work by Public Transportation	0.82%	0.66%	1.54%	2.16%
	Drive to Work on Motorcycle	0.00%	0.05%	0.04%	0.06%
	Drive to Work on Bicycle	0.00%	0.02%	0.06%	0.12%
	Walk to Work	0.03%	0.35%	1.90%	2.30%
	Other Means	0.02%	0.10%	0.54%	0.61%
	Work at Home	1.23%	2.85%	2.90%	3.48%
TRAVEL TIME TO WORK 2022	Travel Time in Less than 5 minutes	4.16%	2.44%	2.80%	2.61%
	Travel to Work in 5 to 9 minutes	9.52%	9.91%	9.36%	9.65%
	Travel to Work in 10 to 14 minutes	17.02%	15.94%	16.20%	13.55%
	Travel to Work in 15 to 19 minutes	12.41%	14.05%	15.07%	13.14%
	Travel to Work in 20 to 29 minutes	20.35%	18.68%	18.77%	19.83%
	Travel to Work in 30 to 44 minutes	25.54%	21.78%	21.17%	21.31%
	Travel to Work in 45 to 59 minutes	7.64%	9.34%	7.97%	9.53%
	Travel to Work in 60 minutes or more	3.36%	7.86%	8.66%	10.39%
Average Travel Time to Work	23.7	25.5	24.9	26.1	
SPENDING PATTERNS 2022	Grocery Store Market Basket Weekly Per Capita Spending	\$69.48	\$69.96	\$69.30	\$69.22
	Apparel and Related Services	\$12.03	\$12.64	\$12.30	\$12.41
	Transportation	\$86.46	\$90.58	\$86.93	\$88.07
	Healthcare	\$49.42	\$49.85	\$47.87	\$48.43
	Entertainment	\$23.39	\$24.33	\$23.31	\$23.39
SPENDING 2022	Med Disposable Inc-Inc minus taxes	\$66,865	\$80,847	\$66,548	\$70,705
	Avg Disposable Inc-Inc minus taxes	\$78,920	\$88,274	\$79,431	\$83,056
	Med Discretionary-Disp less food/shelter/clothing	\$47,202	\$58,138	\$44,399	\$47,714
	Avg Discretionary-Disp less food/shelter/clothing	\$54,722	\$62,530	\$53,616	\$56,746
LIFESTYLE SEGMENTATION 2022	Category A - Crème de la Crème	1,761	13,257	32,520	132,678
	Category B - Urban Cliff Climbers	0	0	751	751
	Category C - Urban Cliff Dwellers	0	472	5,910	18,598
	Category D - Seasoned Urban Dwellers	0	1,194	2,317	3,413
	Category E - Thriving Alone	398	2,712	7,411	33,889
	Category F - Going it Alone	2,262	5,724	20,405	101,545
	Category G - Struggling Alone	0	0	0	15,499
	Category H - Single in the Suburbs	0	0	0	2,349
	Category I - Married in the Suburbs	0	6,473	9,579	42,584
	Category J - Retired in the Suburbs	2	5,586	12,031	21,709
	Category K - Living with Nature	0	0	0	0
	Category L - Working with Nature	0	0	603	7,667
	Category M - Harlem Gateway	0	0	0	0
	Category N - Espaniola	0	0	43,285	88,018
	Category O - Specialties	796	1,223	2,616	4,277

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.