

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2019 Estimates & Q4 2024 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 42.76647, -71.220579

19-Mar-2020

## 106200-Rockingham Plaza

### Salem, NH

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
<b>POPULATION</b>	2019 Estimated Population	4,918	35,587	135,539	472,062
	2019 Daytime Population	9,130	44,784	111,682	442,463
	2024 Population Forecast	5,111	36,319	137,320	476,527
	2010 Census Population	4,512	33,236	126,092	441,496
	2000 Census Population	4,332	31,918	117,065	421,170
	1990 Census Population	4,135	29,352	109,008	385,266
	Historical Annual Growth, 1990 to 2000	0.47%	0.84%	0.72%	0.90%
	Historical Annual Growth, 2000 to 2010	0.41%	0.41%	0.75%	0.47%
	Estimated Annual Growth, 2010 to 2019	0.89%	0.70%	0.74%	0.69%
	Projected Annual Growth, 2019 to 2024	0.77%	0.41%	0.26%	0.19%
<b>HOUSEHOLDS</b>	2019 Estimated Households	2,195	13,590	48,208	173,879
	2024 Households Forecast	2,278	13,874	48,903	175,587
	2010 Census Households	2,044	12,743	44,800	162,313
	2000 Census Households	1,830	11,779	41,955	153,030
	1990 Census Households	1,664	10,412	38,041	136,680
	Historical Annual Growth, 1990 to 2000	0.96%	1.24%	0.98%	1.14%
	Historical Annual Growth, 2000 to 2010	1.11%	0.79%	0.66%	0.59%
	Estimated Annual Growth, 2010 to 2019	0.73%	0.66%	0.75%	0.71%
	Projected Annual Growth, 2019 to 2024	0.75%	0.41%	0.29%	0.20%
	2019 % Households With Children	24%	29%	32%	31%
2019 Persons per Household	2.21	2.61	2.79	2.67	
<b>INCOME 2019</b>	HH Income \$500,000 or more	0.64%	0.82%	0.85%	1.21%
	HH Income \$250,000 to \$499,999	0.76%	0.94%	1.00%	1.44%
	HH Income \$200,000 to \$249,999	1.72%	2.21%	2.35%	3.38%
	HH Income \$175,000 to \$199,999	4.87%	10.92%	7.56%	6.78%
	HH Income \$150,000 to \$174,999	3.92%	7.06%	5.87%	6.29%
	HH Income \$100,000 to \$149,999	15.54%	21.76%	17.29%	17.68%
	HH Income \$75,000 to \$99,999	13.37%	13.22%	11.90%	12.00%
	HH Income \$50,000 to \$74,999	17.46%	15.85%	16.47%	16.03%
	HH Income \$35,000 to \$49,999	14.72%	9.80%	11.16%	10.38%
	HH Income \$25,000 to \$34,999	9.56%	5.79%	7.66%	7.32%
	HH Income \$15,000 to \$24,999	10.66%	6.20%	8.15%	7.87%
	HH Income \$0 to \$14,999	6.79%	5.42%	9.72%	9.61%
	Average Household Income	\$82,531	\$106,331	\$92,554	\$97,452
Median Household Income	\$60,508	\$87,221	\$69,455	\$72,832	
Per Capita Income	\$37,240	\$40,700	\$33,081	\$36,296	
2000 Average Household Income	\$51,172	\$68,521	\$58,295	\$63,818	
2000 Median Household Income	\$40,378	\$58,979	\$46,515	\$50,881	
<b>WRKPLACE 2019</b>	Workplace Establishments	339	1,524	3,012	11,053
	Workplace Employees (Full Time Employees)	6,080	26,513	47,226	173,121

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<b>POPULATION BY AGE 2019</b>	Count of Pop 0 to 4 years	265	1,708	7,182	24,883
	Count of Pop 5 to 14 years	478	3,235	14,268	48,772
	Count of Pop 14 to 22 years	368	3,444	14,638	53,138
	Count of Pop 22 to 30 years	442	3,790	15,449	53,107
	Count of Pop 30 to 45 years	903	5,492	23,549	81,819
	Count of Pop 45 to 60 years	1,057	8,178	29,123	101,610
	Count of Pop 60 to 75 years	918	6,993	22,837	80,369
	Count of Pop 75+ years	486	2,747	8,493	28,364
	Population 0 to 4 Years	5.39%	4.80%	5.30%	5.27%
	Population 5 to 13 Years	9.73%	9.09%	10.53%	10.33%
	Population 14 to 21 Years	7.48%	9.68%	10.80%	11.26%
	Population 22 to 29 Years	8.99%	10.65%	11.40%	11.25%
	Population 30 to 44 Years	18.36%	15.43%	17.37%	17.33%
	Population 45 to 59 Years	21.50%	22.98%	21.49%	21.52%
	Population 60 to 74 Years	18.67%	19.65%	16.85%	17.03%
	Population 74 Years Plus	9.88%	7.72%	6.27%	6.01%
	Median Age	45.0	45.3	40.2	40.3
<b>GENDER 2019</b>	Male Population	2,404	17,480	66,110	230,570
	Female Population	2,514	18,107	69,430	241,491
<b>RACE 2019</b>	2019 Estimated Population	4,918	35,587	135,539	472,062
	White	82.93%	90.26%	73.82%	78.90%
	Black or African American	1.42%	1.24%	3.43%	3.49%
	Asian or Pacific Islander	6.76%	3.90%	2.67%	4.24%
	Other Races	8.89%	4.60%	20.08%	13.38%
<b>HISPANIC</b>	2019 Hispanic Population	687	2,616	45,727	104,056
	2019 Hispanic Population %	13.96%	7.35%	33.74%	22.04%
	2024 Hispanic Population Forecast	712	2,658	45,911	104,720
	2024 Hispanic Population % Projected	13.93%	7.32%	33.43%	21.98%
	2000 Hispanic Population %	4.89%	2.33%	24.95%	15.22%
1990 Hispanic Population %	4.78%	1.56%	19.04%	10.83%	
<b>EDUCATION (AGE 25+) 2019</b>	Adult Population (25 Years or Older)	3,631	25,702	93,568	324,663
	Elementary	3.88%	2.81%	9.24%	6.46%
	Some High School	7.12%	4.64%	7.30%	6.43%
	High School Graduate	28.08%	30.82%	30.30%	28.23%
	Some College	21.22%	17.49%	18.17%	17.94%
	Associates Degree	8.06%	9.68%	8.36%	8.74%
	Bachelors Degree	19.78%	21.83%	17.02%	19.78%
	Graduate Degree	11.87%	12.73%	9.61%	12.43%
% College (4+)	31.64%	34.56%	26.63%	32.21%	
<b>HOUSING 2019</b>	Total Housing Units	2,337	14,260	51,112	183,841
	Owner Occupied Percent	56.70%	73.02%	60.10%	60.50%
	Renter Occupied Percent	37.22%	22.28%	34.22%	34.08%
	Vacant Housing Percent	6.08%	4.70%	5.68%	5.42%

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<b>HOMES BUILT BY YEAR 2019</b>				
Homes Built 2010 or later	0.00%	0.33%	0.44%	0.30%
Homes Built 2000 to 2009	12.43%	10.06%	8.21%	8.30%
Homes Built 1990 to 1999	8.89%	10.97%	9.11%	9.37%
Homes Built 1980 to 1989	19.75%	19.08%	14.19%	15.45%
Homes Built 1970 to 1979	30.18%	16.80%	13.67%	13.08%
Homes Built 1960 to 1979	15.24%	17.50%	12.17%	10.48%
Homes Built 1950 to 1959	6.44%	9.49%	9.04%	8.93%
Homes Built 1940 to 1949	1.00%	4.79%	5.76%	5.30%
Homes Built 1939 or earlier	6.07%	10.97%	27.41%	28.80%
<b>HOME VALUE (OWNER OCCUPIED) 2019</b>				
Property Value \$1,000,000 or more	1.25%	1.41%	2.22%	4.54%
Property Value \$750,000 to \$999,999	3.45%	5.62%	6.60%	7.50%
Property Value \$500,000 to \$749,999	13.23%	24.27%	25.79%	21.95%
Property Value \$400,000 to \$499,999	17.97%	24.84%	24.72%	21.43%
Property Value \$300,000 to \$399,999	22.44%	24.84%	22.59%	22.37%
Property Value \$200,000 to \$299,999	10.91%	11.86%	11.95%	14.78%
Property Value \$150,000 to \$199,999	10.11%	2.11%	2.27%	3.54%
Property Value \$100,000 to \$149,999	13.68%	2.24%	1.73%	1.83%
Property Value \$60,000 to \$99,999	3.07%	0.96%	0.55%	0.54%
Property Value \$40,000 to \$59,999	1.15%	0.57%	0.39%	0.33%
Property Value \$0 to \$39,999	2.74%	1.29%	1.19%	1.18%
Median Home Value	\$337,138	\$424,690	\$437,746	\$425,316
Median Rent per Month (Census 2000)	\$732	\$678	\$636	\$650
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2019</b>				
Employed Civilian Population 16+ by Occupation	2,847	20,347	73,364	257,197
Managerial/Executive	11.58%	17.38%	14.27%	15.43%
Professional Specialty	22.72%	23.59%	18.83%	22.98%
Healthcare Support	1.38%	2.40%	4.26%	4.01%
Sales	12.85%	12.18%	10.30%	9.99%
Office & Administrative Support	16.75%	13.57%	11.61%	11.71%
Protective Service	0.53%	2.38%	2.01%	1.96%
Food Preparation	6.24%	3.20%	5.41%	5.33%
Building Maintenance & Cleaning	3.32%	2.67%	4.04%	3.44%
Personal Care	2.20%	2.30%	3.27%	3.27%
Farming, Fishing, & Forestry	0.00%	0.02%	0.09%	0.23%
Construction	8.72%	7.52%	7.95%	7.22%
Production & Transportation	13.71%	12.77%	17.95%	14.43%
Percent White Collar	65.28%	69.13%	59.27%	64.12%
Percent Blue Collar	34.72%	30.87%	40.73%	35.88%
Median Employee Salary	45,737	47,474	48,485	50,156
Average Employee Salary	54,847	57,895	58,511	61,619
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	120	506	2,837	9,022
2019 Estimated Unemployed (Age 16 and Up)	87	706	3,142	10,200
2019 Estimated Unemployed Rate (Age 16 and Up)	3.12%	3.37%	4.21%	3.81%

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<b>TRANSPORTATION TO WORK 2019</b>	Drive to Work Alone	88.34%	88.48%	79.73%	80.48%
	Drive to Work Carpool	9.92%	6.96%	11.98%	9.77%
	Travel to Work by Public Transportation	0.41%	1.04%	1.82%	2.19%
	Drive to Work on Motorcycle	0.00%	0.04%	0.03%	0.04%
	Drive to Work on Bicycle	0.00%	0.02%	0.06%	0.11%
	Walk to Work	0.00%	0.34%	1.89%	2.47%
	Other Means	0.04%	0.24%	0.66%	0.72%
	Work at Home	1.30%	2.89%	3.06%	3.67%
<b>TRAVEL TIME TO WORK 2019</b>	Travel Time in Less than 5 minutes	3.23%	2.40%	2.67%	2.45%
	Travel to Work in 5 to 9 minutes	8.94%	9.37%	9.06%	9.35%
	Travel to Work in 10 to 14 minutes	17.43%	15.28%	15.47%	13.86%
	Travel to Work in 15 to 19 minutes	14.18%	14.45%	14.96%	13.61%
	Travel to Work in 20 to 29 minutes	16.07%	18.10%	19.11%	19.19%
	Travel to Work in 30 to 44 minutes	29.52%	22.46%	21.28%	21.46%
	Travel to Work in 45 to 59 minutes	7.06%	9.65%	8.62%	9.69%
	Travel to Work in 60 minutes or more	3.56%	8.29%	8.82%	10.39%
Average Travel Time to Work	23.7	25.5	24.8	26.1	
<b>SPENDING PATTERNS 2019</b>	Grocery Store Market Basket Weekly Per Capita Spending	\$59.37	\$59.99	\$59.26	\$59.26
	Apparel and Related Services	\$14.52	\$15.61	\$14.90	\$15.10
	Transportation	\$89.39	\$95.21	\$90.44	\$91.85
	Healthcare	\$45.30	\$46.64	\$44.38	\$45.06
	Entertainment	\$23.86	\$25.55	\$24.09	\$24.32
<b>LIFESTYLE SEGMENTATION 2019</b>	Category A - Crème de la Crème	397	11,697	23,407	95,178
	Category B - Urban Cliff Climbers	0	0	0	3,668
	Category C - Urban Cliff Dwellers	0	0	1,825	16,797
	Category D - Seasoned Urban Dwellers	408	2,828	4,954	13,313
	Category E - Thriving Alone	1,208	6,159	9,871	32,597
	Category F - Going it Alone	2,228	3,281	22,353	92,120
	Category G - Struggling Alone	0	0	1,326	27,914
	Category H - Single in the Suburbs	0	0	6	876
	Category I - Married in the Suburbs	0	8,640	17,398	64,217
	Category J - Retired in the Suburbs	2	1,936	8,943	28,476
	Category K - Living with Nature	0	0	600	2,142
	Category L - Working with Nature	0	0	0	5,460
	Category M - Harlem Gateway	0	0	0	0
	Category N - Espaniola	0	0	41,511	78,491
	Category O - Specialties	614	943	2,336	2,913

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