

2010 Church Planting Profile:  
**Salem, New Hampshire**

**Summary:** Salem is located in Rockingham County, just north of the Massachusetts border in central New Hampshire. It is about 20 miles east of Nashua, NH, and 20 miles north of Lowell, MA. It is the home of Canobie Lake amusement park and a large retail mall. The population is generally white and affluent. Evangelical Christians make up less than 2% of the population of Rockingham County. There is [PCA church](#) in Nashua and an [OPC church](#) in North Andover, MA (about 10 miles southeast).



“America’s Stonehenge,” Salem

Source: [stonehengeusa.com](http://stonehengeusa.com)

**Demographics:**

**Town Population, 2008: 29,414**

*Pop. change: +4.6% since 2000*

**County Population, 2008: 297,350**

**Racial Breakdown:**

White, non-Hispanic	94.1%
Hispanic	2.0%
Two or more races	1.1%
Black	0.6%
Other	2.2%

**Median Age: 38.1 (37.1 NH)**

**Age Breakdown:**

Under 18	25.3%
Ages 18-24	6.2%
Ages 25-44	31.7%
Ages 45-64	25.3%
Age 65 and over	11.5%

**Avg. Household Size: 2.7 people**

**Avg. Family Size: 3.2 people**

**Economics:**

**Median Household Income, 2008: \$75,836**

**Median House/Condo Value, 2008: \$323,391**

**Regional Unemployment Rate, 4/10: 8.0%**

**Cost of Living, 12/09 (US average = 100): 118.3**

**Principal Occupations:**

Office & Admin. Support	16.3%
Sales	13.9%
Production	9.5%
Food Preparation & Service	8.1%

**Principal Employers**

Northeast Rehab. Hospital	300
J.C. Penny Co., Inc.	200
Key Packaging Industries Corp.	190
Reliable Security Guard Agency	135

**Other:**

**Educational Attainment Breakdown (age 25+)**

High School or higher	87.7%
Bachelor’s Degree or higher	25.4%
Graduate/Professional Degree	7.8%

**Nearest Major Colleges and Universities:**

[Merrimack College](#) (10 miles – 1605 students)  
[Univ. of Mass. – Lowell](#) (20 miles - 8373 stu.)

**Principal Media Outlets:**

Newspaper: [Eagle-Tribune](#) (Lawrence, MA)  
 Radio: WCEC (1100 AM) WXRV (92.5 FM)

**Average January Low Temperature: 14.5°**

**Average July High Temperature: 82.9°**

**Average Annual Rainfall: 44.1 inches**

**Average Annual Snowfall: 52 inches**

**Salem Places of Worship:**

- Granite State Baptist Church (independent)  
[www.gsbc.net](http://www.gsbc.net)
- Rockingham Christian Church (independent)  
[www.rockinghamchristian.com](http://www.rockinghamchristian.com)
- Ararat Armenian Christian Church  
[www.araratchurch.org](http://www.araratchurch.org)
- Triumphant Cross Lutheran Church (ELCA)  
[www.triumphantcross.org](http://www.triumphantcross.org)
- Pleasant Street United Methodist Church  
[www.pleasantstreetumc.org](http://www.pleasantstreetumc.org)

- St. David’s Episcopal Church (ECUSA)  
[www.stdavidsalemnh.org](http://www.stdavidsalemnh.org)
- Salem Bible Church (independent)  
[www.salembible.org](http://www.salembible.org)
- CenterPoint Community Church (independent)  
[www.centerpointsalem.org](http://www.centerpointsalem.org)
- Mary Queen of Peace Parish (Roman Catholic)  
[www.maryqueenofpeace.com](http://www.maryqueenofpeace.com)
- St. Joseph Parish (Roman Catholic)  
[www.stjosephsalemnh.org](http://www.stjosephsalemnh.org)