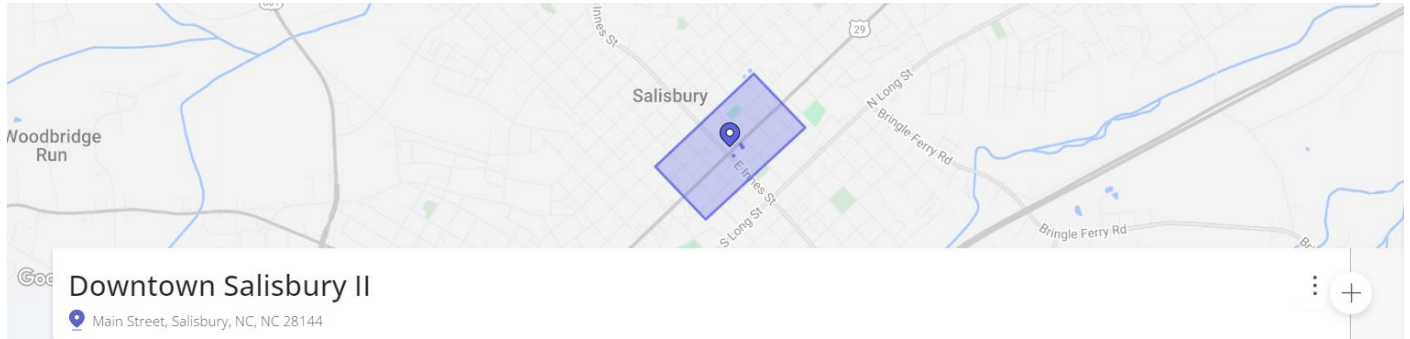


Downtown Salisbury Placer.ai Analysis 2025



The above purple rectangular figure is the geofenced area of Downtown Salisbury. Placer.ai allows only a 5 million square foot geofenced area, so it may not be completely inclusive of the downtown district.

Metrics ?

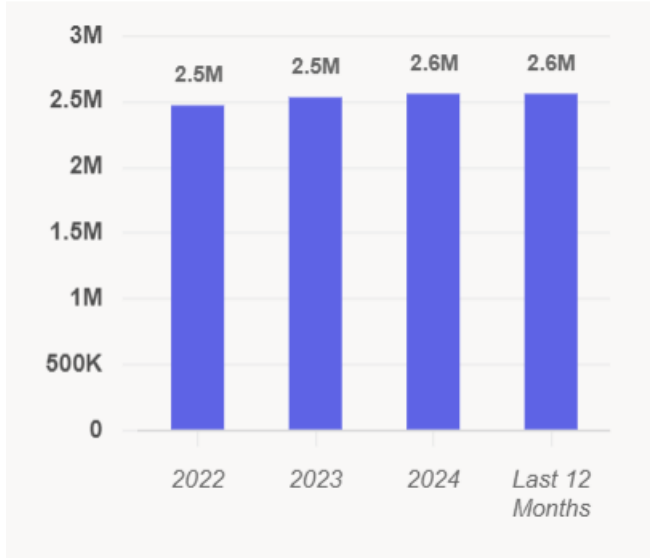
Property:

[Downtown Salisbury II / Main...](#)

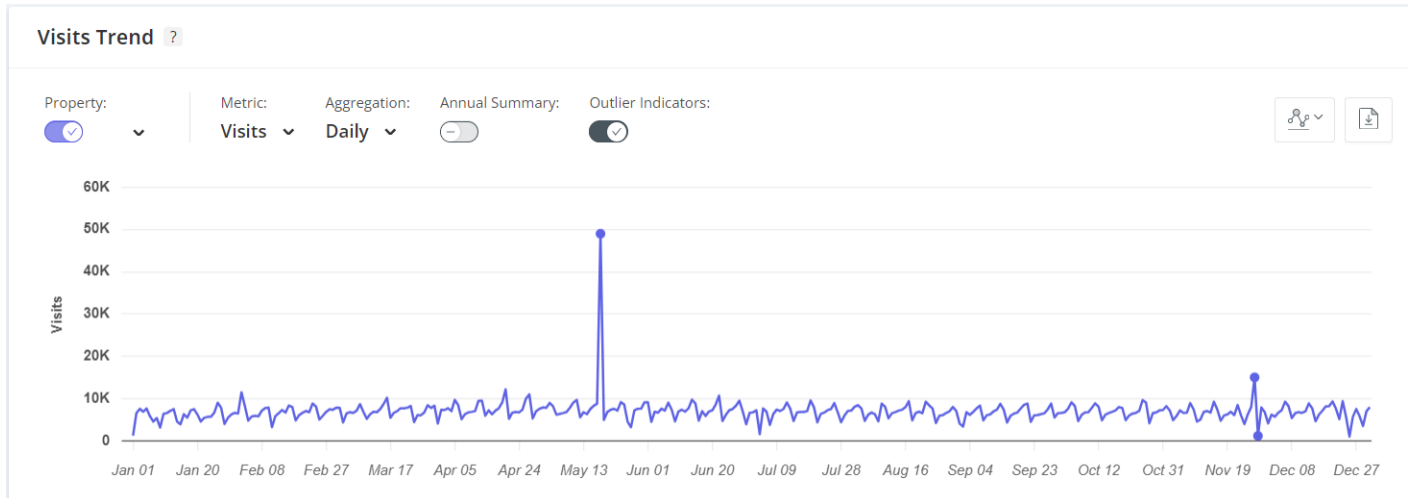


Visits	2.6M	Avg. Dwell Time	47 min
Visits / sq ft	0.52	Panel Visits	224.4K
Size - sq ft	4.9M	Visits YoY	+1.1%
Visitors	399.1K	Visits Yo2Y	+3.6%
Visit Frequency	6.42	Visits Yo3Y	+8.7%

Metrics: 399,100 unique visitors coming downtown an average of 4.9 times annually for 2.6 million annual visitors.



Annual Visitors	<u>2022</u>	<u>2023</u>	<u>2024</u>	<u>Last 12 Months</u>
	2.5 million	2.5 million	2.6 million	2.6 million



Visits Trends: Peaks normally indicate special events or activities.

Buskers Bask & BrewFest

<u>Wine about Winter</u>	<u>Cheerwine 2024</u>	<u>Oct. 4, 2024</u>	<u>Oct. 5, 2024</u>	<u>Total</u>
11,490 visitors	49,000 visitors	9,130 visitors	8,220 visitors	17,350
+3% vs 2023	-26% vs 2023	Even vs 2023	+1% vs 2023	

Holiday Night Out & Small Business Saturday

<u>Nov. 29, 2024</u>	<u>Nov. 30, 2024</u>	<u>Total</u>
7,900 visitors	6,780 visitors	14,680
+8% vs 2023	-6% vs 2023	

Thanksgiving Eve

<u>Nov. 27, 2024</u>
15,020 visitors
+136% vs 2023

Audience Overview ?

Property: STI: Popstats View: Captured Market Compare to: North Carolina

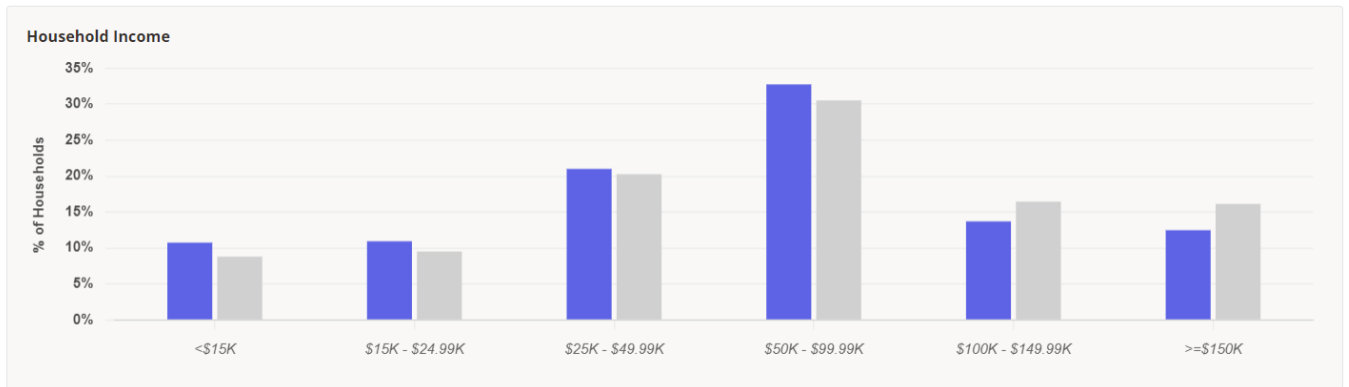
Property	Median Household Income	Bachelor's Degree or Higher	Most Common Ethnicity	Persons per Household
Downtown Salisbury II Main Street, Salisbury, NC, NC	\$61.3K	25.2%	White (62.6%)	2.44
North Carolina	\$68K	34.1%	White (61.3%)	2.44

Audience Overview-Median HH Income: \$61,300

Bachelor's Degree or Higher: 25.2%

Most Common Ethnicity: White (62.6%)

Persons per Household: 2.44



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: STI: Popstats

Household Income

Less than \$15,000

\$15,000-\$24,999

\$25,000-\$49,999

\$50,000-\$99,999

\$100,000-\$149,999

\$150,000+

Salisbury

10.7%

10.9%

21.0%

32.8%

13.7%

12.5%

North Carolina

8.8%

9.5%

20.3%

30.5%

16.4%

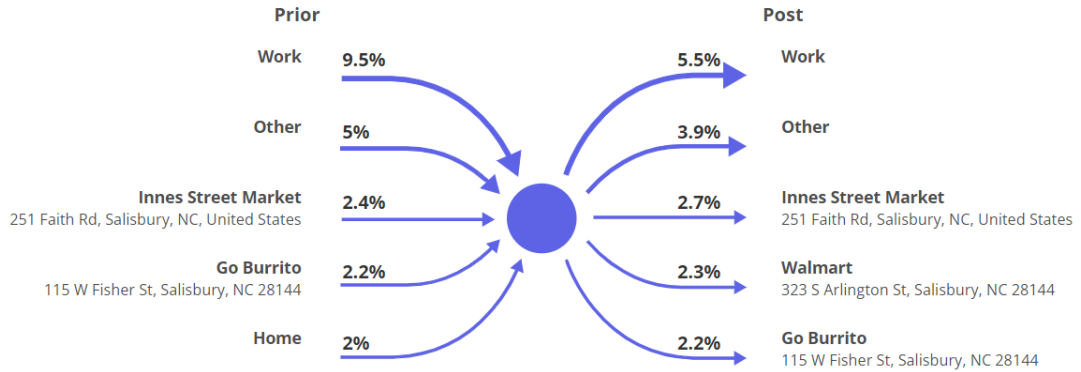
16.1%

Visitor Journey ?

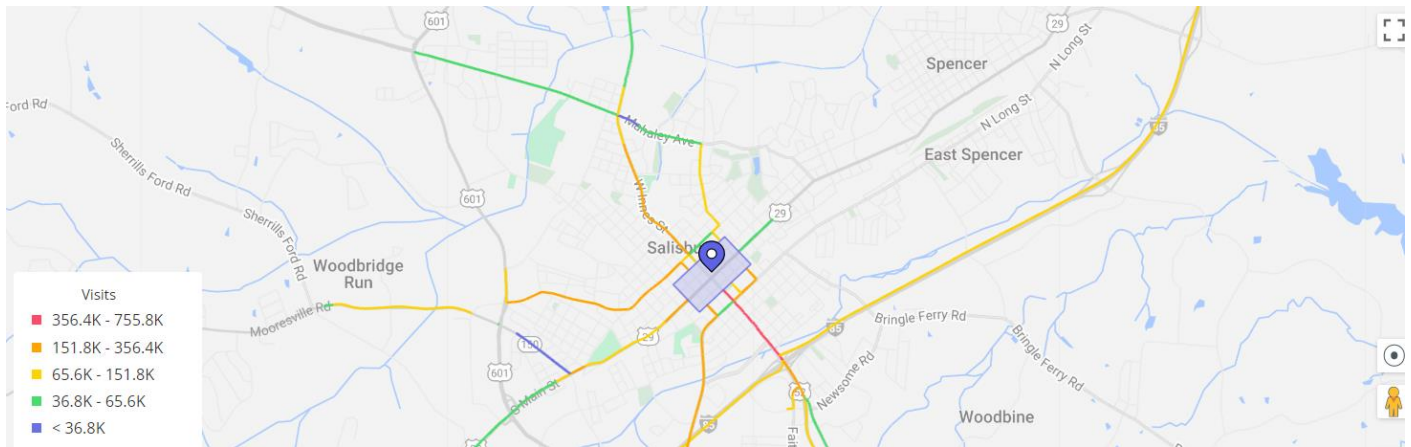
Property:
Downtown Salisbury II / Main ...

Show by:
 Location
 Category
 Category Group

Show Home/Work:
 On



Visitor Journey: Where Downtown Salisbury visitors originate and where they go afterward.

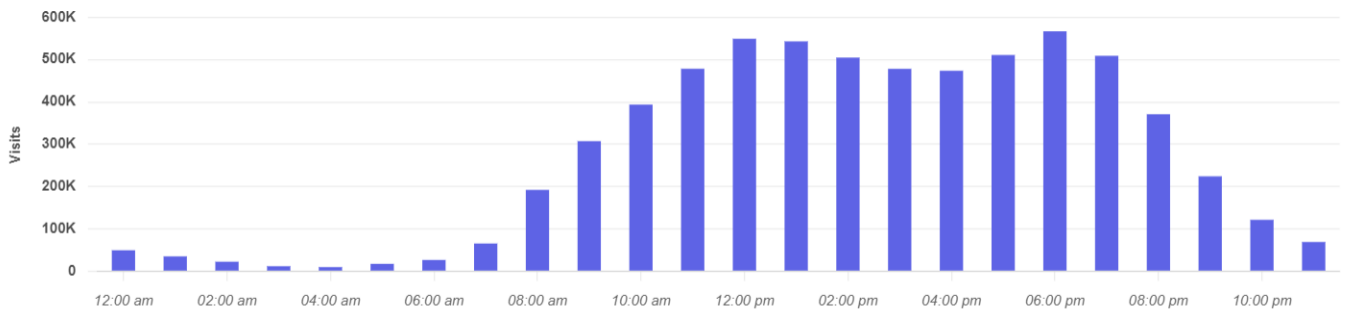


Visitor Journey Routes

Hourly Visits ?

Properties:
 Visits

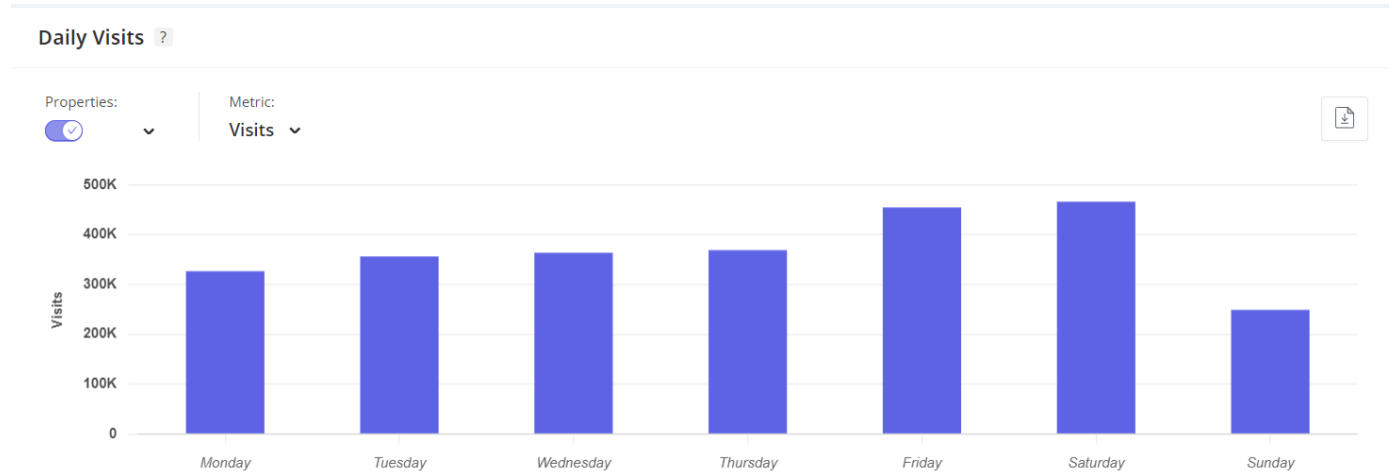
Metric:
 Visits



Hourly Visits

Hour	# of Annual Visitors	Hour	# of Annual Visitors
8:00am	192,100	4:00pm	473,700
9:00am	307,300	5:00pm	510,000
10:00am	393,800	6:00pm	567,000
11:00am	478,400	7:00pm	509,000
12:00pm	549,300	8:00pm	320,900
1:00pm	543,100	9:00pm	224,200
2:00pm	504,800	10:00pm	121,400
3:00pm	478,300	11:00pm	68,900

The highest hourly visitation numbers are seen between 11:00am and 7:00pm. Downtown Salisbury businesses should consider remaining open until 7:00pm. The data also show a strong restaurant presence because of the strong lunch and dinner hour visitation.



Daily Visits	Rank	Day	# of Annual Visitors
	1	Saturday	466,100
	2	Friday	454,700
	3	Thursday	369,000
	4	Wednesday	363,700
	5	Tuesday	356,200
	6	Monday	326,700
	7	Sunday	249,000

Since Saturday is the highest visitation day, Downtown Salisbury business owners should consider full day Saturday operating hours.

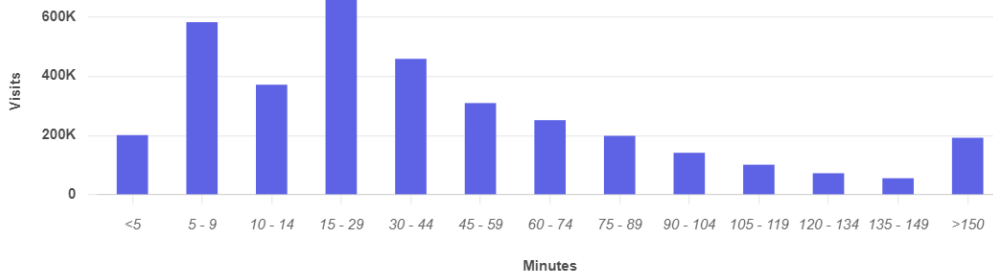
Visit Duration ?

Properties:



Metric:

Visits ?

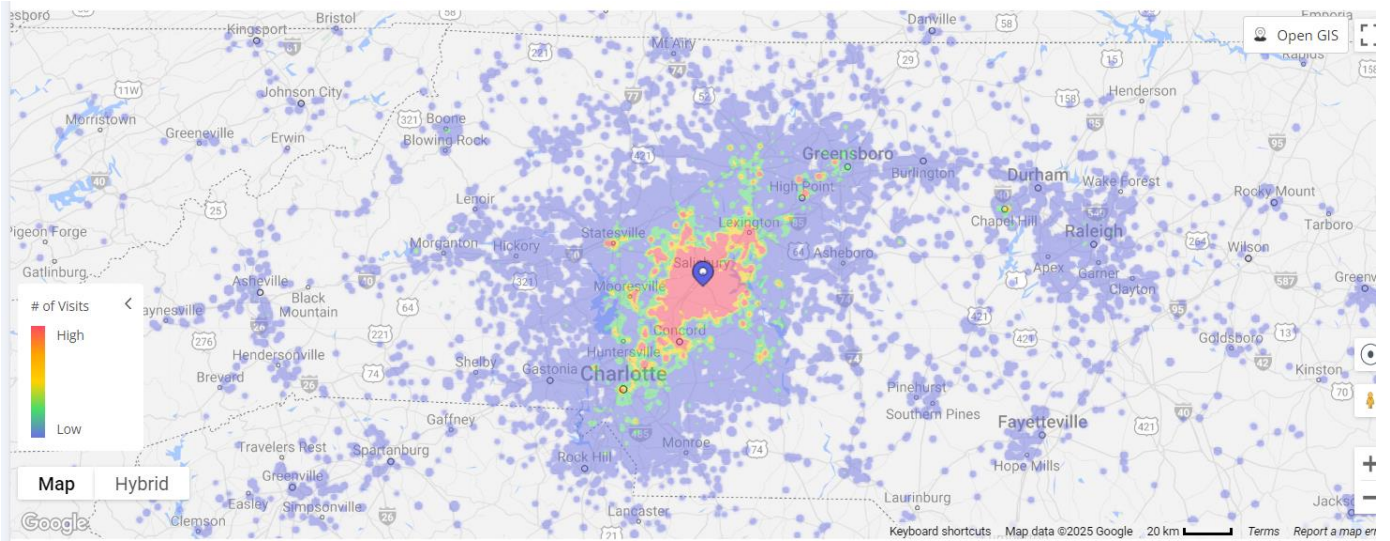


Average Stay	48 min
Median Stay	29 min

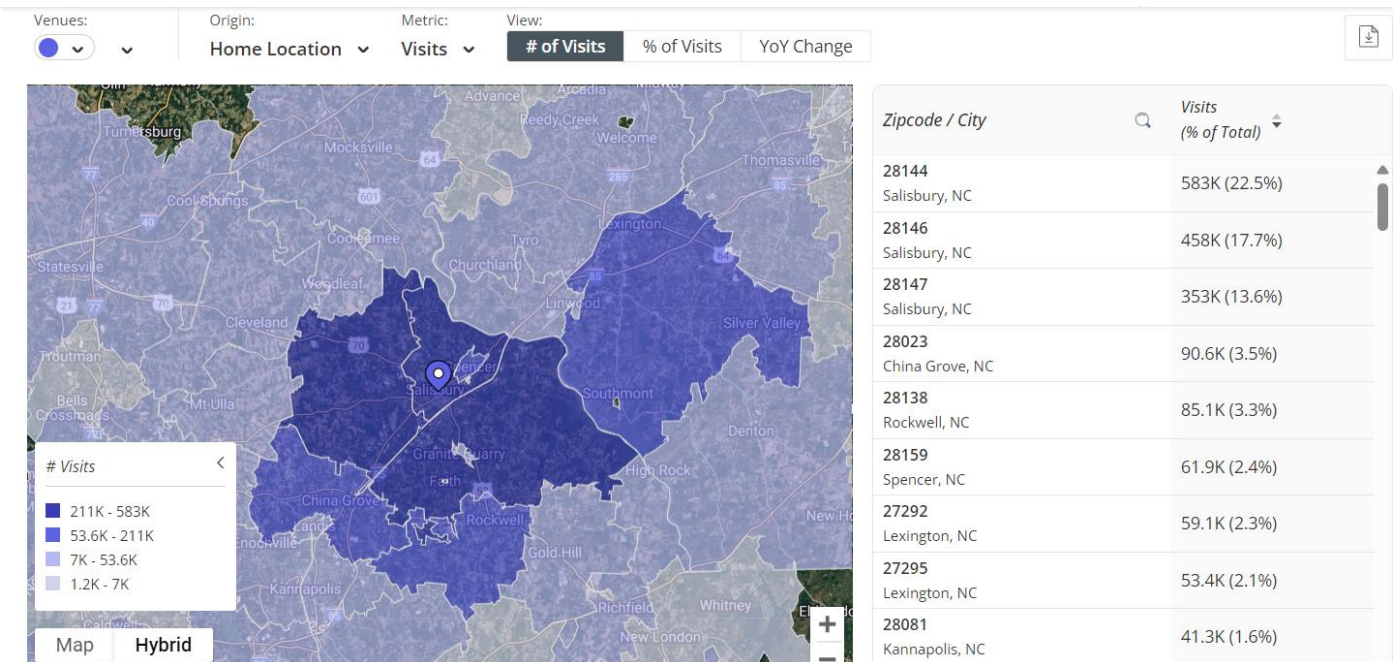
Visit Duration: Average Stay is 48 minutes; Median Stay is 29 minutes.

Demographics

Overview ^		
Persons per Household	2.44	96
Household Median Income	\$60,795.71	80
Household Median Disposable Income	\$52,394.32	80
Household Median Discretionary Income	\$37,258.11	77
Median House Value	\$291,156.35	80
Households in Poverty	15.9%	126
Household Median Wealth	\$74,184.26	92
Households with Children	25.2%	93
High School Graduate or Higher	89%	100
Bachelor's Degree or Higher	25.6%	74
Ethnicity ^		
Other	3.9%	79
Hispanic (Ethnic)	10.1%	52
Asian	1.3%	23
Black	22.9%	194
White	61.7%	106



Trade Area: Where all annual Downtown Salisbury visitors originate.



Visitors by Origin: Zip Code Analysis

28144 Salisbury 22.5%	28027 Concord 1.3%	28072 Gran. Quarry 0.6%
28146 Salisbury 17.7%	27013 Cleveland 1.3%	27054 Woodleaf 0.6%
28147 Salisbury 13.6%	28025 Concord 1.2%	28262 Charlotte 0.5%
28023 China Grove 3.5%	28083 Kannapolis 1.2%	28001 Albemarle 0.5%
28183 Rockwell 3.3%	27028 Mocksville 1.1%	28269 Charlotte 0.5%
28159 Spencer 2.4%	28071 Gold Hill 1.1%	28677 Barium Springs 0.5%
27292 Lexington 2.3%	27299 Linwood 1.0%	28125 Mt. Ulla 0.4%
27295 Lexington 2.1%	28115 Mooresville 0.7%	27360 Thomasville 0.4%
28081 Kannapolis 1.6%	28088 Landis 0.6%	28625 Statesville 0.4%

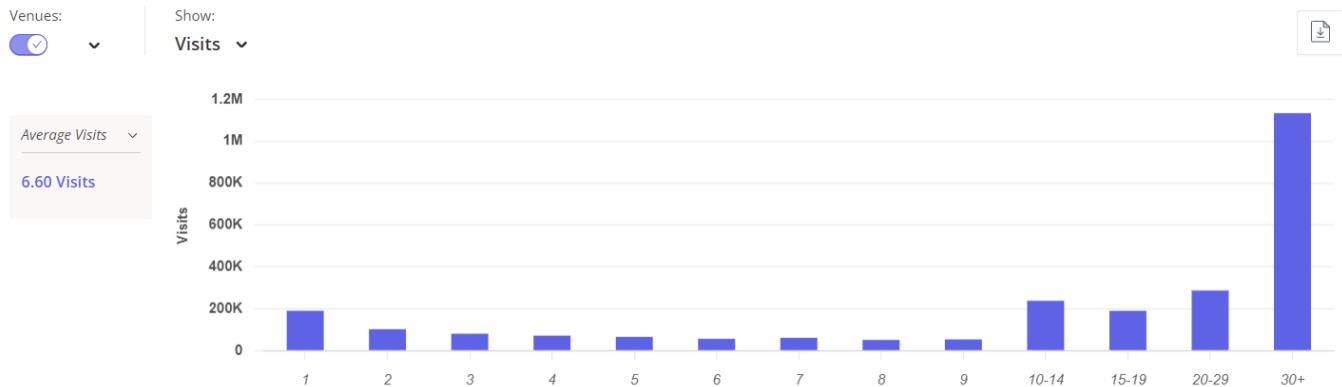
Trade Area Coverage by Distance ?



Trade Area Coverage by Distance

<u>Distance</u>	<u># of Annual Visitors</u>	<u>Distance</u>	<u># of Annual Visitors</u>
Less than 0.7 mile away	6.49%	Fewer than 7 miles away	55.10%
Less than 1 mile away	9.92%	Fewer than 10 miles away	66.23%
Fewer than 2 miles away	22.27%	Fewer than 30 miles away	88.40%
Fewer than 3 miles away	31.48%	Fewer than 50 miles away	93.86%
Fewer than 5 miles away	45.27%	Fewer than 100 miles away	95.92%

Visits Frequency ?

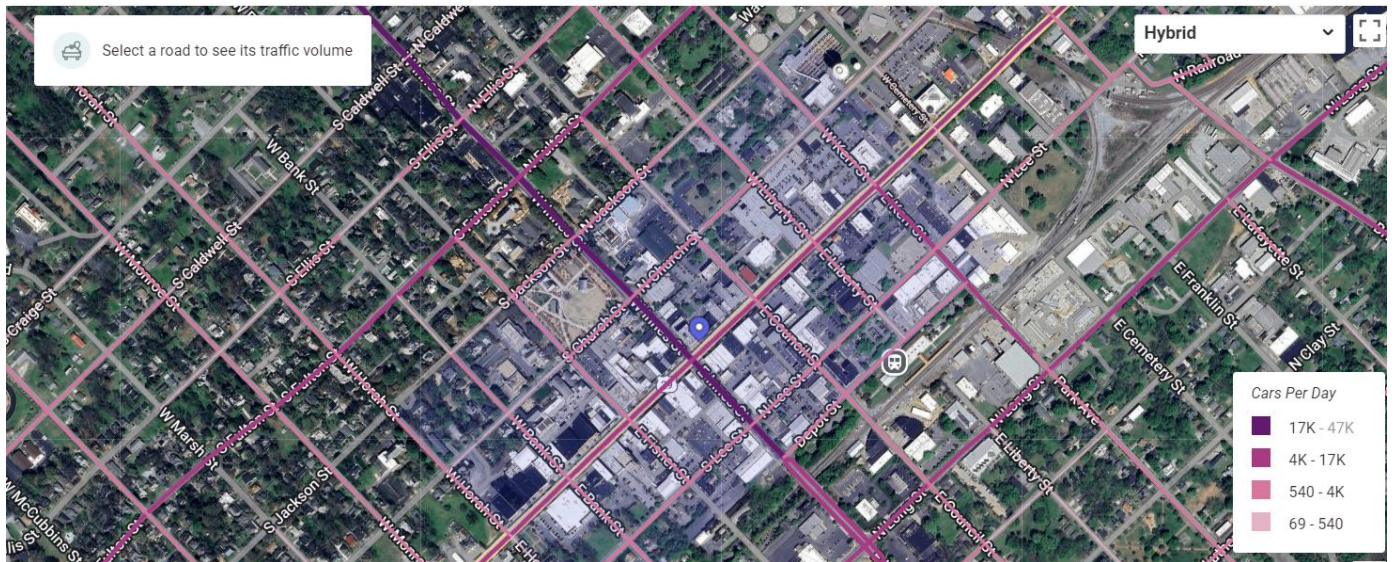


Visit Frequency

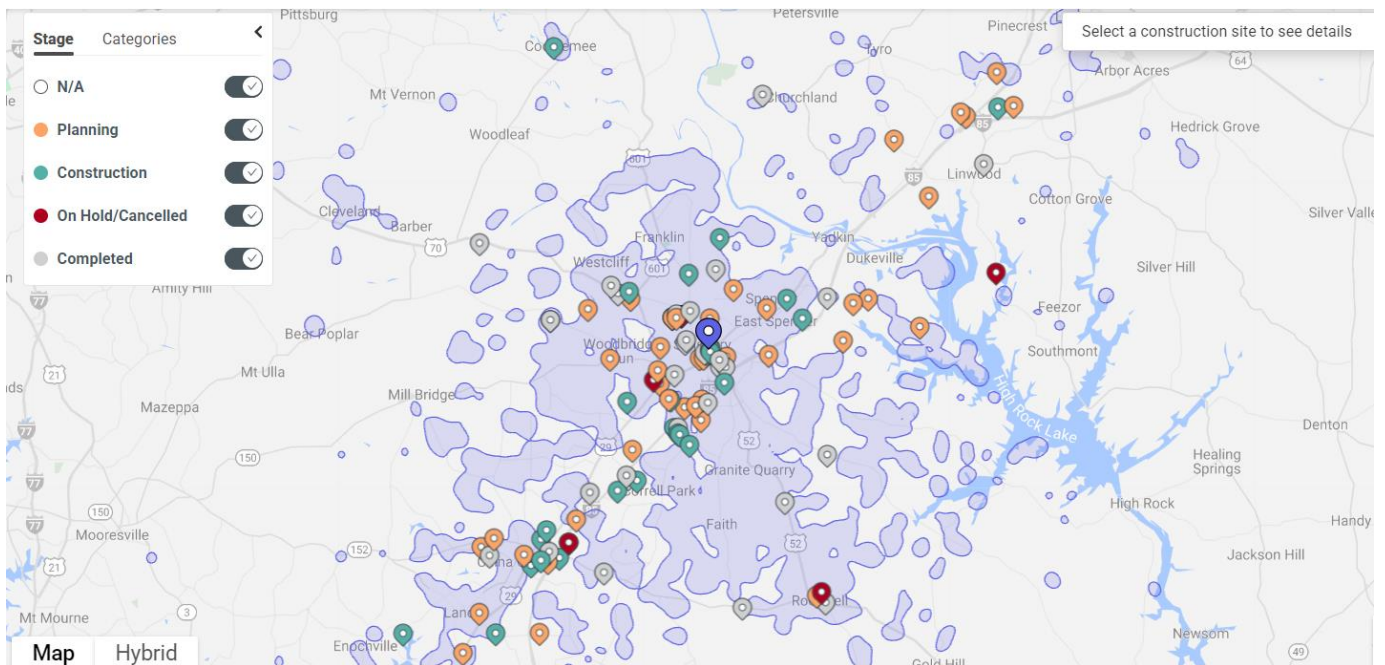
<u>Visits</u>	<u># of Annual Visitors</u>	<u>% of Annual Visitors</u>	<u>Visits</u>	<u># of Annual Visitors</u>	<u>% of Annual Visitors</u>
1	190,500	7.3%	8	51,200	1.9%
2	102,500	3.9%	9	53,900	2.0%
3	81,000	3.1%	10-14	238,400	9.2%

Visit Frequency

<u>Visits</u>	<u># of Annual Visitors</u>	<u>% of Annual Visitors</u>	<u>Visits</u>	<u># of Annual Visitors</u>	<u>% of Annual Visitors</u>
4	71,800	2.7%	15-19	190,300	7.3%
5	65,900	2.5%	20-29	287,400	11.1%
6	56,700	2.1%	30+	1,130,000	43.7%



Vehicle Traffic Volume



Planned Development-Projects in planning=orange

Projects under construction=green

Projects on hold or cancelled=burgundy

Travel and Tourism

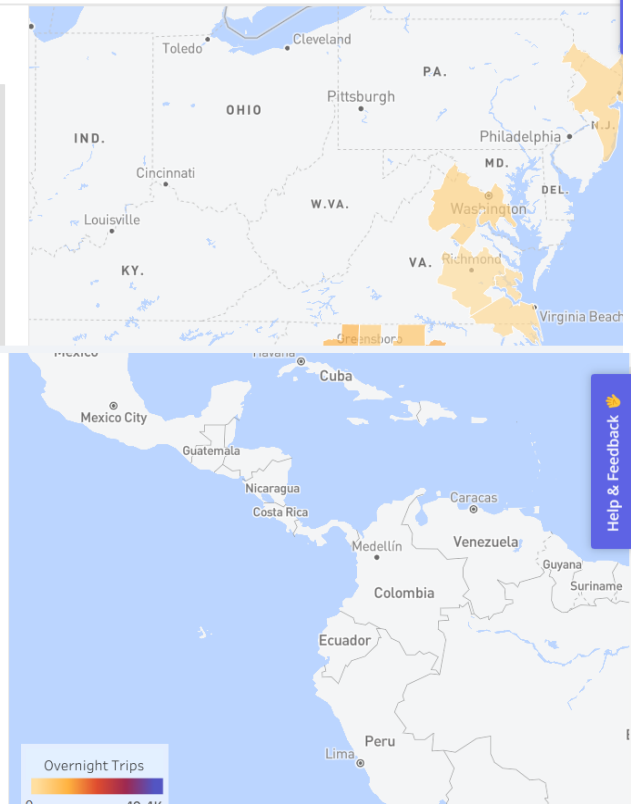
Overnight Trips 270.9K +7.3% YoY	Visit Nights 664.2K +10.1% YoY	Total Visitors' Spend \$106.6M
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Show By:

Visitors Origins

Show By:
 Metric:
 Map By:

CBSA	Overnight Trips				Visit Nights			
	0K	20K	40K	60K	0K	50K	100K	150K
Charlotte-Concord-Gastonia, ...	49.4K				148.7K			
Winston-Salem, NC	14.7K				45.4K			
Durham-Chapel Hill, NC	10.4K				30.2K			
Raleigh-Cary, NC	16.0K				30.0K			
Greensboro-High Point, NC	8.4K				26.6K			
Atlanta-Sandy Springs-Alphar...	9.4K				18.2K			
Washington-Arlington-Alexan...	7.0K				15.0K			
New York-Newark-Jersey City...	5.9K				14.8K			
Wilmington, NC	4.1K				10.2K			
Hickory-Lenoir-Morganton, NC	3.2K				9.5K			
Fayetteville, NC	4.8K				9.5K			
Myrtle Beach-Conway-North ...	4.1K				9.3K			
Virginia Beach-Norfolk-Newp...	4.6K				8.0K			
Asheville, NC	3.8K				8.0K			
Greenville-Anderson, SC	3.9K				7.9K			
Richmond, VA	3.8K				7.8K			
Tampa-St. Petersburg-Clearw...	2.6K				7.4K			
Charleston-North Charleston, ...	3.0K				7.2K			
Columbia, SC	3.6K				6.7K			



Help & Feedback