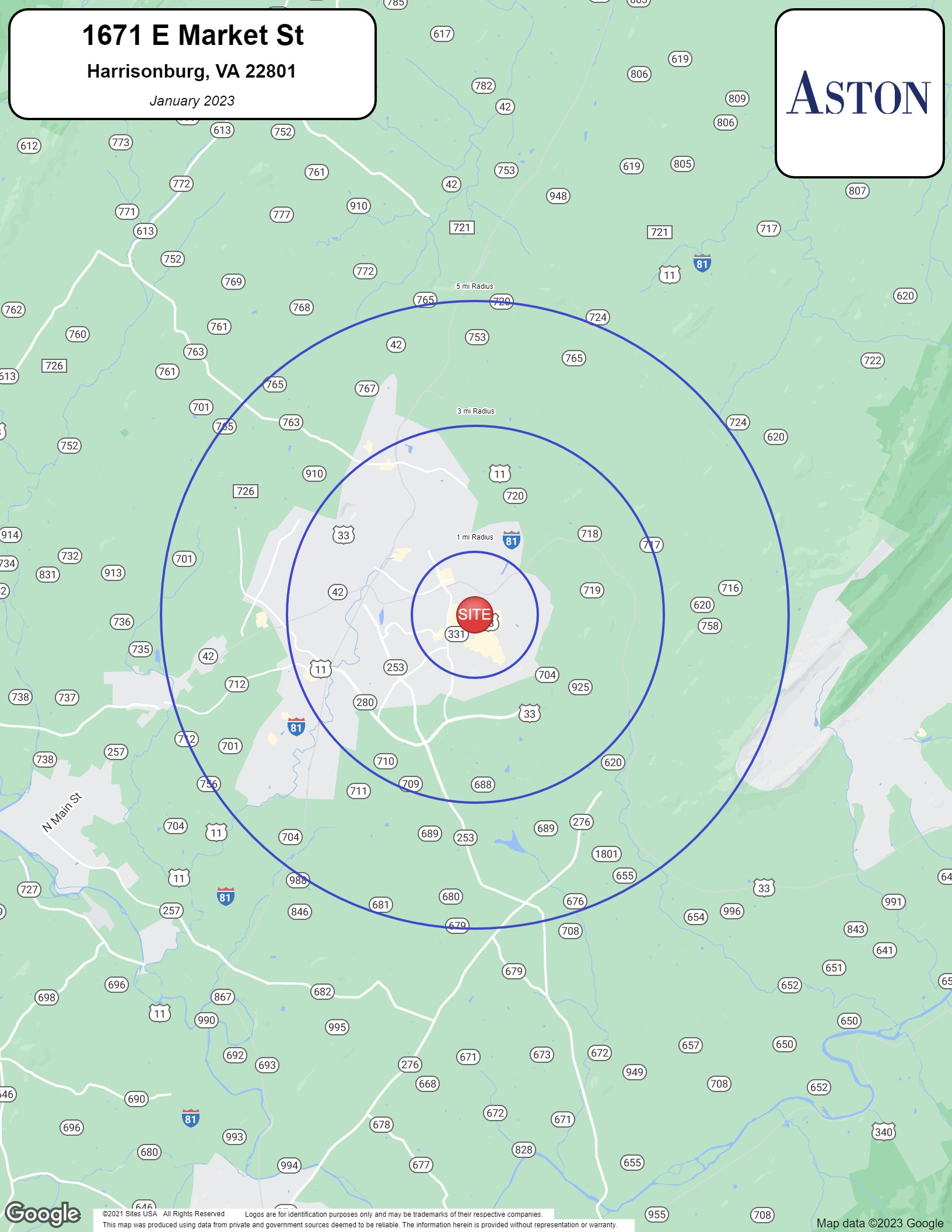


# 1671 E Market St

Harrisonburg, VA 22801

January 2023

# ASTON



## Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.4334/-78.8471

1671 E Market St Harrisonburg, VA 22801		1 mi radius		3 mi radius		5 mi radius	
<b>Population</b>							
Estimated Population (2022)		7,621		54,525		72,423	
Projected Population (2027)		8,079		57,999		76,651	
Census Population (2020)		7,580		54,589		72,276	
Census Population (2010)		6,880		49,298		64,513	
Projected Annual Growth (2022 to 2027)		458	1.2%	3,474	1.3%	4,228	1.2%
Historical Annual Growth (2020 to 2022)		41	0.3%	-64	-	147	0.1%
Historical Annual Growth (2010 to 2020)		700	5.1%	5,291	5.4%	7,763	6.0%
Estimated Population Density (2022)		2,427	psm	1,929	psm	922	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi
<b>Households</b>							
Estimated Households (2022)		2,543		18,492		25,294	
Projected Households (2027)		2,766		20,154		27,351	
Census Households (2020)		2,516		18,409		25,110	
Census Households (2010)		2,213		16,020		21,832	
Estimated Households with Children (2022)		630	24.8%	4,668	25.2%	6,648	26.3%
Estimated Average Household Size (2022)		2.69		2.58		2.56	
<b>Average Household Income</b>							
Estimated Average Household Income (2022)		\$63,621		\$71,305		\$74,448	
Projected Average Household Income (2027)		\$69,652		\$80,626		\$81,287	
Estimated Average Family Income (2022)		\$92,867		\$93,982		\$96,111	
<b>Median Household Income</b>							
Estimated Median Household Income (2022)		\$48,009		\$58,201		\$61,863	
Projected Median Household Income (2027)		\$58,039		\$70,763		\$74,601	
Estimated Median Family Income (2022)		\$63,884		\$78,216		\$81,998	
<b>Per Capita Income</b>							
Estimated Per Capita Income (2022)		\$21,837		\$24,899		\$26,613	
Projected Per Capita Income (2027)		\$24,417		\$28,689		\$29,584	
Estimated Per Capita Income 5 Year Growth		\$2,580	11.8%	\$3,790	15.2%	\$2,971	11.2%
Estimated Average Household Net Worth (2022)		\$306,902		\$349,525		\$392,611	
<b>Daytime Demos (2022)</b>							
Total Businesses		822		2,479		3,522	
Total Employees		8,905		29,720		41,980	
Company Headquarter Businesses		28	3.5%	90	3.6%	128	3.6%
Company Headquarter Employees		438	4.9%	6,144	20.7%	7,791	18.6%
Employee Population per Business		10.8		12.0		11.9	
Residential Population per Business		9.3		22.0		20.6	

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<b>1671 E Market St Harrisonburg, VA 22801</b>	<b>1 mi radius</b>		<b>3 mi radius</b>		<b>5 mi radius</b>	
<b>Race &amp; Ethnicity</b>						
White (2022)	4,414	57.9%	32,431	59.5%	46,281	63.9%
Black or African American (2022)	682	8.9%	4,548	8.3%	5,451	7.5%
American Indian or Alaska Native (2022)	36	0.5%	238	0.4%	307	0.4%
Asian (2022)	936	12.3%	8,340	15.3%	9,216	12.7%
Hawaiian or Pacific Islander (2022)	-	-	18	-	23	-
Other Race (2022)	776	10.2%	4,469	8.2%	5,564	7.7%
Two or More Races (2022)	778	10.2%	4,480	8.2%	5,581	7.7%
Not Hispanic or Latino Population (2022)	5,854	76.8%	44,404	81.4%	59,558	82.2%
Hispanic or Latino Population (2022)	1,767	23.2%	10,121	18.6%	12,865	17.8%
Not Hispanic or Latino Population (2027)	6,214	76.9%	47,125	81.3%	62,932	82.1%
Hispanic or Latino Population (2027)	1,864	23.1%	10,874	18.7%	13,720	17.9%
Not Hispanic or Latino Population (2020)	5,527	72.9%	42,827	78.5%	56,956	78.8%
Hispanic or Latino Population (2020)	2,053	27.1%	11,762	21.5%	15,320	21.2%
Not Hispanic or Latino Population (2010)	5,402	78.5%	41,685	84.6%	54,939	85.2%
Hispanic or Latino Population (2010)	1,478	21.5%	7,613	15.4%	9,574	14.8%
Projected Hispanic Annual Growth (2022 to 2027)	97	1.1%	753	1.5%	855	1.3%
Historic Hispanic Annual Growth (2010 to 2022)	289	1.6%	2,508	2.7%	3,291	2.9%
<b>Age Distribution (2022)</b>						
Age Under 5	405	5.3%	2,904	5.3%	3,968	5.5%
Age 5 to 9 Years	366	4.8%	2,694	4.9%	3,840	5.3%
Age 10 to 14 Years	393	5.2%	2,549	4.7%	3,647	5.0%
Age 15 to 19 Years	888	11.7%	7,443	13.7%	8,581	11.8%
Age 20 to 24 Years	1,728	22.7%	10,437	19.1%	11,638	16.1%
Age 25 to 29 Years	463	6.1%	3,565	6.5%	4,601	6.4%
Age 30 to 34 Years	445	5.8%	3,308	6.1%	4,393	6.1%
Age 35 to 39 Years	481	6.3%	3,300	6.1%	4,418	6.1%
Age 40 to 44 Years	400	5.2%	2,955	5.4%	4,052	5.6%
Age 45 to 49 Years	344	4.5%	2,488	4.6%	3,382	4.7%
Age 50 to 54 Years	326	4.3%	2,418	4.4%	3,477	4.8%
Age 55 to 59 Years	307	4.0%	2,395	4.4%	3,491	4.8%
Age 60 to 64 Years	256	3.4%	2,233	4.1%	3,327	4.6%
Age 65 to 74 Years	477	6.3%	3,490	6.4%	5,529	7.6%
Age 75 to 84 Years	231	3.0%	1,650	3.0%	2,830	3.9%
Age 85 Years or Over	110	1.4%	696	1.3%	1,249	1.7%
Median Age	28.5		30.2		32.5	
<b>Gender Age Distribution (2022)</b>						
Female Population	4,004	52.5%	28,038	51.4%	37,231	51.4%
Age 0 to 19 Years	1,128	28.2%	8,333	29.7%	10,550	28.3%
Age 20 to 64 Years	2,416	60.3%	16,506	58.9%	21,397	57.5%
Age 65 Years or Over	460	11.5%	3,199	11.4%	5,285	14.2%
Female Median Age	28.1		30.2		33.0	
Male Population	3,617	47.5%	26,487	48.6%	35,192	48.6%
Age 0 to 19 Years	924	25.6%	7,257	27.4%	9,488	27.0%
Age 20 to 64 Years	2,333	64.5%	16,593	62.6%	21,381	60.8%
Age 65 Years or Over	359	9.9%	2,637	10.0%	4,323	12.3%
Male Median Age	28.9		30.2		32.2	

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# Expanded Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.4334/-78.8471

<b>1671 E Market St Harrisonburg, VA 22801</b>	<b>1 mi radius</b>		<b>3 mi radius</b>		<b>5 mi radius</b>	
<b>Household Income Distribution (2022)</b>						
HH Income \$200,000 or More	89	3.5%	753	4.1%	1,279	5.1%
HH Income \$150,000 to \$199,999	101	4.0%	820	4.4%	1,240	4.9%
HH Income \$100,000 to \$149,999	252	9.9%	2,352	12.7%	3,611	14.3%
HH Income \$75,000 to \$99,999	238	9.3%	2,599	14.1%	3,466	13.7%
HH Income \$50,000 to \$74,999	626	24.6%	3,755	20.3%	5,082	20.1%
HH Income \$35,000 to \$49,999	318	12.5%	2,527	13.7%	3,407	13.5%
HH Income \$25,000 to \$34,999	251	9.9%	1,579	8.5%	2,084	8.2%
HH Income \$15,000 to \$24,999	270	10.6%	1,649	8.9%	2,166	8.6%
HH Income Under \$15,000	399	15.7%	2,456	13.3%	2,960	11.7%
HH Income \$35,000 or More	1,624	63.9%	12,808	69.3%	18,084	71.5%
HH Income \$75,000 or More	680	26.7%	6,525	35.3%	9,595	37.9%
<b>Housing (2022)</b>						
Total Housing Units	2,756		19,932		27,167	
Housing Units Occupied	2,543	92.3%	18,492	92.8%	25,294	93.1%
Housing Units Owner-Occupied	1,088	42.8%	8,190	44.3%	12,690	50.2%
Housing Units, Renter-Occupied	1,455	57.2%	10,302	55.7%	12,603	49.8%
Housing Units, Vacant	212	8.3%	1,440	7.8%	1,873	7.4%
<b>Marital Status (2022)</b>						
Never Married	3,816	59.1%	26,346	56.8%	30,829	50.6%
Currently Married	1,696	26.3%	13,020	28.1%	20,817	34.1%
Separated	283	4.4%	1,989	4.3%	2,405	3.9%
Widowed	322	5.0%	1,502	3.2%	2,447	4.0%
Divorced	341	5.3%	3,521	7.6%	4,468	7.3%
<b>Household Type (2022)</b>						
Population Family	4,010	52.6%	30,088	55.2%	44,476	61.4%
Population Non-Family	2,819	37.0%	17,538	32.2%	20,274	28.0%
Population Group Quarters	792	10.4%	6,899	12.7%	7,673	10.6%
Family Households	1,240	48.8%	9,367	50.7%	13,963	55.2%
Non-Family Households	1,303	51.2%	9,125	49.3%	11,331	44.8%
Married Couple with Children	383	22.6%	2,997	23.0%	4,464	21.4%
Average Family Household Size	3.2		3.2		3.2	
<b>Household Size (2022)</b>						
1 Person Households	598	23.5%	5,218	28.2%	7,055	27.9%
2 Person Households	707	27.8%	5,738	31.0%	8,255	32.6%
3 Person Households	417	16.4%	2,848	15.4%	3,773	14.9%
4 Person Households	607	23.9%	3,254	17.6%	4,149	16.4%
5 Person Households	140	5.5%	898	4.9%	1,265	5.0%
6 or More Person Households	74	2.9%	537	2.9%	797	3.2%
<b>Household Vehicles (2022)</b>						
Households with 0 Vehicles Available	190	7.5%	1,180	6.4%	1,527	6.0%
Households with 1 Vehicles Available	878	34.5%	6,186	33.4%	8,088	32.0%
Households with 2 or More Vehicles Available	1,476	58.0%	11,126	60.2%	15,679	62.0%
Total Vehicles Available	4,660		34,452		48,228	
Average Vehicles Per Household	1.8		1.9		1.9	



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### 1671 E Market St Harrisonburg, VA 22801

1 mi radius      3 mi radius      5 mi radius

<b>Labor Force (2022)</b>							
Estimated Labor Population Age 16 Years or Over	6,388		45,907		60,270		
Estimated Civilian Employed	3,451	54.0%	25,665	55.9%	33,649	55.8%	
Estimated Civilian Unemployed	101	1.6%	865	1.9%	1,094	1.8%	
Estimated in Armed Forces	33	0.5%	114	0.2%	127	0.2%	
Estimated Not in Labor Force	2,804		19,262		25,401		
Unemployment Rate	1.6%		1.9%		1.8%		
<b>Occupation (2022)</b>							
Occupation: Population Age 16 Years or Over	3,451		25,665		33,649		
Management, Business, Financial Operations	301	8.7%	2,616	10.2%	3,781	11.2%	
Professional, Related	846	24.5%	6,294	24.5%	8,389	24.9%	
Service	851	24.6%	5,325	20.7%	6,374	18.9%	
Sales, Office	476	13.8%	4,836	18.8%	6,453	19.2%	
Farming, Fishing, Forestry	9	0.3%	333	1.3%	494	1.5%	
Construct, Extraction, Maintenance	262	7.6%	1,987	7.7%	2,638	7.8%	
Production, Transport Material Moving	708	20.5%	4,274	16.7%	5,519	16.4%	
White Collar Workers	1,622		13,746		18,623		
Blue Collar Workers	1,829		11,920		15,026		
<b>Consumer Expenditure (2022)</b>							
Total Household Expenditure	\$130.14 M		\$1.02 B		\$1.43 B		
Total Non-Retail Expenditure	\$68.7 M	52.8%	\$536.73 M	52.8%	\$756.89 M	52.8%	
Total Retail Expenditure	\$61.44 M	47.2%	\$480.73 M	47.2%	\$677.82 M	47.2%	
Apparel	\$4.59 M	3.5%	\$35.81 M	3.5%	\$50.44 M	3.5%	
Contributions	\$3.94 M	3.0%	\$31.58 M	3.1%	\$45.32 M	3.2%	
Education	\$3.77 M	2.9%	\$29.3 M	2.9%	\$41.63 M	2.9%	
Entertainment	\$7.16 M	5.5%	\$56.47 M	5.6%	\$80.1 M	5.6%	
Food and Beverages	\$19.49 M	15.0%	\$151.58 M	14.9%	\$212.95 M	14.8%	
Furnishings and Equipment	\$4.45 M	3.4%	\$35.13 M	3.5%	\$49.82 M	3.5%	
Gifts	\$3 M	2.3%	\$24.02 M	2.4%	\$34.38 M	2.4%	
Health Care	\$10.97 M	8.4%	\$86.04 M	8.5%	\$121.56 M	8.5%	
Household Operations	\$4.99 M	3.8%	\$39.17 M	3.8%	\$55.58 M	3.9%	
Miscellaneous Expenses	\$2.42 M	1.9%	\$19.01 M	1.9%	\$26.91 M	1.9%	
Personal Care	\$1.74 M	1.3%	\$13.62 M	1.3%	\$19.22 M	1.3%	
Personal Insurance	\$842.33 K	0.6%	\$6.76 M	0.7%	\$9.72 M	0.7%	
Reading	\$275.85 K	0.2%	\$2.18 M	0.2%	\$3.1 M	0.2%	
Shelter	\$27.93 M	21.5%	\$217.26 M	21.4%	\$305.05 M	21.3%	
Tobacco	\$884.67 K	0.7%	\$6.68 M	0.7%	\$9.18 M	0.6%	
Transportation	\$23.73 M	18.2%	\$186 M	18.3%	\$262.18 M	18.3%	
Utilities	\$9.96 M	7.7%	\$76.84 M	7.6%	\$107.58 M	7.5%	
<b>Educational Attainment (2022)</b>							
Adult Population Age 25 Years or Over	3,841		28,498		40,747		
Elementary (Grade Level 0 to 8)	537	14.0%	2,206	7.7%	3,062	7.5%	
Some High School (Grade Level 9 to 11)	222	5.8%	1,958	6.9%	2,742	6.7%	
High School Graduate	1,060	27.6%	7,346	25.8%	10,653	26.1%	
Some College	699	18.2%	4,366	15.3%	6,017	14.8%	
Associate Degree Only	245	6.4%	1,938	6.8%	2,759	6.8%	
Bachelor Degree Only	562	14.6%	5,599	19.6%	8,205	20.1%	
Graduate Degree	516	13.4%	5,087	17.9%	7,310	17.9%	

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### 1671 E Market St Harrisonburg, VA 22801

1 mi radius      3 mi radius      5 mi radius

	1 mi radius		3 mi radius		5 mi radius	
<b>Units In Structure (2022)</b>						
1 Detached Unit	768	34.7%	7,658	47.8%	11,741	53.8%
1 Attached Unit	933	42.2%	4,002	25.0%	4,866	22.3%
2 to 4 Units	172	7.8%	1,915	12.0%	2,502	11.5%
5 to 9 Units	226	10.2%	1,451	9.1%	1,609	7.4%
10 to 19 Units	283	12.8%	2,221	13.9%	2,506	11.5%
20 to 49 Units	19	0.9%	290	1.8%	375	1.7%
50 or More Units	77	3.5%	632	3.9%	987	4.5%
Mobile Home or Trailer	67	3.0%	322	2.0%	705	3.2%
Other Structure	-	-	1	-	1	-
<b>Homes Built By Year (2022)</b>						
Homes Built 2010 or later	258	11.6%	2,069	12.9%	3,284	15.0%
Homes Built 2000 to 2009	441	19.9%	3,464	21.6%	4,744	21.7%
Homes Built 1990 to 1999	616	27.9%	3,049	19.0%	4,103	18.8%
Homes Built 1980 to 1989	364	16.5%	3,023	18.9%	4,106	18.8%
Homes Built 1970 to 1979	372	16.8%	2,554	15.9%	3,398	15.6%
Homes Built 1960 to 1969	196	8.9%	1,217	7.6%	1,603	7.3%
Homes Built 1950 to 1959	110	5.0%	1,218	7.6%	1,543	7.1%
Homes Built Before 1949	186	8.4%	1,898	11.8%	2,514	11.5%
<b>Home Values (2022)</b>						
Home Values \$1,000,000 or More	4	0.4%	56	0.7%	157	1.2%
Home Values \$500,000 to \$999,999	55	5.0%	557	6.8%	1,098	8.7%
Home Values \$400,000 to \$499,999	61	5.6%	548	6.7%	1,065	8.4%
Home Values \$300,000 to \$399,999	205	18.8%	1,569	19.2%	2,770	21.8%
Home Values \$200,000 to \$299,999	255	23.4%	2,572	31.4%	3,596	28.3%
Home Values \$150,000 to \$199,999	301	27.7%	1,736	21.2%	2,296	18.1%
Home Values \$100,000 to \$149,999	81	7.5%	615	7.5%	811	6.4%
Home Values \$70,000 to \$99,999	11	1.0%	122	1.5%	171	1.3%
Home Values \$50,000 to \$69,999	8	0.7%	84	1.0%	131	1.0%
Home Values \$25,000 to \$49,999	5	0.5%	79	1.0%	156	1.2%
Home Values Under \$25,000	103	9.4%	251	3.1%	440	3.5%
Owner-Occupied Median Home Value	\$223,347		\$256,613		\$272,085	
Renter-Occupied Median Rent	\$974		\$888		\$884	
<b>Transportation To Work (2022)</b>						
Drive to Work Alone	2,567	74.4%	18,433	71.8%	24,429	72.6%
Drive to Work in Carpool	490	14.2%	3,047	11.9%	3,787	11.3%
Travel to Work by Public Transportation	43	1.2%	434	1.7%	493	1.5%
Drive to Work on Motorcycle	-	-	33	0.1%	80	0.2%
Walk or Bicycle to Work	189	5.5%	1,811	7.1%	2,057	6.1%
Other Means	52	1.5%	202	0.8%	248	0.7%
Work at Home	110	3.2%	1,704	6.6%	2,555	7.6%
<b>Travel Time (2022)</b>						
Travel to Work in 14 Minutes or Less	1,667	48.3%	11,633	45.3%	14,605	43.4%
Travel to Work in 15 to 29 Minutes	1,225	35.5%	9,209	35.9%	12,341	36.7%
Travel to Work in 30 to 59 Minutes	362	10.5%	2,387	9.3%	3,122	9.3%
Travel to Work in 60 Minutes or More	86	2.5%	732	2.9%	1,026	3.0%
Average Minutes Travel to Work	14.1		14.4		14.6	