

Section II: Demographic and Economic Overview

As of 2009, Salisbury was home to an estimated 30,638 people. Population is projected to be 33,416 by 2014.

Population	2000	2009	2014	Projected Change 2009 to 2014 (%)
Salisbury	26,676	30,638	33,416	9.07%
Rowan County	130,340	139,264	145,286	4.32%
North Carolina	8,049,313	9,302,373	10,065,461	8.20%

Of the people living in Salisbury in 2009, 54.02% are White, 39.18% are African American, 7.09% are Hispanic, 1.41% are Asian, 0.09% are either Native Hawaiian or Pacific Islander, 0.36% are American Indian or Alaskan Native, 3.08% are of "some other race" and 1.86% are of two or more races. In the table below, the percentage of the population that each segment represents in the report area is compared to the percent it represents in the state. Between 2009 and 2014, the population of Salisbury is expected to change by 0.09%.

Race	2000	2009	2014	Percent of Total Population in 2009	Percent of State Population in 2009 (North Carolina)
White	15,391	16,551	18,051	54.02%	70.04%
African American	10,081	12,004	13,092	39.18%	21.51%
Asian	371	432	471	1.41%	1.89%
Native Hawaiian or Pacific Islander	26	28	30	0.09%	0.06%
American Indian or Alaska Native	108	110	120	0.36%	1.21%
Some Other Race	347	944	1,029	3.08%	3.56%
Two or More Races	352	570	622	1.86%	1.73%
Ethnicity	2000	2009	2014	Percent of Total Population in 2009	Percent of State Population in 2009 (North Carolina)
Hispanic	1,001	2,172	2,369	7.09%	7.39%

Data from the U.S. Census Bureau in 2000 indicate that 1,320 people or 4.95% of the population living in Salisbury were "foreign born". Census defines foreign born as anyone who is not a U.S. citizen at birth. At this time, more recent estimates do not exist for the report area, but as

Salisbury is located in North Carolina, which, according to the Department of Homeland Security, was home to 15,174 people who were granted Legal Permanent Residence status in 2008. Those LPRs, or "green cards", represent 1.37% of green cards issued in the nation that year.

In Salisbury in 2009, 19.45% of the population is over the age of 65. 58.55% are of working age (18-64). 22.01% are under 18, and 6.24% are under 5 years old.

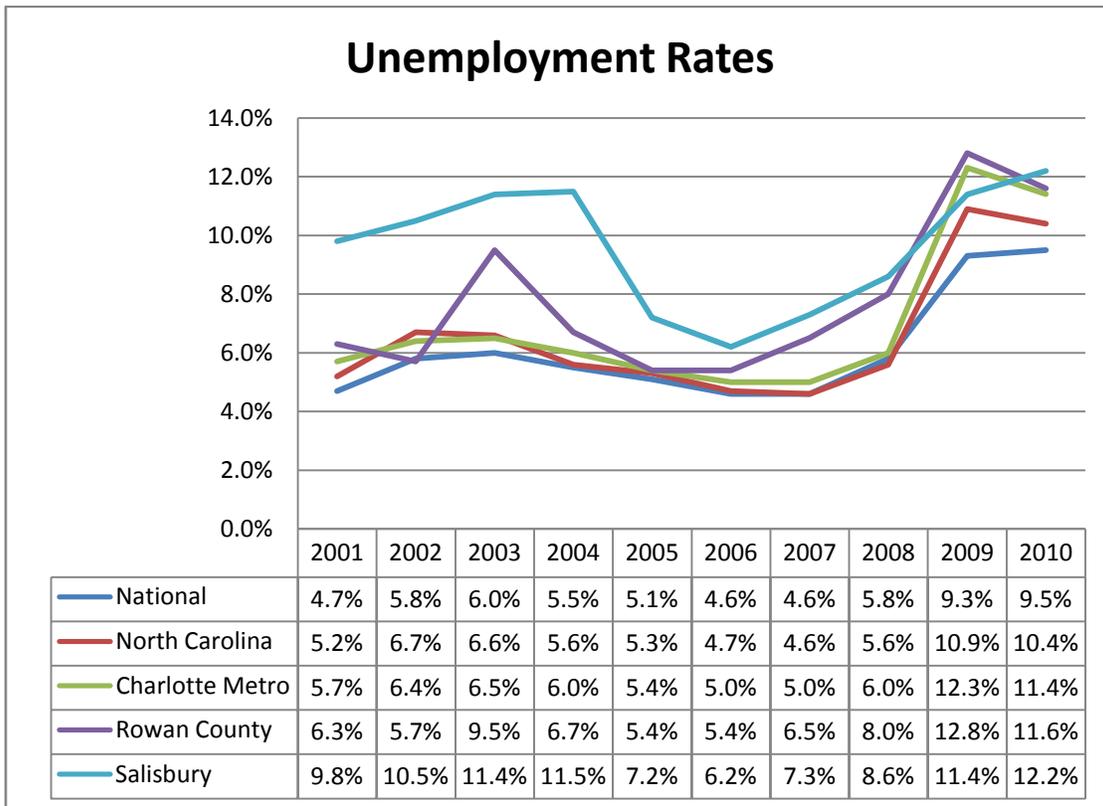
Age	Number of People in Age Group	Percent of People in Age Group	Percent of People in Age Group (North Carolina)
Under 5	1,678	6.24%	7%
Under 18	5,918	22.01%	24.30%
Working Age (18-64)	15,745	58.55%	63.09%
Aging (65+)	5,230	19.45%	12.61%

The median household income for Salisbury was \$39,073, compared to a state median of \$45,315, as estimated for 2009 by Claritas. The number of households divided by income categories is shown in the Annual Income Category table. In 2009, 61.56% of households in Salisbury had an annual income of less than \$50,000, compared to 55% of people in the state.

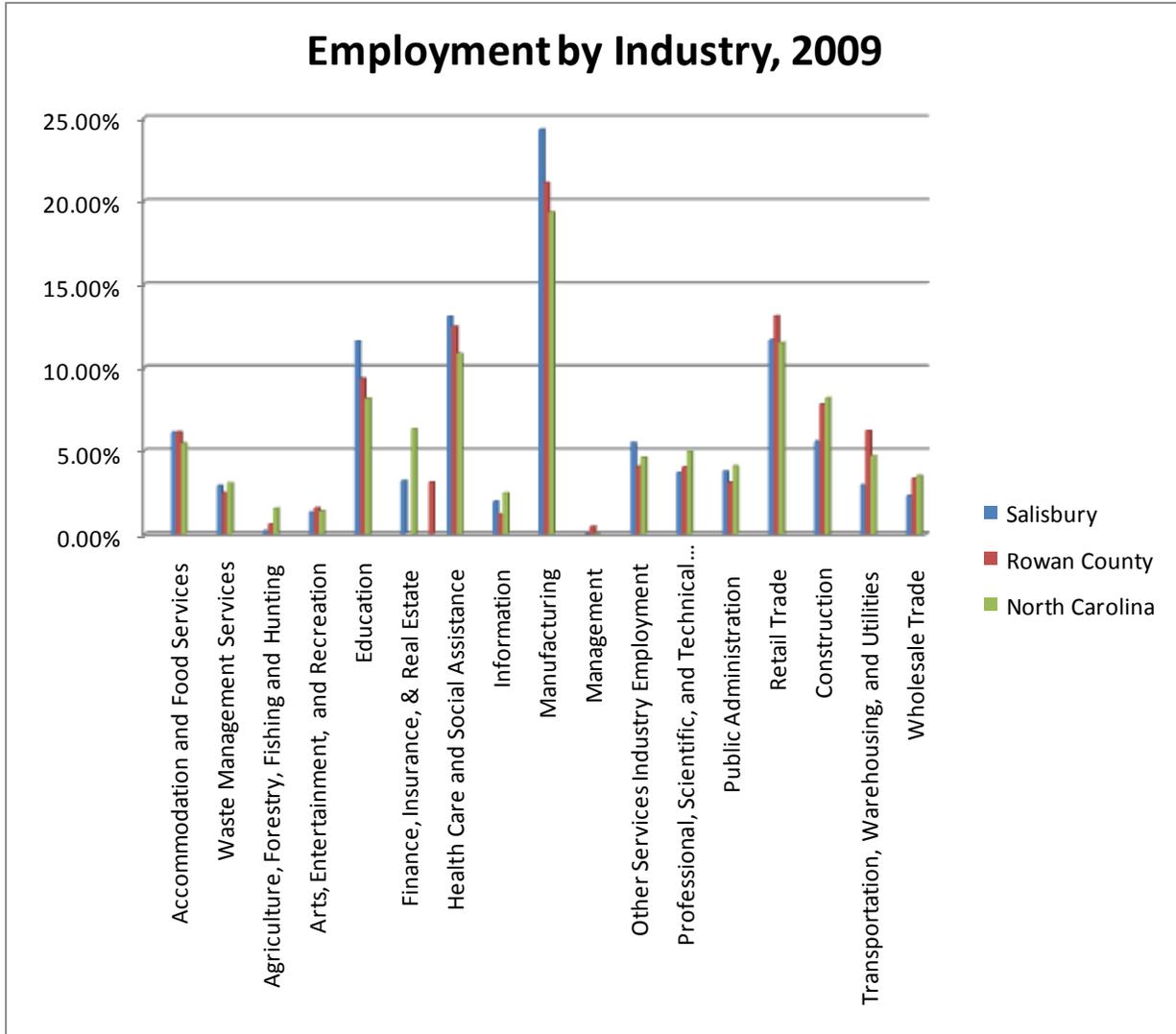
The following table shows the number of people who were employed, unemployed, in the labor force, and the unemployment rate for the market (short term) in which Salisbury is located, according to the Bureau of Labor Statistics.

2009 Unemployment Rate	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	March 2010 (preliminary)
Salisbury						
Employed	11,437	11,424	11,314	11,040	11,096	11,244
Unemployed	1,535	1,529	1,486	1,592	1,584	1,542
In Labor Force	12,972	12,953	12,800	12,632	12,680	12,786
Unemployment Rate	11.8%	11.8%	11.6%	12.6%	12.5%	12.1%
Rowan County						
Employed	64,569	64,497	63,872	62,329	62,641	63,479
Unemployed	9,181	9,129	9,164	9,926	10,199	9,393
In Labor Force	73,750	73,626	73,036	72,255	72,840	72,872
Unemployment Rate	12.4%	12.4%	12.5%	13.7%	14.0%	12.9%
North Carolina						
Employed	4,060,214	4,049,081	3,997,906	3,990,558	3,991,545	4,058,974
Unemployed	478,699	480,769	490,448	531,281	535,135	497,459
In Labor Force	4,538,913	4,529,850	4,488,354	4,521,839	4,526,680	4,556,433
Unemployment Rate	10.5%	10.6%	10.9%	11.7%	11.8%	10.9%

The graph below shows the longer term unemployment rates for Salisbury compared with those for Rowan County, the larger Charlotte metropolitan area, the state of North Carolina and the nation as a whole for the last ten years according to the Bureau of Labor Statistics.



For the employed population 16 years and older, the leading industries in Salisbury were educational services, and health care, and social assistance, and manufacturing. Among the most common occupations were: management, professional, and related occupations, 30 percent; sales and office occupations, 23 percent; service occupations, 22 percent; production, transportation, and material moving occupations, 19 percent; and construction, extraction, maintenance and repair occupations, 6 percent. Seventy-seven percent of the people employed were private wage and salary workers; 17 percent was Federal, state, or local government workers; and 7 percent were self-employed workers.

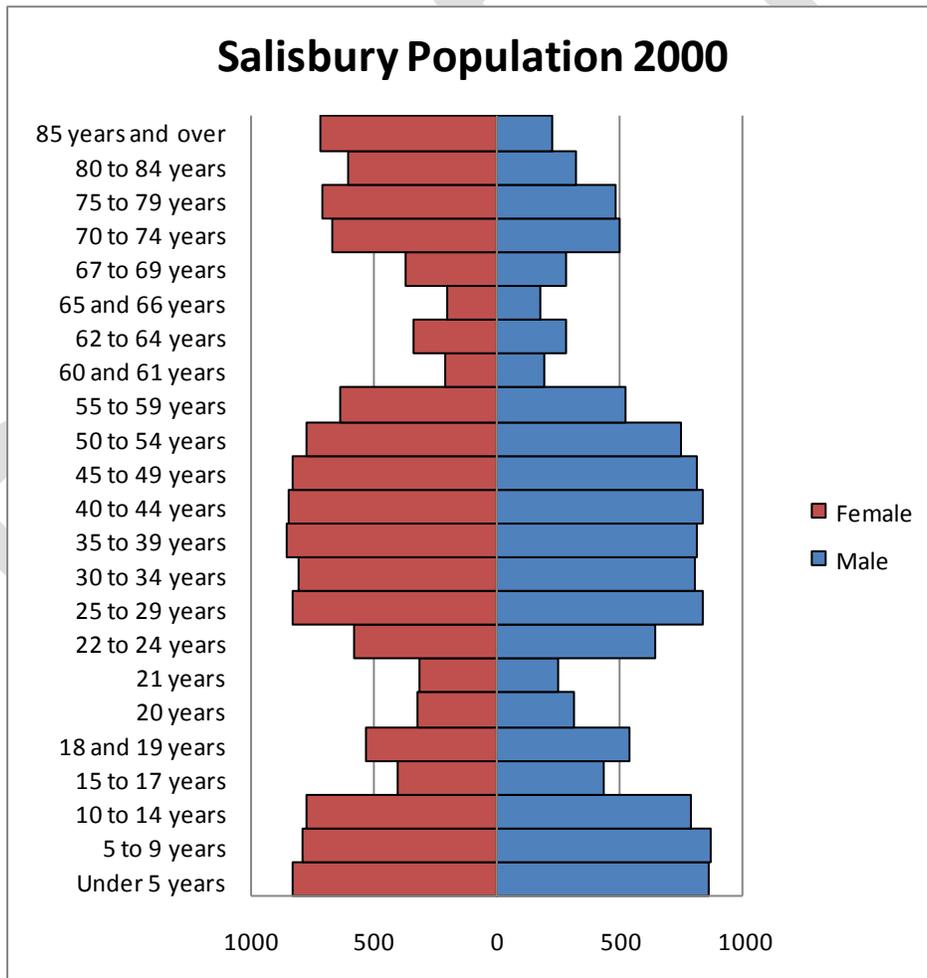


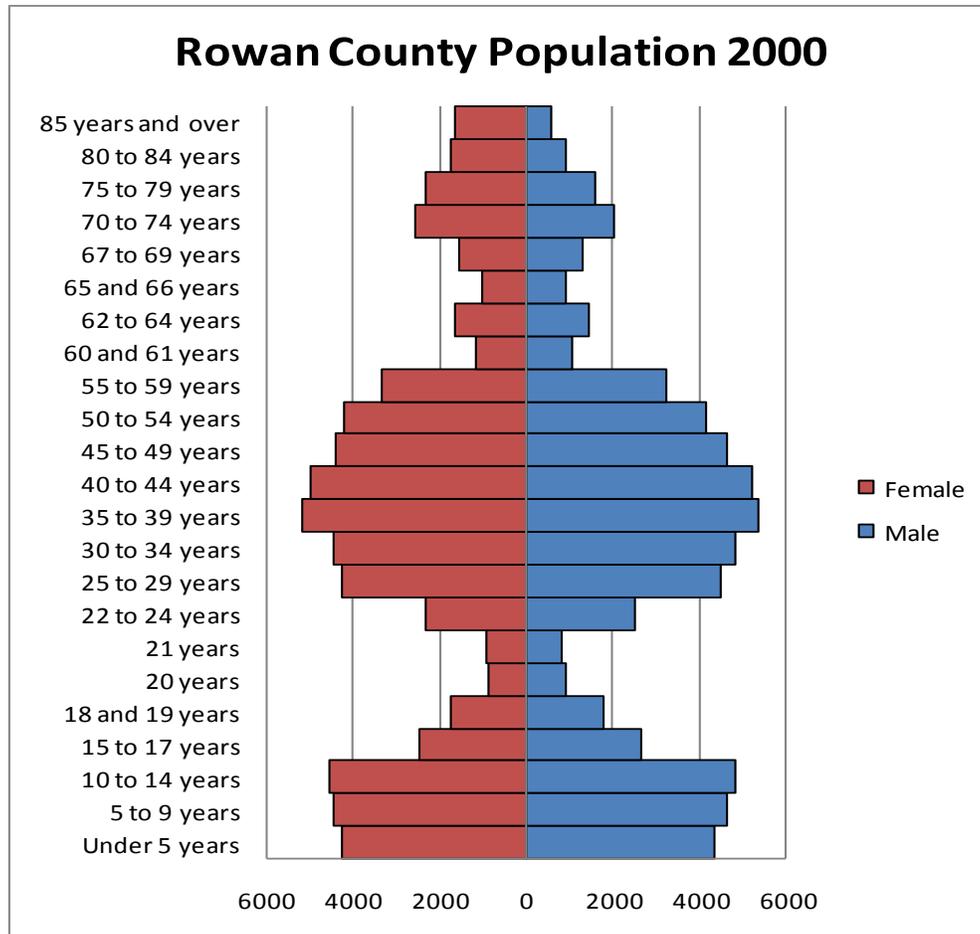
Demographic Profile

Population

The population of Salisbury increased by less than 1 percent between 2000 and 2009, but is projected to increase by 1.84 percent by 2014. The Rowan County population, however, increased by 6.8 percent between 2000 and 2009 and is projected to increase by another 4.3 percent between 2009 and 2014.

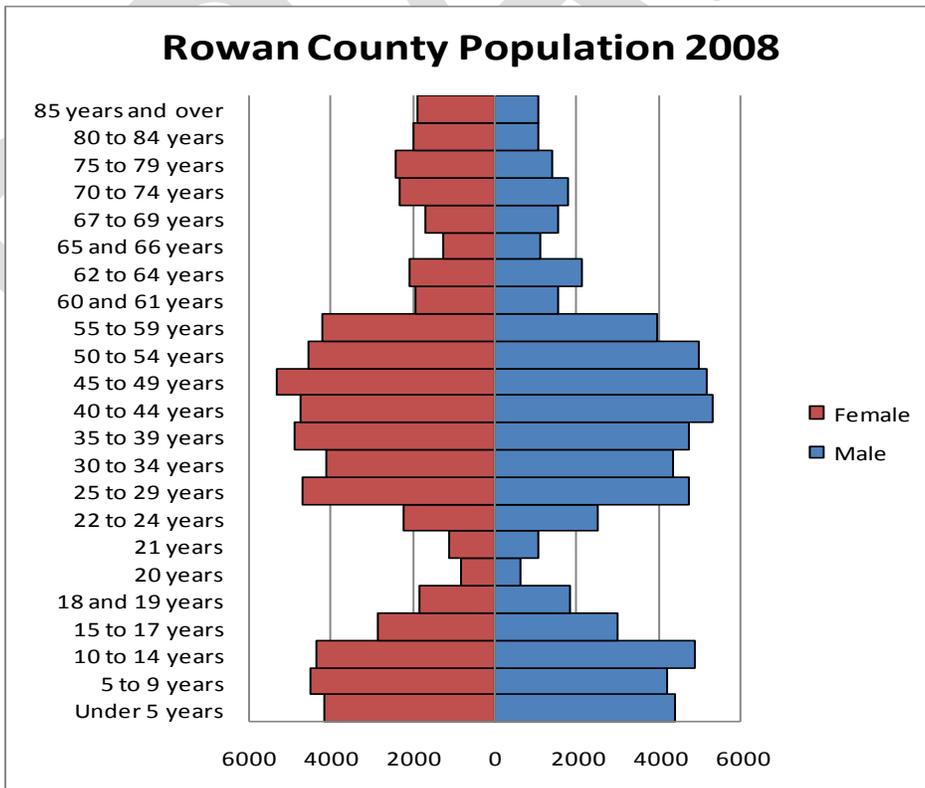
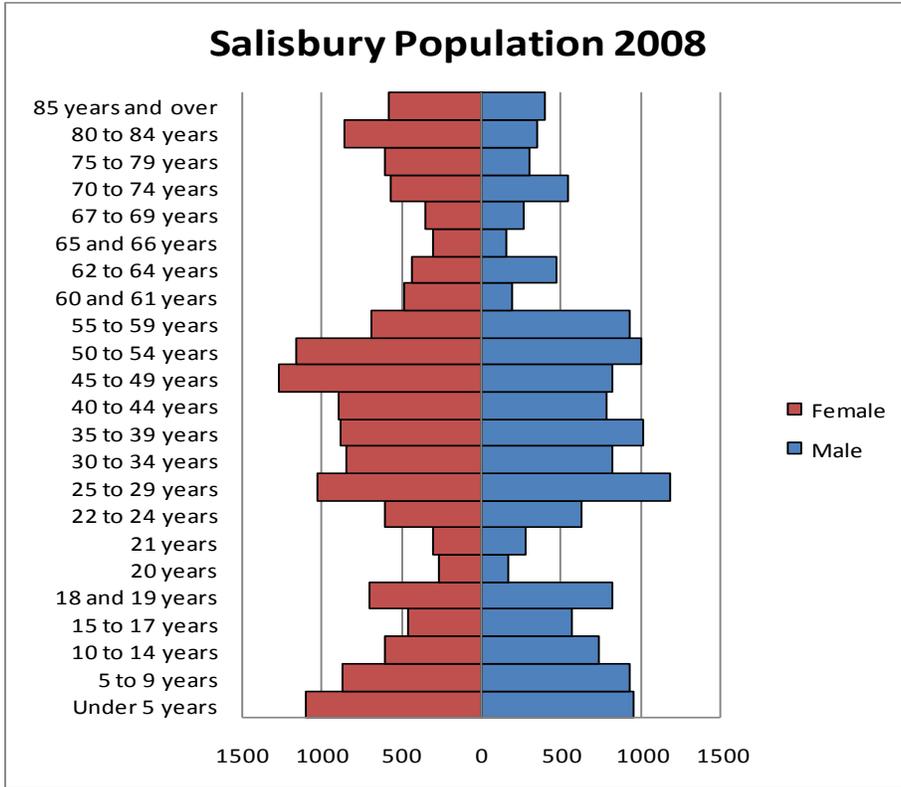
As illustrated by the first pyramid, Salisbury population had a rough symmetry in the under 14 and 20 through 59 age cohorts in 2000. Notably, there was substantial drop off in the cohorts for the ages between 15 and 21, as well as in the cohorts for the ages between 50 and 69. However, there was a substantial population in the cohorts for the ages between 70 and 85+.





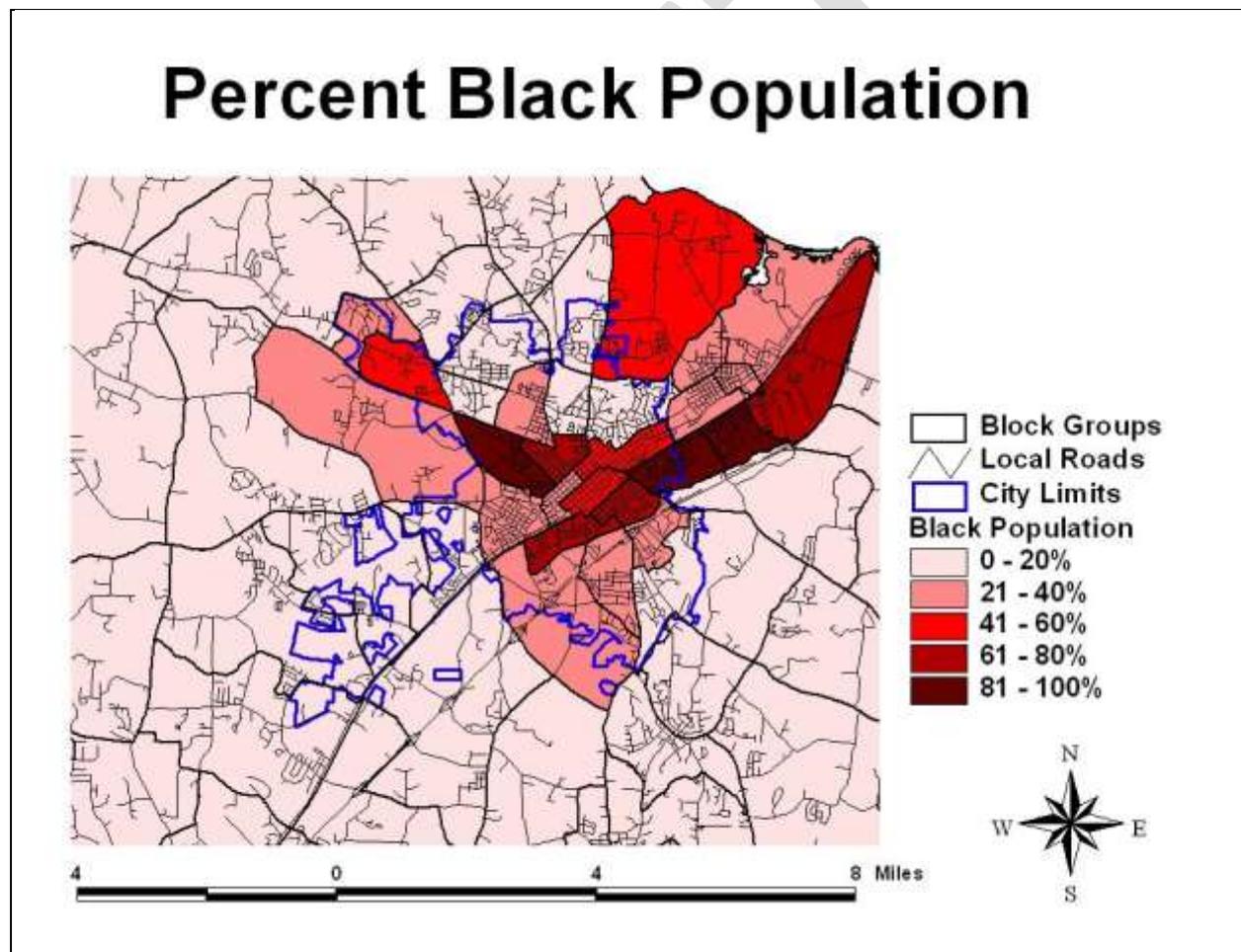
This situation was mirrored, in part, in Rowan County as a whole. However, as noted in the second population pyramid, the population in the more aged cohorts is a much smaller proportion of the total than was seen in Salisbury.

By 2008, Salisbury’s population pyramid had changed so that there was a larger representation of 25 to 29 year olds as well as an increase in the 45 to 54 year old cohorts. This shift is also reflected in the 2008 population distribution for Rowan County with larger proportions of the population found in the 20 to 29 year and 45 to 59 year cohorts. However, this proportional shift represents only a redistribution of population among the cohorts as the overall population total for Salisbury has changed by only approximately 200 persons between 2000 and 2008.

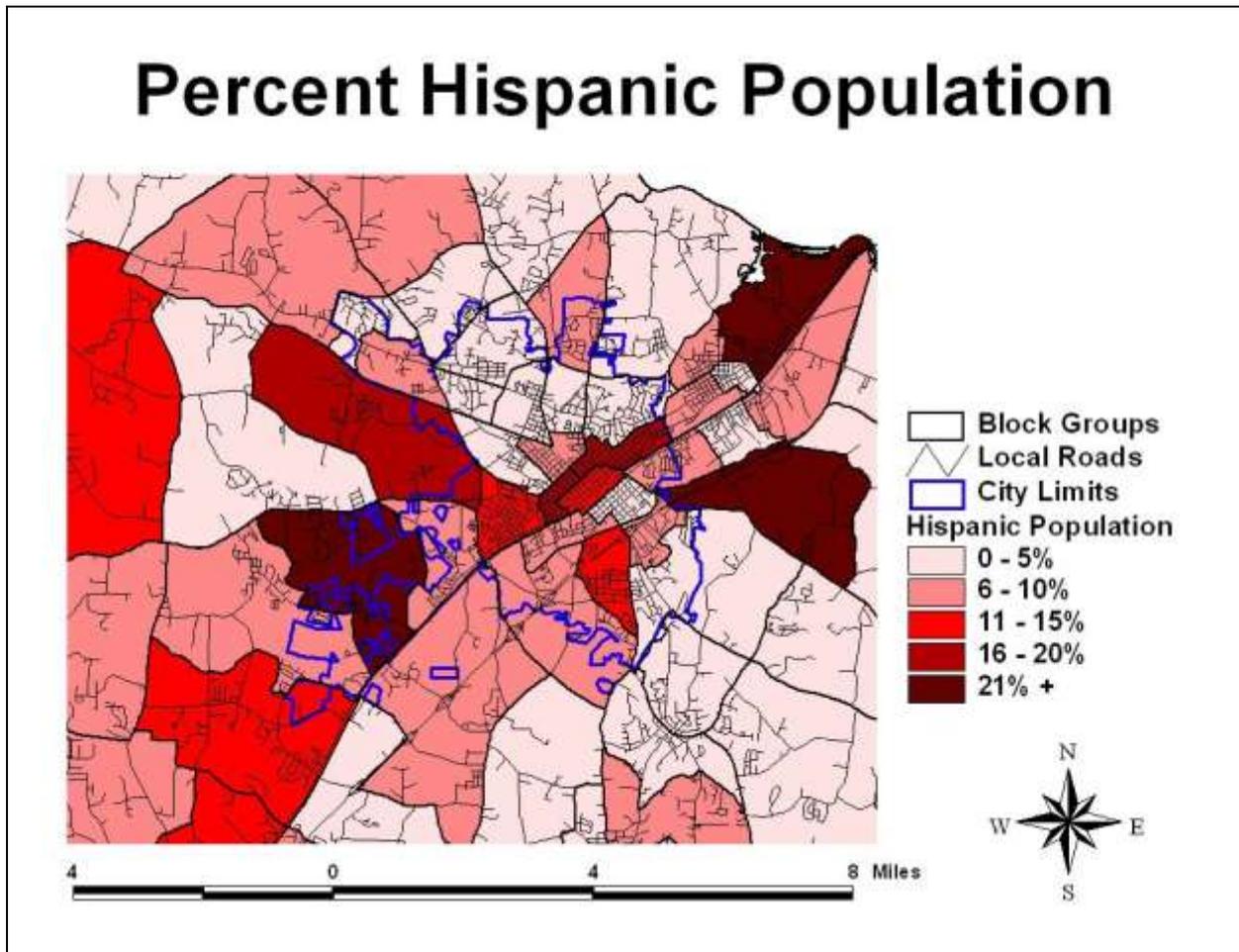


Race/Ethnicity

In 2000, Salisbury’s population was 57.3 percent White and 37.6 percent Black or African American. Persons of “some other” or “two or more” races represented 3.4 percent, Asians represented 1.4 percent, and all other categories making up the remaining 0.3 percent of the population. By 2008 for people reporting one race alone, 52 percent were White; 40 percent were Black or African American; less than 0.5 percent were American Indian and Alaska Native; less than 0.5 percent were Asian; less than 0.5 percent were Native Hawaiian and Other Pacific Islander, and 6 percent were “some other” race. One percent reported “two or more” races. Nine percent of the people in Salisbury city were Hispanic. Forty-nine percent of the people in Salisbury city were White non-Hispanic. People of Hispanic origin may be of any race.



Generally, areas clustered around the central business district exhibit a higher percentage of African American residents than other areas. However, with the exception of the outer most areas to the north, east and south – Salisbury exhibits a level of at least 21-40 percent African American residents approximating the 39.18 percent for Salisbury as a whole.



The Hispanic population of Salisbury is much more concentrated and much less even distributed than the other principle minority group, the African Americans. While Salisbury population, as a whole, is only 7.09 percent Hispanic, several block groups exhibited a much higher percentage of Hispanic residents. Most notably those areas immediately northwest, west and south of the central business district exhibit a higher level of Hispanic population than the community median..

Household Characteristics

The composition of the 10,522 households who reside in Salisbury is shown in the table below. Households refer to the person or group of people living in any one housing unit. Families, though, are groups of related people who live together. Generally, households that do not contain a family are made up of unrelated people living together (eg, roommates) or people living alone. While it is possible for two families to share a household, the difference between the number of households and the number of families in an area shows, approximately, the number of non-family households in a place.

2009 Household Composition	Number of Households	Percent of Households
Salisbury		
Households	10,522	--
Married with Children	1,592	15.13%
Single with Children	1,581	15.03%
Single Female with Children	1,323	12.57%
Other Households	6,026	57.27%
Rowan County		
Households	53,574	--
Married with Children	13,329	24.88%
Single with Children	5,996	11.19%
Single Female with Children	4,344	8.11%
Other Households	29,905	55.82%
North Carolina		
Households	3,660,988	--
Married with Children	894,802	24.44%
Single with Children	397,955	10.87%
Single Female with Children	304,459	8.32%
Other Households	2,063,772	56.37%

Families make up 62 percent of the households in Salisbury. This figure includes both married couple families (40 percent) and other families (22 percent). Nonfamily households made up 38 percent of all households. Most of the nonfamily households were people living alone, but some were composed of people living in households in which no one was related to the householder.

Income Profile

The median household income for Salisbury was \$39,073, compared to a state median of \$45,315, as estimated for 2009 by Claritas. The number of households divided by income categories is shown in the Annual Income Category table. In 2009, 61.56% of households in the Salisbury had an annual income of less than \$50,000, compared to 55% of people in North Carolina. Seventy percent of the households received earnings and 21 percent received retirement income other than Social Security. Thirty-five percent of households received Social Security. The average income from Social Security was \$14,065. Those income sources are not mutually exclusive; that is, some households received income from more than one source.

2009 Annual Income Category	Number of Households	Percent of Households
Salisbury		
Less than \$25,000	3,431	32.61%
Less than \$50,000	6,477	61.56%
Less than \$75,000	8,321	79.08%
Less than \$150,000	10,057	95.58%
\$150,000 or more	465	4.42%
Rowan County		
Less than \$25,000	13,325	24.87%
Less than \$50,000	29,453	54.98%
Less than \$75,000	41,043	76.61%
Less than \$150,000	51,940	96.95%
\$150,000 or more	1,634	3.05%
North Carolina		
Less than \$25,000	946,853	25.86%
Less than \$50,000	2,013,541	55%
Less than \$75,000	2,747,792	75.06%
Less than \$150,000	3,479,090	95.03%
\$150,000 or more	181,898	4.97%

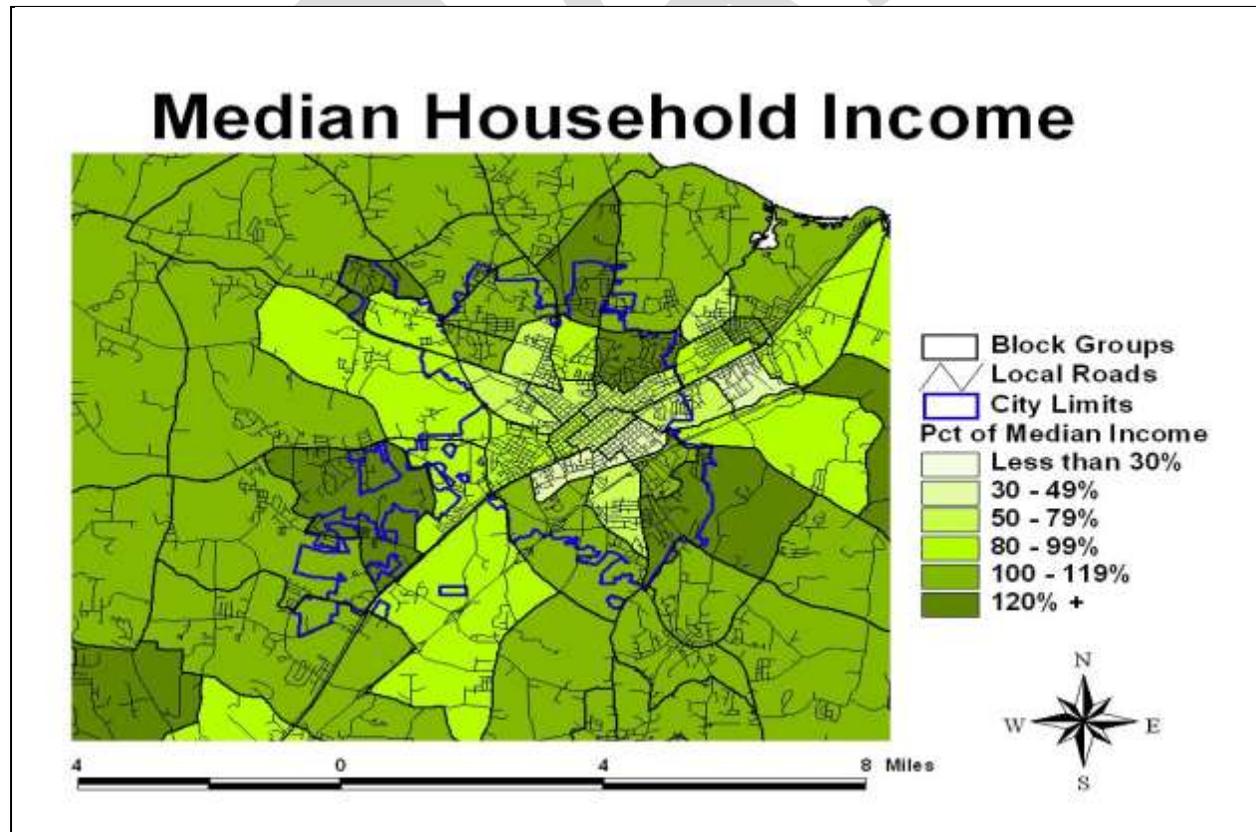
According to HUD, the current (2010) median income for a family of four in Rowan County is \$54,900 for a 4 person family. The table below provides the 2010 income limits by family size for standard break points.

	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
30% of Median	\$12,800	\$14,600	\$16,450	\$18,250	\$19,750	\$21,200	\$22,650	\$24,100
Very Low Income	\$21,350	\$24,400	\$27,450	\$30,450	\$32,900	\$35,350	\$37,800	\$40,200
Low-Income	\$34,150	\$39,000	\$43,900	\$48,750	\$52,650	\$56,550	\$60,450	\$64,350

According to Claritas estimates, the median income for a family in 2009 was \$47,673, compared to the state median family income of \$54,405. The rank order of the income brackets in terms of the percentage of households within them is as follows:

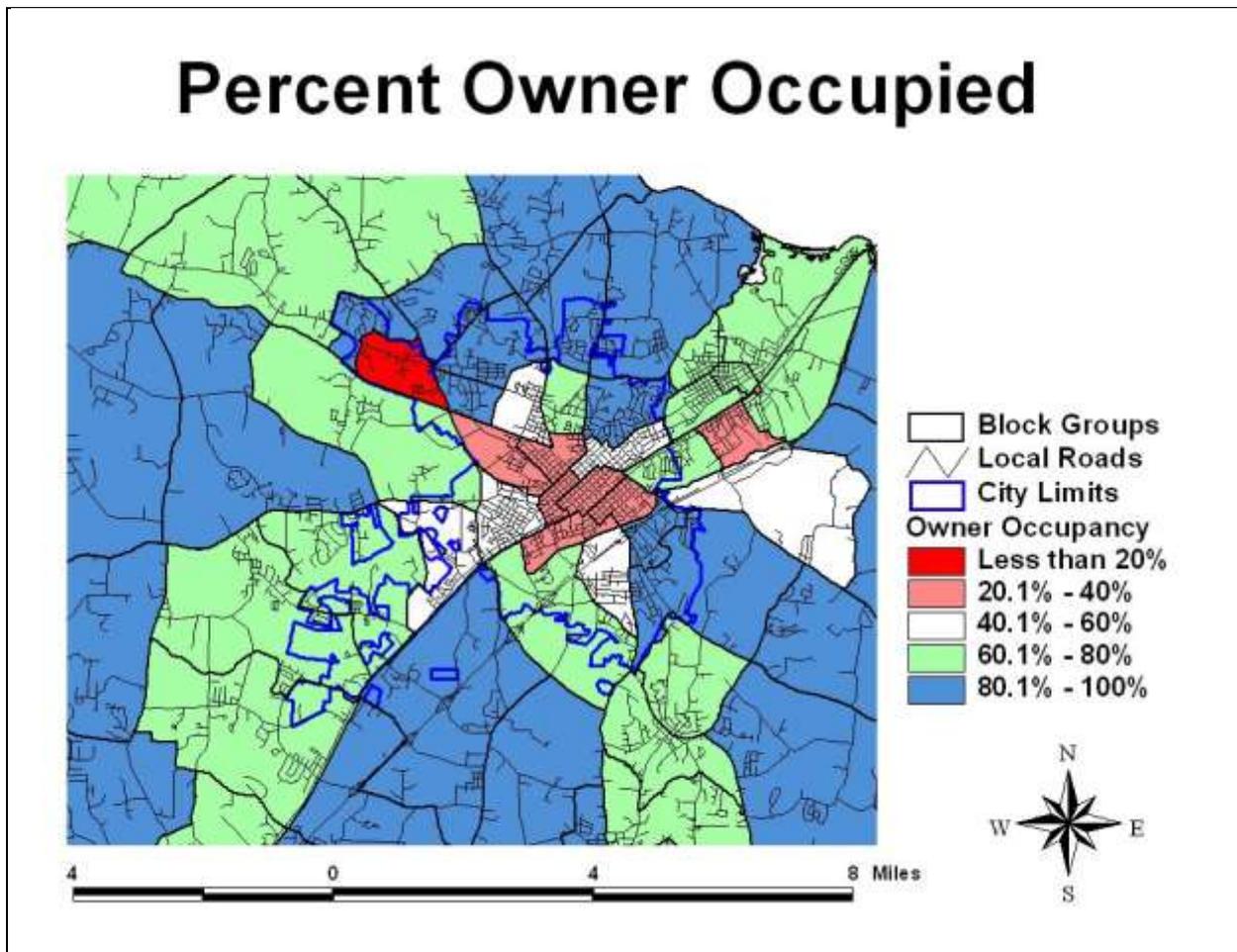
Household Incomes	% of Households
\$50,000 to \$74,999	16.90%
\$15,000 to \$24,999	15.00%
\$35,000 to \$49,999	13.70%
\$25,000 to \$34,999	12.10%
Less than \$10,000	11.70%
\$10,000 to \$14,999	8.80%
\$75,000 to \$99,999	8.60%
\$100,000 to \$149,999	7.50%
\$200,000 or more	3.20%
\$150,000 to \$199,999	2.40%

The map below geographically displays the economic stratification in Salisbury, comparing each block group's median income to that of the entire city. The poorest areas are south and east of the central business district, while the richest generally arrayed around the periphery.



Tenure

Tenure is calculated as tenant occupancy or owner occupancy as a proportion of occupied housing units. In Salisbury, an estimated 54.06% or 5,688 of households owned their home in 2009. By 2014, 5,863 households are projected to own their homes. The average size of a household in this area was 2.27 in 2009, as compared to the average household size for the county and the state, 2.51 (Rowan) and 2.46 (North Carolina) respectively.



While it is not surprising that the areas with the highest incomes also appear as those with the highest homeownership rates, several areas exhibit inconsistent patterns with regard to income and homeownership. For example, in the northwestern most part of Salisbury, there is the area of Statesville Boulevard that is west of West Jake Alexander Boulevard that exhibits a homeownership rate of less than 20% while exhibiting an income level of between 80 and 100% of the area median income for Salisbury. Otherwise, those areas that are clustered around the central business district are as one would expect, exhibiting both a relatively low level of owner occupancy and low family income levels.

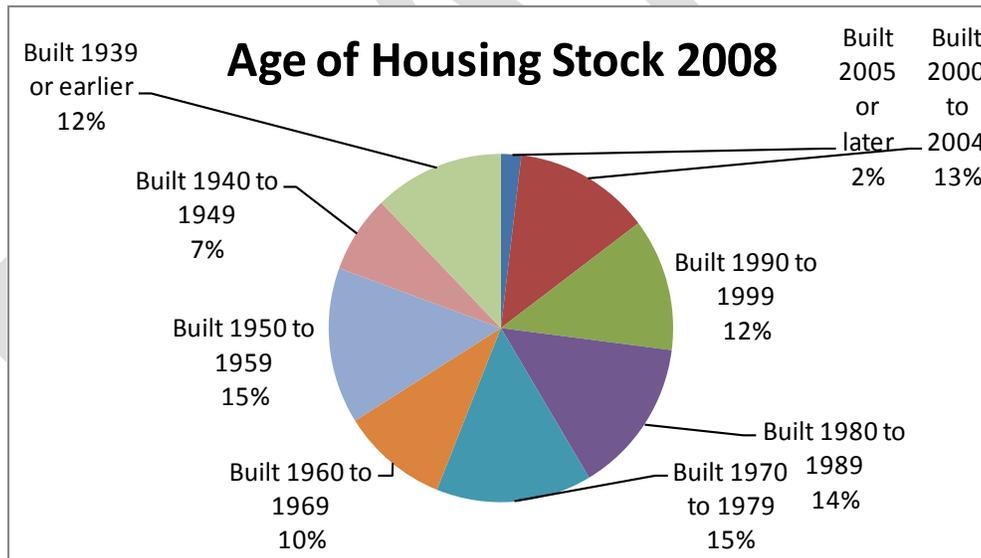
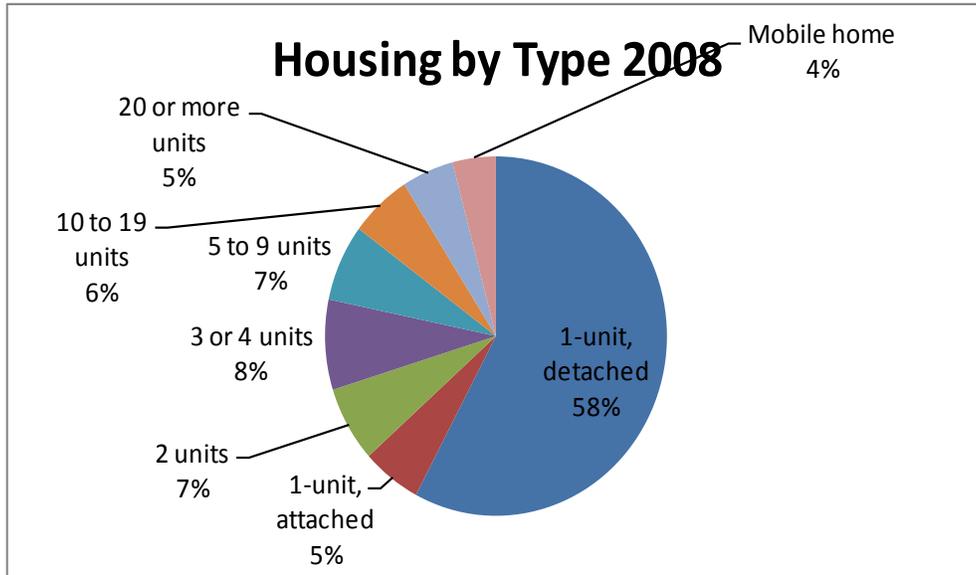
Overview of Housing Supply

The type of housing available in Salisbury, as estimated for 2009 by Claritas, is described in the table below. Single family homes include all one-unit structures, both attached and detached. Townhouses or duplexes include one-unit attached homes, as well as housing units with two units. Units in small apartment building are buildings with 3 to 49 units; large apartment buildings include buildings with 50 units or more. Other types of housing include vans, boats, recreational vehicles, or other units.

2009 Housing Stock	Number of Units	Percent of Units
Salisbury		
Single family detached homes	7,476	63.33%
Single family attached homes	497	4.21%
2-unit homes and duplexes	764	6.47%
Units in small apartment buildings	2,339	19.82%
Units in large apartment buildings	479	4.06%
Mobile homes or manufactured housing	243	2.06%
Other types	6	0.05%
Rowan County		
Single family detached homes	39,730	67.35%
Single family attached homes	751	1.27%
2-unit homes and duplexes	1,609	2.73%
Units in small apartment buildings	3,600	6.10%
Units in large apartment buildings	605	1.03%
Mobile homes or manufactured housing	12,651	21.45%
Other types	44	0.07%
North Carolina		
Single family detached homes	2,698,418	64.50%
Single family attached homes	127,450	3.05%
2-unit homes and duplexes	98,067	2.34%
Units in small apartment buildings	516,081	12.34%
Units in large apartment buildings	61,819	1.48%
Mobile homes or manufactured housing	674,597	16.13%
Other types	6,843	0.16%

Housing Type, Age and Condition

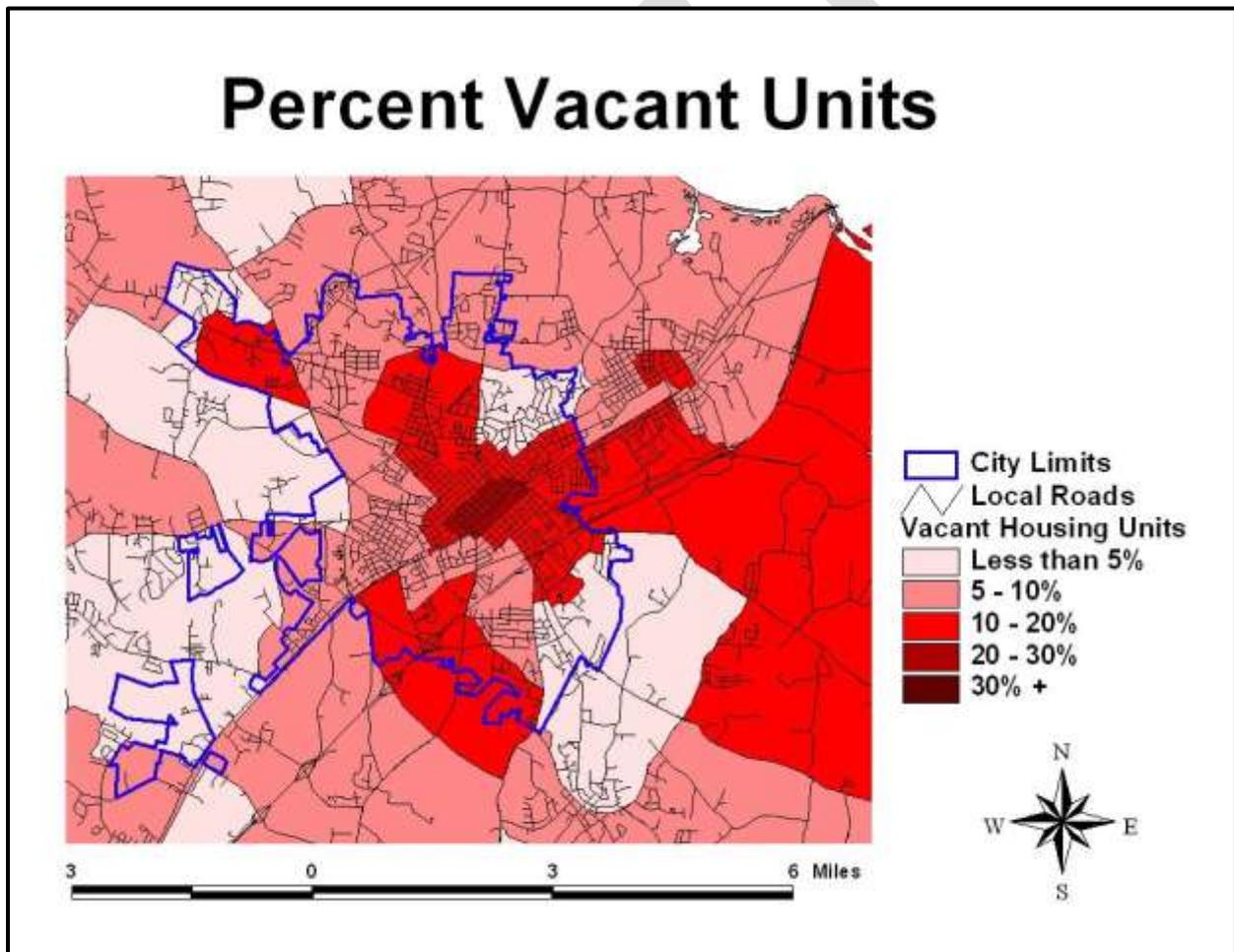
The vast majority of the housing units in Salisbury are 1-unit detached (57.7 percent). The next largest housing type represented in Salisbury's housing stock is groupings 3 or 4 units (8.1 percent). There has been a relatively consistently pattern of residential development over a protracted period of time. With the exception of the 1940s, between 10 and 15 percent of Salisbury's housing has been constructed in each decade from the 1950s through the present decade according to the 2008 American Community Survey.



The median number of rooms for housing in Salisbury is 5.1 for the average owner-occupied unit of 2.49 persons and 2.06 persons for renter-occupied units. Approximately 0.8 percent of occupied units lack complete plumbing facilities, 0.2 percent lack complete kitchen facilities and 6.1 percent have no telephone service. Only 1.9 percent of occupied units have more than 1 person per room, the generally accepted definition of crowding.

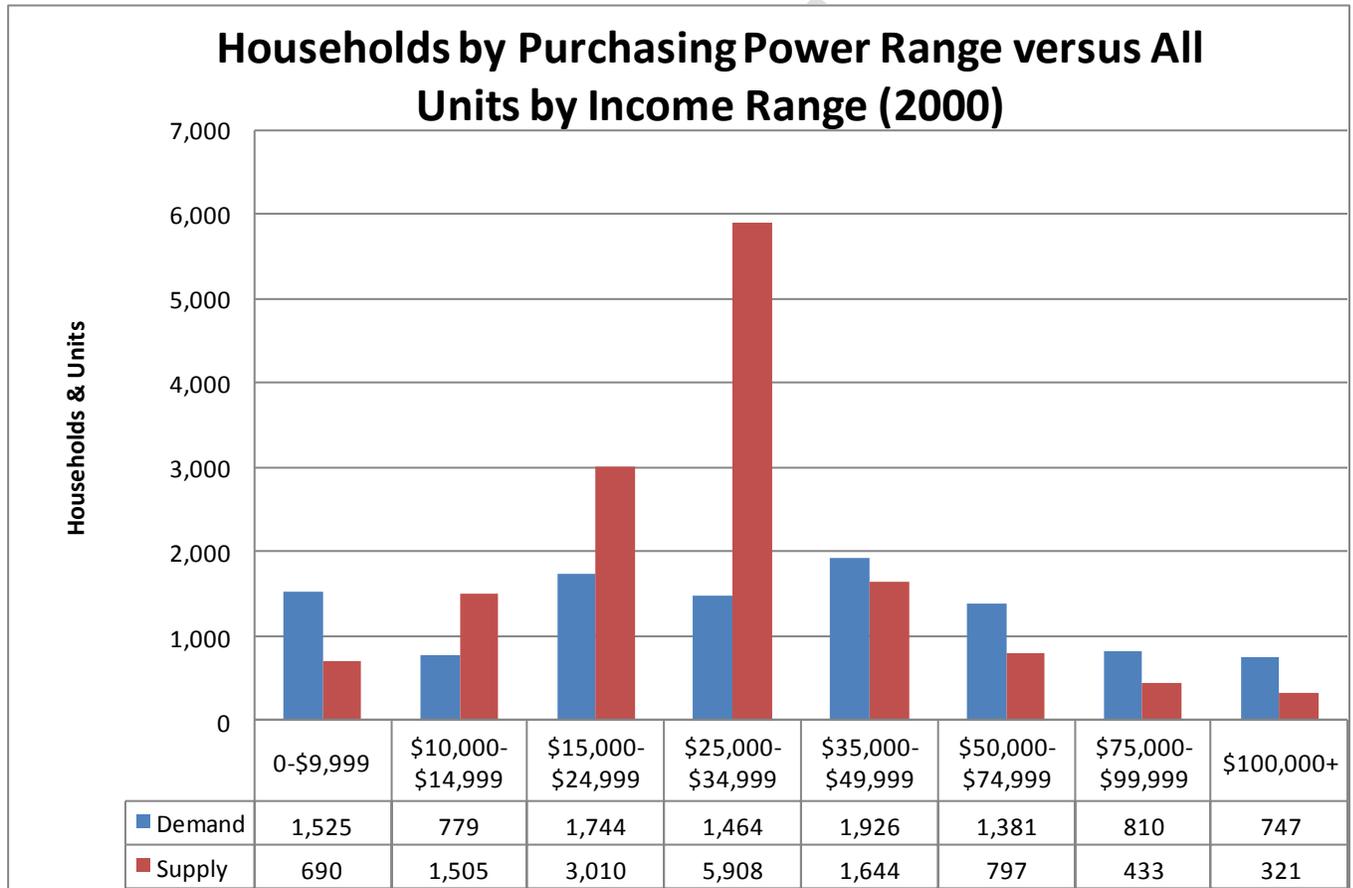
Vacant Units

Vacancy is a proportion of unoccupied units to all housing units. The map below shows the distribution of vacancies through Salisbury. The highest vacancy rates occur in the central business district and its immediate vicinity, as well as to the north of that area. Strikingly, the area in the far northwestern portion of Salisbury, the area of Statesville Boulevard that is west of West Jake Alexander Boulevard that exhibits a homeownership rate of less than 20% and income levels of between 80 and 100% of the area median income, also has a relatively high rate of vacancies. Similarly, the area of Jake Alexander Boulevard near Interstate 85 and Old Concord Road, there is also a relatively high housing vacancy rate.



Housing Demand versus Supply

The following graphs compare the housing demand versus the housing supply in Salisbury. The first displays the total number of households distributed among their affordable home ranges (both rental and owned units). In this graph, the term “demand” represents the numbers of households at each income level shown (\$0-\$9,999, \$10,000-\$19,999, etc.). The term “supply” represents all housing units - i.e. rented and owned, occupied and vacant – valued at appropriate affordability for each income level.

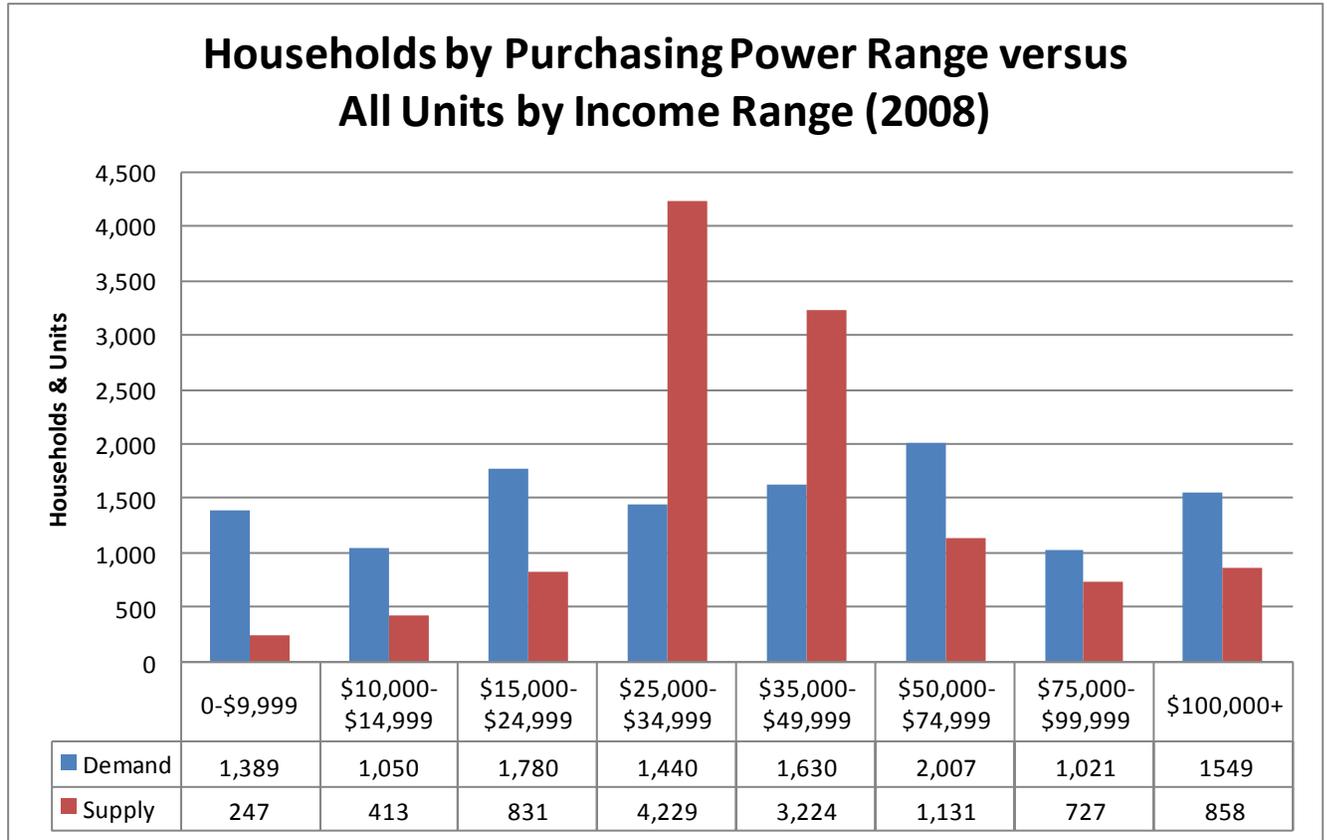


Source: Census 2000

Purchasing Power by Income Range

According to the 2000 Census, Salisbury had a relatively well balanced housing market as measured by demand and supply for the lower income households. With an a demand in excess of 120 percent of 690 available units affordable to households with income of less than \$10,000, this was the most under served and housing cost burdened income segment. A housing cost burdened income population spends more than 30 percent of its income on housing expenses. Those households in 2000 were most likely spending more than 30 percent of their income to live in the next most expensive segment of the housing market, those that were affordable at 30 percent or less of the income to a household with an income approaching \$15,000.

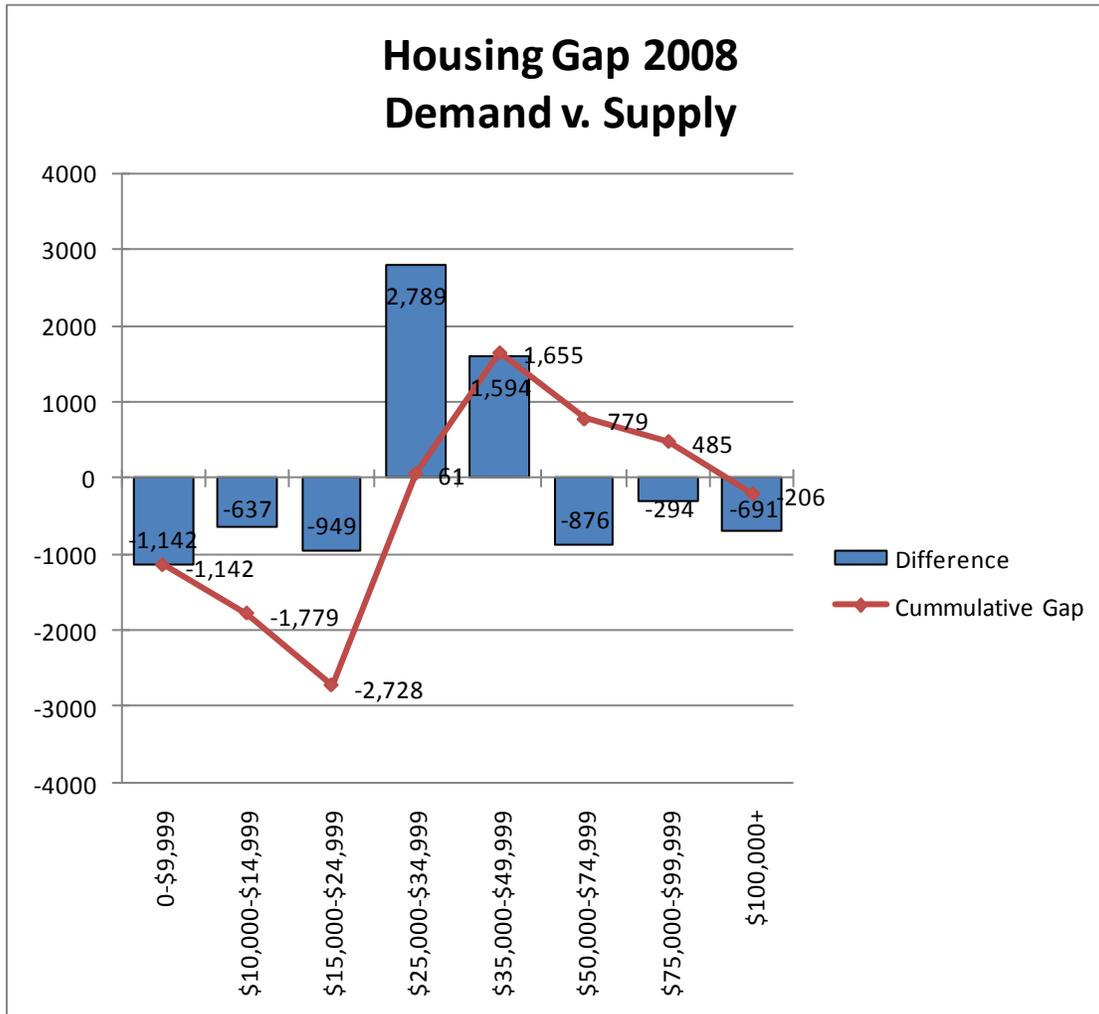
Noteworthy is the fact that some income ranges appeared to have an excess of supply over demand. This means that a substantial portion of the households in Salisbury in 2000 were spending less than 30 percent of their income on housing and could have afforded more expensive housing but chose not to buy or rent it.



Source: 2008 American Community Survey

Purchasing Power by Income Range

By 2008, the situation for housing affordability had changed considerably. Through inflation and loss of housing stock, the shortage of housing affordable for households with incomes up to \$25,000 has increased dramatically. The under \$10,000 household group experienced a 462 percent demand over supply, the \$10,000 to \$15,000 household group experienced a 154 percent demand over supply and the \$15,000 to \$25,000 household group experienced a 115 percent demand over supply for housing that they could afford at 30 percent or less of their income. This means that some 2,728 households, 23 percent of all Salisbury households, are cost burdened. Given the extreme difference in the lowest two categories of household income groups, this extremely high cost burden would normally be expected to significantly contribute to reduced quality of life and/or considerable crowding where several households will share a single unit to reduce their individual housing costs. However, given the low rate of crowding reported in the 2008 American Community Survey (1.9 percent of households in 2008), this condition probably results in the former rather than the latter difficulties.



Source: 2008 American Community Survey

Housing Affordability

According to the National Low-Income Housing Coalition’s “Out of Reach” database for Rowan County, for which Salisbury is the county seat, the Fair Market Rent (FMR) for a two-bedroom apartment is \$658. In order to afford this level of rent and utilities, without paying more than 30% of income on housing, a household must earn \$2,193 monthly or \$26,320 annually. Assuming a 40-hour work week, 52 weeks per year, this level of income translates into a Housing Wage of \$12.65.

In Rowan County, a minimum wage worker earns an hourly wage of \$6.55. In order to afford the FMR for a two-bedroom apartment, a minimum wage earner must work 77 hours per week, 52

weeks per year. Or, a household must include 1.9 minimum wage earner(s) working 40 hours per week year-round in order to make the two bedroom FMR affordable.

In Rowan County, the estimated mean (average) wage for a renter is \$12.56 an hour. In order to afford the FMR for a two-bedroom apartment at this wage, a renter must work 40 hours per week, 52 weeks per year. Or, working 40 hours per week year-round, a household must include 1.0 worker(s) earning the mean renter wage in order to make the two-bedroom FMR affordable.

Monthly Supplemental Security Income (SSI) payments for an individual are \$674 in Rowan County. If SSI represents an individual's sole source of income, \$202 in monthly rent is affordable, while the FMR for a one-bedroom is \$593.

According to the 2008 American Community Survey, the median value for owner-occupied units in Salisbury was \$130,000. Only 3.5 percent of the housing stock is valued at \$50,000 or less, while 35.2 percent of the housing stock is valued at more than \$150,000. More than 45 percent of homeowners pay between \$1,000 and \$1,500 in monthly mortgage payments, and 36.3 percent pay more than 30 percent of their household income on their mortgage payments. This does not, however, mean that all such households are housing cost burdened. As income increases and with the relatively inelastic costs for personal and household basics, many owner households can afford to spend more than 30 percent of their income without being burdened.

The situation is somewhat different for renter households, however. Among this group, some 50.7 percent spend more than 30 percent of their income on housing. Most of this group probably would be considered housing cost burdened in an environment where the median renter household income is \$33,006 of which 80 percent is needed to afford a two-bedroom fair market rent apartment. This results in 40 percent of renters in Rowan County and Salisbury being unable to afford a fair market rent apartment without become housing cost burdened.

Monthly Homeowner Costs as a Percentage of Income (2008)

Less than 20.0 percent	37.20%
20.0 to 24.9 percent	16.30%
25.0 to 29.9 percent	10.10%
30.0 to 34.9 percent	8.30%
35.0 percent or more	28.00%

Occupied Units Paying Rent (2008)

Less than \$200	4.90%
\$200 to \$299	8.20%
\$300 to \$499	11.80%
\$500 to \$749	49.50%
\$750 to \$999	17.70%
\$1,000 to \$1,499	5.00%
\$1,500 or more	2.80%

Value of Owner-Occupied Units (2008)

Less than \$50,000	3.50%
\$50,000 to \$99,999	26.10%
\$100,000 to \$149,999	35.20%
\$150,000 to \$199,999	13.30%
\$200,000 to \$299,999	8.90%
\$300,000 to \$499,999	7.80%
\$500,000 to \$999,999	5.20%
\$1,000,000 or more	0.00%

Monthly Owner Costs (2008)

Less than \$300	0.40%
\$300 to \$499	2.20%
\$500 to \$699	5.70%
\$700 to \$999	17.80%
\$1,000 to \$1,499	45.30%
\$1,500 to \$1,999	15.60%
\$2,000 or more	13.00%

Source: 2008 American Community Survey

Noted in the tables below is an overview of housing affordability for Rowan County.

2009 Area Median Income	
Annual	\$55,000
Monthly	\$4,583
30% of AMI	\$16,500
Maximum Affordable Monthly Housing Cost by % of Family AMI	
30%	\$413
50%	\$688
80%	\$1,100
100%	\$1,375
2009 Fair Market Rent (FMR)	
Zero-Bedroom	\$547
One-Bedroom	\$593
Two-Bedroom	\$658
Three-Bedroom	\$939
Four-Bedroom	\$1,003
% Change from 2000 Base Rent to 2009 FMR	
Zero-Bedroom	37%
One-Bedroom	38%
Two-Bedroom	37%
Three-Bedroom	38%
Four-Bedroom	38%
Annual Income Needed to Afford FMR	
Zero-Bedroom	\$21,880
One-Bedroom	\$23,720
Two-Bedroom	\$26,320
Three-Bedroom	\$37,560
Four-Bedroom	\$40,120
Percent of Family AMI Needed to Afford FMR	
Zero-Bedroom	40%
One-Bedroom	43%
Two-Bedroom	48%
Three-Bedroom	68%
Four-Bedroom	73%
2009 Renter Household Income	
Estimated Median Renter Household Income	\$33,006
Percent Needed to Afford 2 BR FMR	80%
Rent Affordable at Median	\$825
% Renters Unable to Afford 2 BR FMR	40%
2009 Renter Wage	
Estimated Mean Renter Wage	\$12.56
Rent Affordable at Mean Wage	\$653

2009 Minimum Wage	
Minimum Wage	\$6.55
Rent Affordable at Minimum Wage	\$341
2009 Supplemental Security Income	
Monthly SSI Payment	\$674
Rent Affordable at SSI	\$202
Housing Wage	
Zero-Bedroom	\$10.52
One-Bedroom	\$11.40
Two-Bedroom	\$12.65
Three-Bedroom	\$18.06
Four-Bedroom	\$19.29
Housing Wage as % of Minimum Wage	
Zero-Bedroom	161%
One-Bedroom	174%
Two-Bedroom	193%
Three-Bedroom	276%
Four-Bedroom	294%
Housing Wage as % of Mean Renter Wage	
Zero-Bedroom	84%
One-Bedroom	91%
Two-Bedroom	101%
Three-Bedroom	144%
Four-Bedroom	154%
Work Hours/Week at Minimum Wage Needed to Afford FMR	
Zero-Bedroom	64
One-Bedroom	70
Two-Bedroom	77
Three-Bedroom	110
Four-Bedroom	118
Work Hours/Week at Mean Renter Wage Needed to Afford FMR	
Zero-Bedroom	33
One-Bedroom	36
Two-Bedroom	40
Three-Bedroom	57
Four-Bedroom	61
Full-time Jobs at Minimum Wage Needed to Afford FMR	
Zero-Bedroom	1.6
One-Bedroom	1.7
Two-Bedroom	1.9
Three-Bedroom	2.8
Four-Bedroom	2.9
Full-time Jobs at Mean Renter Wage Needed to Afford FMR	
Zero-Bedroom	0.8
One-Bedroom	0.9
Two-Bedroom	1.0
Three-Bedroom	1.4
Four-Bedroom	1.5

Source: National Low-Income Housing Coalition's "Out of Reach", 2009