

Audience Profile

Jan 1 - Dec 31, 2023

Salem

447 S Broadway, Salem, NH 03079

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	3,108		75,726		187,872	
Households	1,315		26,683		67,451	
Persons per Household	2.36	91	2.81	109	2.76	107
Household Median Income	\$90,792.52	31	\$73,336.21	105	\$70,577.71	102
Household Median Disposable Income	\$77,949.41	30	\$62,194.61	103	\$59,850.62	99
Household Median Discretionary Income	\$56,195.41	31	\$40,107.88	93	\$37,920.8	88
Average Income Per Person	\$42,507.63	114	\$33,835.17	91	\$33,349.19	89
Median Rent	\$1,261.44	99	\$1,387.78	109	\$1,389.75	109
Median House Value	\$622,258.77	151	\$608,377.84	148	\$603,096.27	147
Households in Poverty	77 (5.9%)	46	3,137 (11.8%)	93	9,588 (14.2%)	113
Household Median Wealth	\$85,633.62	109	\$69,579.58	89	\$67,499.65	86
Average Age	43.38	108	40.6	101	40.15	100
Median Age	45.07	117	38.85	101	38.54	100
Households with Children	306 (23.3%)	84	8,160 (30.6%)	111	20,613 (30.6%)	111
High School Graduate or Higher	2,066 (90.3%)	102	44,096 (83.2%)	94	106,685 (81.8%)	92

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	1 Mile		3 Mile		5 Mile	
Bachelor's Degree or Higher	767 (33.5%)	101	13,305 (25.1%)	76	33,352 (25.6%)	7
Pop density (per sq mi)	1,396		2,849		2,563	
Area (based on blockgroups)	2		27		73	

Population

Population 2022 Q4	3,108		75,726		187,872	
Population 2022 Q3	3,106		75,447		187,011	
Population 2022 Q2	3,095		75,448		187,168	
Population 2022 Q1	3,101		75,514		187,079	
Population 2021 Q4	3,090		75,001		184,943	
Population 2021 Q3	3,083		74,880		184,752	
Population 2021 Q2	3,072		74,687		184,587	
Population 2021 Q1	3,075		74,716		184,621	
Population 2020 Q4	3,066		74,574		184,435	
Population 5 Years Forecast	3,151		76,383		191,512	
Population 10 Years Forecast	3,203		76,839		193,713	
Persons per Household	2.36	91	2.81	109	2.76	107

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Group Quarters	2 (<0.5%) 	808 (1.1%) 	1,420 (0.8%) 
Transient Population - Average Last 4 Quarters	273 (<0.5%) 	1,724 (0.9%) 	

Households

Households 2022 Q4	1,315	26,683	67,451
Households 2022 Q3	1,314	26,588	67,161
Households 2022 Q2	1,309	26,577	67,190
Households 2022 Q1	1,312	26,603	67,168
Households 2021 Q4	1,307	26,426	66,270
Households 2021 Q3	1,304	26,370	66,181
Households 2021 Q2	1,300	26,278	66,098
Households 2021 Q1	1,301	26,289	66,111
Households 2020 Q4	1,297	26,228	66,030
Households 5 Years Forecast	1,333	26,940	68,947
Households 10 Years Forecast	1,355	27,126	69,847

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● 1 Mile ● 3 Mile ● 5 Mile

Gender

Male	1,506	(48.5%)	99	36,706	(48.5%)	99	91,247	(48.6%)	99
Female	1,602	(51.5%)	101	39,020	(51.5%)	101	96,625	(51.4%)	101

Ethnicity

White	2,203	(70.9%)	116	38,843	(51.3%)	84	90,542	(48.2%)	7
Hispanic (Ethnic)	614	(19.8%)	109	31,605	(41.7%)	230	83,211	(44.3%)	244
Asian	164	(5.3%)	104	1,955	(2.6%)	51	6,581	(3.5%)	69
Black	65	(2.1%)	18	1,927	(2.5%)	21	4,080	(2.2%)	18
Other	62	(2%)	55	1,396	(1.8%)	51	3,458	(1.8%)	51

Household by Ethnicity

White	1,031	(78.4%)	122	13,089	(49.1%)	77	31,527	(46.7%)	73
Hispanic (Ethnic)	168	(12.8%)	86	10,815	(40.5%)	273	28,891	(42.8%)	289
Other	62	(4.7%)	87	1,225	(4.6%)	84	3,045	(4.5%)	83
Asian	38	(2.9%)	66	850	(3.2%)	72	2,302	(3.4%)	7
Black	16	(1.2%)	11	704	(2.6%)	23	1,686	(2.5%)	22

Households Income

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Household Average Income	\$100,397.57	103	\$95,170.62	98	\$92,347.55	95
Average Income Per Person	\$42,507.63	114	\$33,835.17	91	\$33,349.19	89
Household Median Income	\$90,792.52	31	\$73,336.21	105	\$70,577.71	102
<\$15K	92 (7%)	77	2,638 (9.9%)	108	7,167 (10.6%)	116
\$15K - \$25K	112 (8.5%)	111	1,936 (7.3%)	94	4,760 (7.1%)	92
\$25K - \$35K	56 (4.3%)	53	1,831 (6.9%)	85	4,717 (7%)	86
\$35K - \$50K	127 (9.7%)	85	2,952 (11.1%)	97	8,000 (11.9%)	104
\$50K - \$75K	124 (9.4%)	56	4,219 (15.8%)	94	10,769 (16%)	95
\$75K - \$100K	217 (16.5%)	127	3,356 (12.6%)	97	9,229 (13.7%)	106
\$100K - \$150K	337 (25.6%)	155	5,068 (19%)	115	11,299 (16.8%)	101
\$150K - \$175K	115 (8.7%)	167	1,711 (6.4%)	122	4,092 (6.1%)	116
\$175K - \$200K	60 (4.6%)	85	1,676 (6.3%)	116	3,305 (4.9%)	91
\$200K - \$250K	42 (3.2%)	86	725 (2.7%)	72	2,301 (3.4%)	91
\$250K - \$500K	18 (1.4%)	86	310 (1.2%)	72	986 (1.5%)	92
>\$500K	15 (1.1%)	85	261 (1%)	72	826 (1.2%)	92

Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Household Average Disposable Income	\$83,234.87	113	\$73,731.58	100	\$72,604.03	98
Household Median Disposable Income	\$77,949.41	30	\$62,194.61	103	\$59,850.62	99
<\$15K	105 (8%)	8	2,941 (11%)	111	7,990 (11.8%)	119
\$15K - \$25K	113 (8.6%)	95	2,198 (8.2%)	91	5,639 (8.4%)	92
\$25K - \$35K	51 (3.9%)	42	2,119 (7.9%)	86	5,715 (8.5%)	91
\$35K - \$50K	164 (12.5%)	93	3,759 (14.1%)	105	9,252 (13.7%)	102
\$50K - \$75K	195 (14.8%)	8	4,540 (17%)	92	12,340 (18.3%)	99
\$75K - \$100K	179 (13.6%)	98	3,717 (13.9%)	100	9,200 (13.6%)	98
\$100K - \$150K	401 (30.5%)	194	4,960 (18.6%)	118	11,261 (16.7%)	106
\$150K - \$175K	42 (3.2%)	66	1,405 (5.3%)	109	2,721 (4%)	84
\$175K - \$200K	22 (1.7%)	107	311 (1.2%)	75	1,002 (1.5%)	95
\$200K - \$250K	18 (1.4%)	90	296 (1.1%)	75	939 (1.4%)	91
\$250K - \$500K	23 (1.7%)	83	400 (1.5%)	72	1,278 (1.9%)	90
>\$500K	2 (<0.5%)	83	37 (<0.5%)	76	114 (<0.5%)	92

Discretionary Households Income

Household Average Discretionary Income	\$58,881.25	114	\$48,976.83	95	\$47,636.63	92
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Household Median Discretionary Income	\$56,195.41	31	\$40,107.88	93	\$37,920.8	88
<\$10K	91 (6.9%)	68	3,173 (11.9%)	116	9,106 (13.5%)	32
\$10K - \$20K	149 (11.3%)	87	3,970 (14.9%)	115	9,774 (14.5%)	112
\$20K - \$30K	136 (10.3%)	83	3,505 (13.1%)	105	8,966 (13.3%)	106
\$30K - \$40K	92 (7%)	62	2,670 (10%)	88	7,384 (10.9%)	96
\$40K - \$50K	98 (7.5%)	71	2,193 (8.2%)	86	6,175 (9.2%)	95
\$50K - \$75K	254 (19.3%)	107	4,775 (17.9%)	99	11,065 (16.4%)	91
\$75K - \$100K	332 (25.2%)	238	3,450 (12.9%)	122	7,515 (11.1%)	105
\$100K - \$125K	96 (7.3%)	108	2,050 (7.7%)	113	4,411 (6.5%)	97
\$125K - \$150K	67 (5.1%)	116	626 (2.3%)	53	2,330 (3.5%)	71
>\$150K			271 (1%)	40	725 (1.1%)	43

Households Income by Ethnicity

Average Income - White	\$93,281.48	107	\$97,684.09	112	\$98,360.14	113
Median Income - White	\$91,878.89	121	\$95,512.2	126	\$92,936.23	122
Average Income - Black	\$53,876.56	88	\$70,967.1	116	\$82,505.43	135
Median Income - Black	\$42,999.4	90	\$57,999.2	121	\$79,675.39	166

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Average Income - Asian	\$88,041.24 (85)	\$100,642.24 (97)	\$111,086.86 (107)
Median Income - Asian	\$84,615 (85)	\$98,213.36 (99)	\$107,812.19 (109)
Average Income - Hispanic	\$94,337.24 (32)	\$65,725.71 (92)	\$61,488.45 (86)
Median Income - Hispanic	\$89,034.53 (151)	\$52,880.98 (90)	\$49,792.08 (84)
Average Income - Other	\$126,870.39 (161)	\$92,038.88 (117)	\$85,581.47 (108)
Median Income - Other	\$143,332.6 (213)	\$86,543.66 (128)	\$75,494.77 (112)

Age

Average Age	43.38 (108)	40.6 (101)	40.15 (100)
Median Age	45.07 (117)	38.85 (101)	38.54 (100)
0-4	161 (5.2%) (85)	4,178 (5.5%) (91)	10,477 (5.6%) (91)
5-13	291 (9.4%) (85)	7,684 (10.1%) (92)	19,421 (10.3%) (94)
14-17	124 (4%) (8)	3,810 (5%) (102)	9,669 (5.1%) (104)
18-21	131 (4.2%) (70)	3,918 (5.2%) (86)	10,010 (5.3%) (88)
22-24	114 (3.7%) (89)	3,149 (4.2%) (101)	7,893 (4.2%) (102)
25-29	193 (6.2%) (96)	5,379 (7.1%) (110)	13,385 (7.1%) (110)
30-34	183 (5.9%) (97)	5,182 (6.8%) (112)	12,787 (6.8%) (112)

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35-39	181	(5.8%)	97	4,740	(6.3%)	104	11,642	(6.2%)	103
40-44	173	(5.6%)	92	4,478	(5.9%)	97	11,261	(6%)	99
45-49	169	(5.4%)	90	4,493	(5.9%)	99	11,468	(6.1%)	102
50-54	221	(7.1%)	116	4,896	(6.5%)	105	12,342	(6.6%)	107
55-59	274	(8.8%)	138	5,286	(7%)	109	13,150	(7%)	109
60-64	264	(8.5%)	132	5,140	(6.8%)	105	12,697	(6.8%)	105
65-69	202	(6.5%)	111	4,471	(5.9%)	101	10,888	(5.8%)	99
70-74	153	(4.9%)	102	3,480	(4.6%)	95	8,424	(4.5%)	93
75-79	117	(3.8%)	107	2,461	(3.2%)	92	5,852	(3.1%)	88
80-84	85	(2.7%)	123	1,607	(2.1%)	95	3,645	(1.9%)	87
85+	72	(2.3%)	135	1,374	(1.8%)	106	2,861	(1.5%)	89

Age - Male

Male Average Age	42.44		109	39.23		101	38.82		100
Male Median Age	43.5		117	37.37		101	36.98		100
0-4	83	(5.5%)	87	2,139	(5.8%)	92	5,367	(5.9%)	93
5-13	149	(9.9%)	86	3,920	(10.7%)	93	9,955	(10.9%)	95

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14-17	58	(3.9%)	1,935	(5.3%)	4,960	(5.4%)
18-21	60	(4%)	2,001	(5.5%)	5,113	(5.6%)
22-24	56	(3.7%)	1,603	(4.4%)	4,033	(4.4%)
25-29	96	(6.4%)	2,741	(7.5%)	6,869	(7.5%)
30-34	87	(5.8%)	2,629	(7.2%)	6,481	(7.1%)
35-39	87	(5.8%)	2,339	(6.4%)	5,747	(6.3%)
40-44	88	(5.8%)	2,186	(6%)	5,443	(6%)
45-49	85	(5.6%)	2,154	(5.9%)	5,408	(5.9%)
50-54	108	(7.2%)	2,310	(6.3%)	5,817	(6.4%)
55-59	139	(9.2%)	2,518	(6.9%)	6,232	(6.8%)
60-64	141	(9.4%)	2,463	(6.7%)	6,047	(6.6%)
65-69	102	(6.8%)	2,116	(5.8%)	5,153	(5.6%)
70-74	68	(4.5%)	1,586	(4.3%)	3,821	(4.2%)
75-79	45	(3%)	1,050	(2.9%)	2,502	(2.7%)
80-84	32	(2.1%)	615	(1.7%)	1,427	(1.6%)
85+	22	(1.5%)	401	(1.1%)	872	(1%)

Age - Female

Female Average Age	44.27		41.89		41.4	
Female Median Age	45.67		41.36		41.07	
0-4	78	(4.9%)	2,039	(5.2%)	5,110	(5.3%)
5-13	142	(8.9%)	3,764	(9.6%)	9,466	(9.8%)
14-17	66	(4.1%)	1,875	(4.8%)	4,709	(4.9%)
18-21	71	(4.4%)	1,917	(4.9%)	4,897	(5.1%)
22-24	58	(3.6%)	1,546	(4%)	3,860	(4%)
25-29	97	(6.1%)	2,638	(6.8%)	6,516	(6.7%)
30-34	96	(6%)	2,553	(6.5%)	6,306	(6.5%)
35-39	94	(5.9%)	2,401	(6.2%)	5,895	(6.1%)
40-44	85	(5.3%)	2,292	(5.9%)	5,818	(6%)
45-49	84	(5.2%)	2,339	(6%)	6,060	(6.3%)
50-54	113	(7.1%)	2,586	(6.6%)	6,525	(6.8%)
55-59	135	(8.4%)	2,768	(7.1%)	6,918	(7.2%)
60-64	123	(7.7%)	2,677	(6.9%)	6,650	(6.9%)
65-69	100	(6.2%)	2,355	(6%)	5,735	(5.9%)
70-74	85	(5.3%)	1,894	(4.9%)	4,603	(4.8%)
75-79	72	(4.5%)	1,411	(3.6%)	3,350	(3.5%)
80-84	53	(3.3%)	992	(2.5%)	2,218	(2.3%)
85+	50	(3.1%)	973	(2.5%)	1,989	(2.1%)

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Employment by Occupation

Occupation	1 Mile	1 Mile %	3 Mile	3 Mile %	5 Mile	5 Mile %
Total Employees (16+ Years Old)	1,734		40,563		100,736	
Professional Specialty	420	(24.2%)	7,875	(19.4%)	19,380	(19.2%)
Managerial/Executive	369	(21.3%)	4,504	(11.1%)	11,924	(11.8%)
Office Admin	257	(14.8%)	5,218	(12.9%)	11,352	(11.3%)
Sales	191	(11%)	4,097	(10.1%)	9,460	(9.4%)
Production & Transportation	137	(7.9%)	7,092	(17.5%)	19,879	(19.7%)
Construction	133	(7.7%)	3,245	(8%)	7,313	(7.3%)
Building Maintenance & Cleaning	101	(5.8%)	1,862	(4.6%)	5,410	(5.4%)
Food Preparation & Serving	57	(3.3%)	2,559	(6.3%)	5,648	(5.6%)
Healthcare support	51	(2.9%)	2,083	(5.1%)	5,364	(5.3%)
Personal Care	18	(1%)	1,205	(3%)	3,092	(3.1%)
Farming, Fishing & Forestry			34	(<0.5%)	165	(<0.5%)
Protective			789	(1.9%)	1,749	(1.7%)

Employment by Industry

Total Employees (16+ Years Old)	1,734		40,563		100,736	
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Wholesale Retail	374	(21.6%)	160	6,438	(15.9%)	118	14,282	(14.2%)	105
Manufacturing	331	(19.1%)	189	5,384	(13.3%)	132	15,256	(15.1%)	150
Educational Services	281	(16.2%)	70	9,503	(23.4%)	100	23,963	(23.8%)	102
Administrative/Waste Services	217	(12.5%)	300	2,533	(6.2%)	150	6,748	(6.7%)	160
Professional Services	130	(7.5%)	100	2,311	(5.7%)	76	6,206	(6.2%)	8
Financial, Insurance & Real Estate	98	(5.7%)	85	2,243	(5.5%)	84	5,589	(5.5%)	84
Agriculture/Mining/Construction	87	(5%)	58	2,384	(5.9%)	68	5,316	(5.3%)	61
Public Administration	84	(4.8%)	101	1,524	(3.8%)	76	3,633	(3.6%)	75
Entertainment Services	63	(3.6%)	40	3,627	(8.9%)	99	8,128	(8.1%)	89
Information	33	(1.9%)	101	751	(1.9%)	99	1,603	(1.6%)	85
Other Professional Services	18	(1%)	22	1,845	(4.5%)	96	4,463	(4.4%)	93
Transportation	18	(1%)	18	1,908	(4.7%)	83	5,342	(5.3%)	94
Management Services				112	(<0.5%)	197	207	(<0.5%)	146

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Language Spoken

Speak English at Home	2,433	(82.6%)	106	36,503	(51%)	65	89,194	(50.3%)	65
Speak Spanish at Home	315	(10.7%)	7	29,880	(41.8%)	300	76,050	(42.9%)	308
Speak Other Language at Home	199	(6.8%)	83	5,165	(7.2%)	89	12,151	(6.8%)	84

Ancestry

Other	505	(16.2%)	75	13,827	(18.3%)	84	31,944	(17%)	7
Scottish/Irish	396	(12.7%)	188	5,408	(7.1%)	105	13,156	(7%)	103
Unclassified	323	(10.4%)	62	6,627	(8.8%)	52	15,607	(8.3%)	50
Italian	240	(7.7%)	258	4,878	(6.4%)	215	11,387	(6.1%)	203
French	193	(6.2%)	493	2,413	(3.2%)	253	5,553	(3%)	235
British	181	(5.8%)	107	2,344	(3.1%)	57	5,856	(3.1%)	58
Puerto Rican	174	(5.6%)	218	6,462	(8.5%)	332	21,039	(11.2%)	436
Dominican	171	(5.5%)	968	19,764	(26.1%)	4590	48,410	(25.8%)	4532
Other Hispanic	166	(5.3%)	405	1,899	(2.5%)	190	4,878	(2.6%)	197
Middle Eastern	149	(4.8%)	760	1,693	(2.2%)	355	2,767	(1.5%)	234
German	104	(3.3%)	42	1,257	(1.7%)	21	2,615	(1.4%)	17

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South Central Asian (e.g. Indian)	98	(3.2%)	240	809	(1.1%)	2,172	(1.2%)	88
Other European (e.g. Greek/Russian)	88	(2.8%)	88	1,089	(1.4%)	2,910	(1.5%)	48
American	84	(2.7%)	55	1,066	(1.4%)	2,436	(1.3%)	26
Mexican	56	(1.8%)	17	536	(0.7%)	1,124	(0.6%)	6
Polish	41	(1.3%)	85	1,000	(1.3%)	2,311	(1.2%)	7
South American	33	(1.1%)	100	373	(<0.5%)	1,522	(0.8%)	7
South East Asian (e.g. Vietnamese)	26	(0.8%)	52	515	(0.7%)	2,386	(1.3%)	7
Scandinavian	22	(0.7%)	36	320	(<0.5%)	957	(0.5%)	26
Korean	13	(<0.5%)	99	167	(<0.5%)	339	(<0.5%)	43
Chinese	13	(<0.5%)	35	290	(<0.5%)	1,097	(0.6%)	49
Other Asian	11	(<0.5%)	115	166	(<0.5%)	526	(<0.5%)	91
Cuban	9	(<0.5%)	44	169	(<0.5%)	480	(<0.5%)	39
Central American	5	(<0.5%)	11	2,402	(3.2%)	5,758	(3.1%)	207
Native American (Indian/Eskimo)	4	(<0.5%)	16	194	(<0.5%)	388	(<0.5%)	26
Japanese	3	(<0.5%)	42	8	(<0.5%)	61	(<0.5%)	14
Dutch				40	(<0.5%)	172	(<0.5%)	15

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Salem

447 S Broadway, Salem, NH 03079

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	10 (<0.5%)	21 (<0.5%)	6 (<0.5%)

Education (Age 25+)

Education Level	1 Mile	3 Mile	5 Mile
Total Educated Population	2,287	52,987	130,402
Elementary (0 to 8 Years)	116 (5.1%)	5,338 (10.1%)	13,461 (10.3%)
Some High School (9 to 11 Years)	105 (4.6%)	3,553 (6.7%)	10,256 (7.9%)
High School Graduate (12 Years)	688 (30.1%)	16,258 (30.7%)	39,279 (30.1%)
Some College (13 to 16 Years)	375 (16.4%)	11,116 (21%)	25,071 (19.2%)
Associates Degree Only	236 (10.3%)	3,417 (6.4%)	8,983 (6.9%)
Bachelor's Degree Only	390 (17.1%)	8,757 (16.5%)	21,623 (16.6%)
Graduate Degree	377 (16.5%)	4,548 (8.6%)	11,729 (9%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Salem

447 S Broadway, Salem, NH 03079

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	1,315	26,683	67,451
One Person Households	408 (31%)	6,644 (24.9%)	17,126 (25.4%)
Married Couple	665 (50.6%)	11,955 (44.8%)	29,223 (43.3%)
Male Householder	5 (<0.5%)	1,827 (6.8%)	4,864 (7.2%)
Female Householder	134 (10.2%)	4,745 (17.8%)	12,378 (18.4%)
Non Family Households	103 (7.8%)	1,512 (5.7%)	3,860 (5.7%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	1,315	26,683	67,451
1 Person Household	408 (31%)	6,644 (24.9%)	17,126 (25.4%)
2 Person Household	426 (32.4%)	7,149 (26.8%)	18,106 (26.8%)
3 Person Household	213 (16.2%)	4,580 (17.2%)	11,920 (17.7%)
4 Person Household	185 (14.1%)	4,417 (16.6%)	10,969 (16.3%)
5 Person Household	51 (3.9%)	2,157 (8.1%)	5,387 (8%)
6 Person Household	21 (1.6%)	992 (3.7%)	2,316 (3.4%)
7+ Person Household	11 (0.8%)	744 (2.8%)	1,627 (2.4%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Salem

447 S Broadway, Salem, NH 03079

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	1,356	27,930	70,900
Owner Occupied Housing	864	15,480	38,395
Renter Occupied Housing	451	11,203	29,056
Vacant Housing	41	1,247	3,449

Housing Rent

Average Rent	\$1,315.28	94	\$1,369.71	98	\$1,363.68	98
Median Rent	\$1,261.44	99	\$1,387.78	109	\$1,389.75	109
Total Cash Rents Housing	450	10,824	27,991			
<\$300		825 (7.6%)	239	2,344 (8.4%)	263	
\$300-\$500		605 (5.6%)	128	1,643 (5.9%)	134	
\$500-\$750	1 (<0.5%)	2	36	1,423 (5.1%)	46	
\$750-\$1000	64 (14.2%)	89	50	2,263 (8.1%)	51	
\$1000-\$1500	306 (68%)	235	111	8,111 (29%)	100	
\$1500-\$2000	55 (12.2%)	63	150	8,101 (28.9%)	150	
\$2000-\$2500	19 (4.2%)	46	119	3,072 (11%)	119	

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Salem

447 S Broadway, Salem, NH 03079

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	5	(1.1%)	27	230	(2.1%)	52	724	(2.6%)	64
\$3000-\$3500				41	(<0.5%)	19	177	(0.6%)	32
>\$3500				53	(<0.5%)	23	133	(<0.5%)	22

Value of Owner-Occupied Housing Units

Average House Value	\$626,064.75		119	\$608,864.64		115	\$594,368.11		113
Median House Value	\$622,258.77		151	\$608,377.84		148	\$603,096.27		147
Owner Occupied Housing	864			15,480			38,395		
<\$100K	15	(1.7%)	18	239	(1.5%)	16	732	(1.9%)	20
\$100K - \$200K	4	(<0.5%)	3	247	(1.6%)	12	744	(1.9%)	14
\$200K - \$300K	10	(1.2%)	8	761	(4.9%)	35	1,933	(5%)	36
\$300K - \$400K	32	(3.7%)	32	1,288	(8.3%)	71	3,974	(10.4%)	89
\$400K - \$500K	148	(17.1%)	180	2,121	(13.7%)	144	5,265	(13.7%)	144
\$500K - \$1000K	585	(67.7%)	262	9,170	(59.2%)	229	21,000	(54.7%)	211
>\$1000K	70	(8.1%)	52	1,654	(10.7%)	68	4,747	(12.4%)	7

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Salem

447 S Broadway, Salem, NH 03079

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	77	(5.9%)	46	3,137	(11.8%)	93	9,588	(14.2%)	113
Households Above Poverty	1,238	(94.1%)	108	23,546	(88.2%)	101	57,863	(85.8%)	98
Households in Poverty (Married)				698	(2.6%)	118	1,413	(2.1%)	94
Households in Poverty (Male Householder)				115	(<0.5%)	67	574	(0.9%)	33
Households in Poverty (Female Householder)	30	(2.3%)	74	553	(2.1%)	67	2,405	(3.6%)	116
Households in Poverty (Non-Family)	43	(3.3%)	54	1,676	(6.3%)	104	4,930	(7.3%)	121
Households in Poverty (Non-Family Student)	4	(<0.5%)	49	95	(<0.5%)	57	266	(<0.5%)	63

Wealth per Household

Household Average Wealth	\$247,834.6		104	\$225,837.61		95	\$223,348.95		94
Household Median Wealth	\$85,633.62		109	\$69,579.58		89	\$67,499.65		86
<\$0K	225	(17.1%)	97	4,890	(18.3%)	104	12,492	(18.5%)	105
\$0K - \$5K	108	(8.2%)	95	2,510	(9.4%)	108	6,430	(9.5%)	110
\$5K - \$10K	58	(4.4%)	96	1,292	(4.8%)	105	3,300	(4.9%)	106
\$10K - \$25K	82	(6.2%)	97	1,747	(6.5%)	102	4,442	(6.6%)	103
\$25K - \$50K	89	(6.8%)	99	1,835	(6.9%)	100	4,650	(6.9%)	101

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Salem

447 S Broadway, Salem, NH 03079

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	134	(10.2%)	99	2,726	(10.2%)	99	6,890	(10.2%)	99
\$100K - \$250K	240	(18.3%)	101	4,712	(17.7%)	98	11,836	(17.5%)	97
\$250K - \$500K	177	(13.5%)	103	3,343	(12.5%)	96	8,363	(12.4%)	95
>\$500K	202	(15.4%)	106	3,628	(13.6%)	94	9,048	(13.4%)	93

Vehicles per Household

Total Number of Vehicles	2,356			46,626			110,834		
Average Number of Vehicles	1.79		98	1.75		95	1.64		90
No Vehicles	49	(3.7%)	45	2,957	(11.1%)	35	9,219	(13.7%)	166
1 Vehicle	546	(41.5%)	128	9,232	(34.6%)	107	23,410	(34.7%)	107
2 Vehicles	437	(33.2%)	89	8,647	(32.4%)	87	22,249	(33%)	89
3 or more Vehicles	283	(21.5%)	96	5,847	(21.9%)	98	12,573	(18.6%)	84

Population Change

Births	30			846			2,095		
Deaths	34			637			1,508		
Migration	22			516			2,342		

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Salem

447 S Broadway, Salem, NH 03079

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	232	1,685	4,528
Total Employees	3,602	25,796	67,195

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats