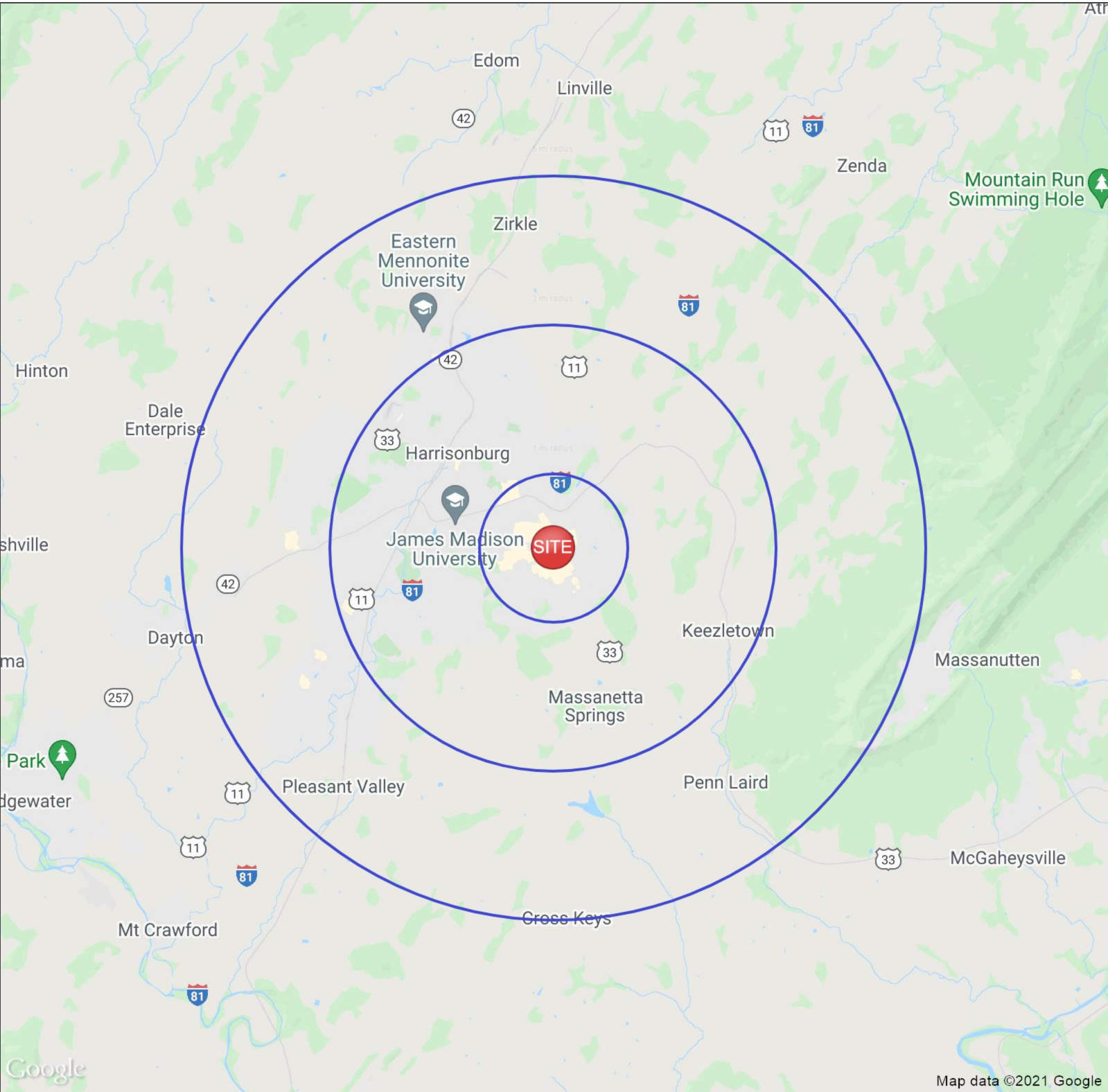


# 1835 E Market St

Harrisonburg, VA 22801



## Demographics

	1 mi radius	3 mi radius	5 mi radius
Population	8,457	58,024	74,373
Households	2,939	19,516	25,919
Population Median Age	28.1	29.9	31.7
5 Yr Pop Growth (Total%)	1.9%	1.4%	2.0%

## Contact Information

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Prepared For	

# EXPANDED PROFILE

2000-2010 Census, 2021 Estimates with 2026 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 38.4312/-78.8455

RF5

## 1835 E Market St

## Harrisonburg, VA 22801

1 mi radius

3 mi radius

5 mi radius

### Population

Estimated Population (2021)	8,457		58,123		74,193	
Projected Population (2026)	8,617		58,905		75,604	
Census Population (2010)	6,750		49,595		64,286	
Census Population (2000)	4,656		40,034		51,933	
Projected Annual Growth (2021 to 2026)	160	0.4%	782	0.3%	1,411	0.4%
Historical Annual Growth (2010 to 2021)	1,707	2.3%	8,528	1.6%	9,907	1.4%
Historical Annual Growth (2000 to 2010)	2,094	4.5%	9,560	2.4%	12,353	2.4%
Estimated Population Density (2021)	2,693	psm	2,056	psm	945	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi

### Households

Estimated Households (2021)	2,939		19,559		25,846	
Projected Households (2026)	3,193		20,789		27,429	
Census Households (2010)	2,222		16,118		21,749	
Census Households (2000)	1,595		12,978		17,353	
Estimated Households with Children (2021)	590	20.1%	4,695	24.0%	6,441	24.9%
Estimated Average Household Size (2021)	2.67		2.61		2.56	

### Average Household Income

Estimated Average Household Income (2021)	\$59,470		\$67,782		\$71,976	
Projected Average Household Income (2026)	\$63,952		\$74,737		\$79,261	
Estimated Average Family Income (2021)	\$97,228		\$97,774		\$99,617	

### Median Household Income

Estimated Median Household Income (2021)	\$48,821		\$54,770		\$56,886	
Projected Median Household Income (2026)	\$55,760		\$62,922		\$65,372	
Estimated Median Family Income (2021)	\$77,156		\$79,205		\$79,607	

### Per Capita Income

Estimated Per Capita Income (2021)	\$21,037		\$23,477		\$25,658	
Projected Per Capita Income (2026)	\$24,056		\$27,036		\$29,329	
Estimated Per Capita Income 5 Year Growth	\$3,019	14.4%	\$3,559	15.2%	\$3,671	14.3%
Estimated Average Household Net Worth (2021)	\$402,341		\$432,829		\$452,408	

### Daytime Demos (2021)

Total Businesses	767		2,442		3,384	
Total Employees	10,003		29,365		41,541	
Company Headquarter Businesses	29	3.7%	94	3.9%	134	4.0%
Company Headquarter Employees	1,437	14.4%	6,058	20.6%	8,081	19.5%
Employee Population per Business	13.0		12.0		12.3	
Residential Population per Business	11.0		23.8		21.9	

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## 1835 E Market St

## Harrisonburg, VA 22801

### Race & Ethnicity

	1 mi radius		3 mi radius		5 mi radius	
White (2021)	5,805	68.6%	42,484	73.1%	55,289	74.5%
Black or African American (2021)	781	9.2%	5,035	8.7%	5,843	7.9%
American Indian or Alaska Native (2021)	31	0.4%	180	0.3%	283	0.4%
Asian (2021)	681	8.1%	2,584	4.4%	2,993	4.0%
Hawaiian or Pacific Islander (2021)	8	-	66	0.1%	71	-
Other Race (2021)	890	10.5%	5,643	9.7%	7,023	9.5%
Two or More Races (2021)	262	3.1%	2,131	3.7%	2,689	3.6%
Not Hispanic or Latino Population (2021)	6,810	80.5%	46,912	80.7%	60,229	81.2%
Hispanic or Latino Population (2021)	1,647	19.5%	11,211	19.3%	13,964	18.8%
Not Hispanic or Latino Population (2026)	7,009	81.3%	47,418	80.5%	61,075	80.8%
Hispanic or Latino Population (2026)	1,608	18.7%	11,487	19.5%	14,530	19.2%
Not Hispanic or Latino Population (2010)	5,415	80.2%	41,963	84.6%	54,742	85.2%
Hispanic or Latino Population (2010)	1,335	19.8%	7,632	15.4%	9,544	14.8%
Not Hispanic or Latino Population (2000)	3,698	79.4%	36,410	90.9%	47,309	91.1%
Hispanic or Latino Population (2000)	958	20.6%	3,625	9.1%	4,624	8.9%
Projected Hispanic Annual Growth (2021 to 2026)	-39	-0.5%	277	0.5%	565	0.8%
Historic Hispanic Annual Growth (2000 to 2021)	689	3.4%	7,586	10.0%	9,340	9.6%

### Age Distribution (2021)

Age Under 5	419	5.0%	3,302	5.7%	4,246	5.7%
Age 5 to 9 Years	329	3.9%	2,904	5.0%	3,878	5.2%
Age 10 to 14 Years	336	4.0%	2,710	4.7%	3,646	4.9%
Age 15 to 19 Years	759	9.0%	7,386	12.7%	8,536	11.5%
Age 20 to 24 Years	1,781	21.1%	9,259	15.9%	10,339	13.9%
Age 25 to 29 Years	1,149	13.6%	5,690	9.8%	6,847	9.2%
Age 30 to 34 Years	594	7.0%	3,855	6.6%	4,880	6.6%
Age 35 to 39 Years	515	6.1%	3,558	6.1%	4,559	6.1%
Age 40 to 44 Years	388	4.6%	3,102	5.3%	4,056	5.5%
Age 45 to 49 Years	351	4.1%	2,667	4.6%	3,489	4.7%
Age 50 to 54 Years	347	4.1%	2,551	4.4%	3,480	4.7%
Age 55 to 59 Years	342	4.0%	2,570	4.4%	3,511	4.7%
Age 60 to 64 Years	281	3.3%	2,454	4.2%	3,383	4.6%
Age 65 to 74 Years	485	5.7%	3,614	6.2%	5,237	7.1%
Age 75 to 84 Years	245	2.9%	1,724	3.0%	2,790	3.8%
Age 85 Years or Over	135	1.6%	777	1.3%	1,317	1.8%
Median Age	28.1		29.9		31.7	

### Gender Age Distribution (2021)

Female Population	4,383	51.8%	29,918	51.5%	38,208	51.5%
Age 0 to 19 Years	986	22.5%	8,730	29.2%	10,739	28.1%
Age 20 to 64 Years	2,886	65.8%	17,728	59.3%	22,170	58.0%
Age 65 Years or Over	511	11.7%	3,460	11.6%	5,299	13.9%
Female Median Age	27.9		30.0		32.1	
Male Population	4,073	48.2%	28,205	48.5%	35,985	48.5%
Age 0 to 19 Years	858	21.1%	7,573	26.9%	9,567	26.6%
Age 20 to 64 Years	2,862	70.3%	17,977	63.7%	22,373	62.2%
Age 65 Years or Over	354	8.7%	2,655	9.4%	4,045	11.2%
Male Median Age	28.3		29.8		31.4	

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RF5

## 1835 E Market St

## Harrisonburg, VA 22801

1 mi radius

3 mi radius

5 mi radius

### Household Income Distribution (2021)

HH Income \$200,000 or More	116	4.0%	824	4.2%	1,191	4.6%
HH Income \$150,000 to \$199,999	115	3.9%	860	4.4%	1,129	4.4%
HH Income \$100,000 to \$149,999	366	12.4%	2,550	13.0%	3,614	14.0%
HH Income \$75,000 to \$99,999	340	11.6%	2,530	12.9%	3,337	12.9%
HH Income \$50,000 to \$74,999	500	17.0%	3,496	17.9%	4,761	18.4%
HH Income \$35,000 to \$49,999	414	14.1%	2,876	14.7%	3,786	14.6%
HH Income \$25,000 to \$34,999	322	11.0%	1,987	10.2%	2,569	9.9%
HH Income \$15,000 to \$24,999	227	7.7%	1,493	7.6%	1,983	7.7%
HH Income Under \$15,000	540	18.4%	2,941	15.0%	3,476	13.4%
HH Income \$35,000 or More	1,850	62.9%	13,137	67.2%	17,819	68.9%
HH Income \$75,000 or More	936	31.9%	6,765	34.6%	9,271	35.9%

### Housing (2021)

Total Housing Units	2,998		20,479		27,301	
Housing Units Occupied	2,939	98.0%	19,559	95.5%	25,846	94.7%
Housing Units Owner-Occupied	1,173	39.9%	8,492	43.4%	12,423	48.1%
Housing Units, Renter-Occupied	1,766	60.1%	11,067	56.6%	13,423	51.9%
Housing Units, Vacant	59	2.0%	920	4.7%	1,455	5.6%

### Marital Status (2021)

Never Married	4,661	63.2%	28,121	57.1%	32,201	51.6%
Currently Married	1,859	25.2%	14,011	28.5%	20,472	32.8%
Separated	299	4.0%	1,762	3.6%	2,182	3.5%
Widowed	311	4.2%	1,893	3.8%	3,180	5.1%
Divorced	243	3.3%	3,419	6.9%	4,389	7.0%

### Household Type (2021)

Population Family	3,904	46.2%	30,572	52.6%	42,984	57.9%
Population Non-Family	3,948	46.7%	20,422	35.1%	23,305	31.4%
Population Group Quarters	605	7.2%	7,129	12.3%	7,904	10.7%
Family Households	1,247	42.4%	9,564	48.9%	13,614	52.7%
Non-Family Households	1,692	57.6%	9,995	51.1%	12,232	47.3%
Married Couple with Children	373	20.1%	3,001	21.4%	4,262	20.8%
Average Family Household Size	3.1		3.2		3.2	

### Household Size (2021)

1 Person Households	694	23.6%	5,055	25.8%	6,849	26.5%
2 Person Households	906	30.8%	6,033	30.8%	8,347	32.3%
3 Person Households	477	16.2%	3,209	16.4%	4,012	15.5%
4 Person Households	576	19.6%	3,417	17.5%	4,217	16.3%
5 Person Households	165	5.6%	1,072	5.5%	1,398	5.4%
6 or More Person Households	121	4.1%	773	4.0%	1,024	4.0%

### Household Vehicles (2021)

Households with 0 Vehicles Available	162	5.5%	1,452	7.4%	1,847	7.1%
Households with 1 Vehicles Available	996	33.9%	6,492	33.2%	8,412	32.5%
Households with 2 or More Vehicles Available	1,781	60.6%	11,614	59.4%	15,586	60.3%
Total Vehicles Available	5,592		36,497		48,769	
Average Vehicles Per Household	1.9		1.9		1.9	

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## 1835 E Market St

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1 mi radius

3 mi radius

5 mi radius

### Labor Force (2021)

Estimated Labor Population Age 16 Years or Over	7,362		48,986		62,060	
Estimated Civilian Employed	3,881	52.7%	25,753	52.6%	32,547	52.4%
Estimated Civilian Unemployed	237	3.2%	1,528	3.1%	1,907	3.1%
Estimated in Armed Forces	14	0.2%	89	0.2%	98	0.2%
Estimated Not in Labor Force	3,230	43.9%	21,615	44.1%	27,507	44.3%
Unemployment Rate	3.2%		3.1%		3.1%	

### Occupation (2021)

Occupation: Population Age 16 Years or Over	3,881		25,753		32,547	
Management, Business, Financial Operations	379	9.8%	2,819	10.9%	3,599	11.1%
Professional, Related	1,046	26.9%	6,297	24.4%	8,051	24.7%
Service	1,047	27.0%	5,989	23.3%	7,070	21.7%
Sales, Office	591	15.2%	4,561	17.7%	5,726	17.6%
Farming, Fishing, Forestry	8	0.2%	313	1.2%	422	1.3%
Construct, Extraction, Maintenance	229	5.9%	1,701	6.6%	2,150	6.6%
Production, Transport Material Moving	581	15.0%	4,072	15.8%	5,531	17.0%
White Collar Workers	2,016	52.0%	13,677	53.1%	17,375	53.4%
Blue Collar Workers	1,865	48.0%	12,076	46.9%	15,172	46.6%

### Consumer Expenditure (2021)

Total Household Expenditure	\$142.74 M		\$1.04 B		\$1.44 B	
Total Non-Retail Expenditure	\$75.33 M	52.8%	\$551.09 M	52.8%	\$758.65 M	52.8%
Total Retail Expenditure	\$67.41 M	47.2%	\$493.33 M	47.2%	\$679.45 M	47.2%
Apparel	\$5.05 M	3.5%	\$36.82 M	3.5%	\$50.55 M	3.5%
Contributions	\$4.36 M	3.1%	\$32.3 M	3.1%	\$45.01 M	3.1%
Education	\$4.16 M	2.9%	\$30.03 M	2.9%	\$41.21 M	2.9%
Entertainment	\$7.88 M	5.5%	\$57.89 M	5.5%	\$79.97 M	5.6%
Food and Beverages	\$21.37 M	15.0%	\$155.81 M	14.9%	\$214 M	14.9%
Furnishings and Equipment	\$4.89 M	3.4%	\$35.99 M	3.4%	\$49.74 M	3.5%
Gifts	\$3.31 M	2.3%	\$24.56 M	2.4%	\$34.14 M	2.4%
Health Care	\$11.97 M	8.4%	\$88.21 M	8.4%	\$122.03 M	8.5%
Household Operations	\$5.48 M	3.8%	\$40.21 M	3.8%	\$55.59 M	3.9%
Miscellaneous Expenses	\$2.65 M	1.9%	\$19.51 M	1.9%	\$26.95 M	1.9%
Personal Care	\$1.91 M	1.3%	\$13.98 M	1.3%	\$19.26 M	1.3%
Personal Insurance	\$932.55 K	0.7%	\$6.93 M	0.7%	\$9.65 M	0.7%
Reading	\$302.78 K	0.2%	\$2.23 M	0.2%	\$3.09 M	0.2%
Shelter	\$30.65 M	21.5%	\$223.3 M	21.4%	\$306.33 M	21.3%
Tobacco	\$959.07 K	0.7%	\$6.9 M	0.7%	\$9.37 M	0.7%
Transportation	\$26.04 M	18.2%	\$190.68 M	18.3%	\$262.64 M	18.3%
Utilities	\$10.85 M	7.6%	\$79.07 M	7.6%	\$108.58 M	7.5%

### Educational Attainment (2021)

Adult Population Age 25 Years or Over	4,833		32,561		43,548	
Elementary (Grade Level 0 to 8)	462	9.6%	2,256	6.9%	3,007	6.9%
Some High School (Grade Level 9 to 11)	352	7.3%	2,461	7.6%	3,193	7.3%
High School Graduate	1,004	20.8%	8,003	24.6%	11,040	25.4%
Some College	714	14.8%	5,157	15.8%	6,874	15.8%
Associate Degree Only	374	7.7%	2,419	7.4%	3,210	7.4%
Bachelor Degree Only	1,204	24.9%	6,553	20.1%	8,572	19.7%
Graduate Degree	723	15.0%	5,712	17.5%	7,652	17.6%

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### Units In Structure (2021)

	1 mi radius		3 mi radius		5 mi radius	
1 Detached Unit	858	38.6%	8,363	51.9%	12,043	55.4%
1 Attached Unit	871	39.2%	4,111	25.5%	4,912	22.6%
2 to 4 Units	163	7.3%	1,759	10.9%	2,313	10.6%
5 to 9 Units	369	16.6%	1,407	8.7%	1,601	7.4%
10 to 19 Units	401	18.0%	2,471	15.3%	2,639	12.1%
20 to 49 Units	40	1.8%	227	1.4%	321	1.5%
50 or More Units	101	4.5%	707	4.4%	1,056	4.9%
Mobile Home or Trailer	137	6.2%	512	3.2%	962	4.4%
Other Structure	-	-	-	-	1	-

### Homes Built By Year (2021)

Homes Built 2010 or later	362	16.3%	2,275	14.1%	2,991	13.8%
Homes Built 2000 to 2009	665	29.9%	3,740	23.2%	4,832	22.2%
Homes Built 1990 to 1999	558	25.1%	3,137	19.5%	4,285	19.7%
Homes Built 1980 to 1989	493	22.2%	2,968	18.4%	4,198	19.3%
Homes Built 1970 to 1979	377	17.0%	2,825	17.5%	3,670	16.9%
Homes Built 1960 to 1969	244	11.0%	1,436	8.9%	1,917	8.8%
Homes Built 1950 to 1959	95	4.3%	1,041	6.5%	1,325	6.1%
Homes Built Before 1949	145	6.5%	2,137	13.3%	2,627	12.1%

### Home Values (2021)

Home Values \$1,000,000 or More	-	-	51	0.6%	111	0.9%
Home Values \$500,000 to \$999,999	25	2.1%	738	8.7%	1,162	9.4%
Home Values \$400,000 to \$499,999	64	5.4%	581	6.8%	955	7.7%
Home Values \$300,000 to \$399,999	201	17.1%	1,230	14.5%	2,019	16.2%
Home Values \$200,000 to \$299,999	350	29.8%	2,404	28.3%	3,394	27.3%
Home Values \$150,000 to \$199,999	292	24.9%	2,077	24.5%	2,670	21.5%
Home Values \$100,000 to \$149,999	102	8.7%	807	9.5%	1,090	8.8%
Home Values \$70,000 to \$99,999	5	0.4%	137	1.6%	177	1.4%
Home Values \$50,000 to \$69,999	10	0.9%	101	1.2%	226	1.8%
Home Values \$25,000 to \$49,999	3	0.2%	38	0.4%	41	0.3%
Home Values Under \$25,000	122	10.4%	327	3.9%	579	4.7%
Owner-Occupied Median Home Value	\$210,446		\$250,492		\$258,546	
Renter-Occupied Median Rent	\$877		\$849		\$852	

### Transportation To Work (2021)

Drive to Work Alone	2,772	73.8%	18,422	71.1%	24,066	72.6%
Drive to Work in Carpool	490	13.0%	3,345	12.9%	4,195	12.7%
Travel to Work by Public Transportation	78	2.1%	618	2.4%	669	2.0%
Drive to Work on Motorcycle	2	-	34	0.1%	74	0.2%
Walk or Bicycle to Work	261	7.0%	2,187	8.4%	2,455	7.4%
Other Means	38	1.0%	217	0.8%	274	0.8%
Work at Home	116	3.1%	1,094	4.2%	1,395	4.2%

### Travel Time (2021)

Travel to Work in 14 Minutes or Less	1,721	45.8%	12,012	46.3%	15,052	45.4%
Travel to Work in 15 to 29 Minutes	1,529	40.7%	9,227	35.6%	11,735	35.4%
Travel to Work in 30 to 59 Minutes	405	10.8%	2,756	10.6%	3,468	10.5%
Travel to Work in 60 Minutes or More	62	1.7%	693	2.7%	924	2.8%
Average Minutes Travel to Work	15.0		14.4		14.4	

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