

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 rad	lius	3 mi rac	lius	5 mi rad	lius
Population						
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
Households						
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	
Average Household Income						
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	
Median Household Income						
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	
Per Capita Income						
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	
Daytime Demos (2022)						
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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1671 E Market St			<u>.</u>			
Harrisonburg, VA 22801	1 mi radius		3 mi radius		5 mi rad	lius
Race & Ethnicity						
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%
Age Distribution (2022)						:
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	
Gender Age Distribution (2022)						
Female Population	4,004	52.5%	28,038	51.4%	37,231	51.4%
Age 0 to 19 Years		28.2%	8,333	29.7%	10,550	
Age 20 to 64 Years		60.3%	16,506		21,397	
Age 65 Years or Over	460	11.5%	3,199	11.4%		14.2%
Female Median Age	28.1		30.2		33.0	
Male Population		47.5%	26,487	48.6%	35,192	48.6%
Age 0 to 19 Years	924	25.6%	7,257	27.4%		27.0%
Age 20 to 64 Years		64.5%	16,593		21,381	
Age 65 Years or Over	359	9.9%		10.0%		12.3%
Male Median Age	28.9		30.2		32.2	

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Harrisonburg, VA 22801	1 mi rad	1 mi radius		3 mi radius		lius
Household Income Distribution (2022)						_
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%		35.3%		37.9%
Housing (2022)						-
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		42.8%	8,190	44.3%	12,690	
Housing Units, Renter-Occupied		57.2%	10,302	55.7%	12,603	
Housing Units, Vacant	212	8.3%	1,440	7.8%	1,873	7.4%
Marital Status (2022)						
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%
Household Type (2022)						
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	
Household Size (2022)						-
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%		15.4%		14.9%
4 Person Households	607	23.9%		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%
Household Vehicles (2022)						
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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Harrisonburg, VA 22801 Labor Force (022) Estimated Civilian Employed Estimated Civilian Civ	1671 E Market St						
Estimated Labor Population Age 16 Years or Over   6.280   45.0%   22.665   5.9%   33.649   5.8%     Estimated Civilian Inemployed   101   1.6%   865   1.9%   1.041   1.8%     Estimated Civilian Inemployed   33   0.5%   11.4   0.2%   27.4   2.3%     Estimated Named Forces   2.304   4.3%   1.8%   2.5615   3.3.649   1.3%     Coccupation Population Age 16 Years or Over   3.451   2.565   3.5.649   1.3%     Occupation: Population Age 16 Years or Over   3.41   2.4%   6.232   2.0%   6.3.11   1.2%     Management: Business, Financial Operations   301   8.7%   2.4.6%   6.328   2.0%   6.3.11   1.3%     Service   3.81   2.4.6%   6.328   1.3.6%   6.4.63   1.9.2%   7.7%   2.6.38   7.6%   1.9.2%   7.7%   2.6.38   7.6%   1.9.2%   7.6%   1.9.2%   7.6%   1.9.2%   7.6%   1.9.2%   7.6%   1.9.2%   7.6%   1.5.2%   5.2.4%	Harrisonburg, VA 22801	1 mi radius 3 mi r		3 mi rac	dius 5 mi ra		lius
Estimated Labor Population Age 16 Years or Over   6.280   45.0%   22.665   5.9%   33.649   5.8%     Estimated Civilian Inemployed   101   1.6%   865   1.9%   1.041   1.8%     Estimated Civilian Inemployed   33   0.5%   11.4   0.2%   27.4   2.3%     Estimated Named Forces   2.304   4.3%   1.8%   2.5615   3.3.649   1.3%     Coccupation Population Age 16 Years or Over   3.451   2.565   3.5.649   1.3%     Occupation: Population Age 16 Years or Over   3.41   2.4%   6.232   2.0%   6.3.11   1.2%     Management: Business, Financial Operations   301   8.7%   2.4.6%   6.328   2.0%   6.3.11   1.3%     Service   3.81   2.4.6%   6.328   1.3.6%   6.4.63   1.9.2%   7.7%   2.6.38   7.6%   1.9.2%   7.7%   2.6.38   7.6%   1.9.2%   7.6%   1.9.2%   7.6%   1.9.2%   7.6%   1.9.2%   7.6%   1.9.2%   7.6%   1.5.2%   5.2.4%	Labor Force (2022)						
Estimated Civilian Employed   34.61   54.09   25.665   55.39   31.09   58.99     Estimated In Amed Forces   33   0.59   11.4   0.20   7.2     Estimated In Amed Force   2.804   4.395   11.24   7.24   7.25     Occupation Ropulation Age 15 Years or Over   3.41   7.86   1.025   3.731   1.125     Occupation Ropulation Age 15 Years or Over   3.41   7.86   5.225   3.741   1.255     Service   8.61   2.466   5.325   2.476   3.391   4.94     Service   6.74   1.365   5.336   4.94   1.555     Service   6.74   1.365   5.336   4.94   1.595     Service   6.76   1.367   5.336   1.997   7.76   2.638   1.997   7.76   2.638   1.997   7.56   5.357.51   1.404   1.595   Service   5.367.51   1.404   1.595   Service   1.365   5.265   Service   5.265   Service   5.367.61		6,388		45,907		60,270	
Extinated Civilian Linempioned   101   1.6%   86.   1.9%   1.04   1.9%     Estinated Civilian Lobo Force   2.804   3.3%   1.9.%   1.2.%   2.5.%   1.2.%   2.5.%   1.2.%   2.5.%   1.2.%   2.5.%   1.2.%   2.5.%   1.2.%   2.5.%   1.2.%   2.5.%   3.5.%   1.1.2.%   7.5.%   7.3.%   1.2.%   3.5.%   1.1.2.%   7.5.%   3.5.%   1.1.2.%   7.5.%   3.5.%   1.1.2.%   7.5.%   3.5.%   4.5.%   3.2.%   4.5.%   3.2.%   4.5.%   3.2.%   4.5.%   3.2.%   4.5.%   5.2.%   3.5.%   4.5.%   5.2.%   3.5.%   4.5.%   5.2.%   5.5.%   3.5.%   5.5.%   3.5.%   5.5.%   3.5.%   5.5.%   7		3,451	54.0%	25,665	55.9%	33,649	55.8%
Estimated in Armed Force330.5%1140.2%1170.2%Estimated Not in Labor Force2.8044.3%1.9%1.9%2.5.0042.1%Unemployment Rate1.9%1.9%1.9%1.9%2.5.003.7.51Occupation Population Age 16 Years or Over3.4512.5.665.2.52.0.7%6.3.7.41.9%Professional, Related8.612.4.6%5.2.322.0.7%6.3.7.41.9%Sales, Office4.761.3.8%4.3.331.8.%6.4.631.9%Sales, Office4.761.3.8%4.3.331.8.%6.4.631.5.2%Production, Transport Material Moving7.082.0.5%1.4.2%1.5.2%1.6.2%Vihte Collar Workers1.0.227.0%1.3.7.45.5.5%1.6.255.5.5%Blue Colar Workers1.0.227.0%1.3.7.45.5.5%1.6.255.5.5%Blue Colar Workers1.0.227.0%5.3.6%1.5.2%1.5.2%1.5.2%Total Non-Retail Expenditure\$16.1.4.44.7.4%\$40.7.3M4.7.2%\$40.7.3M4.7.2%Aparal\$5.4.4.4.45.4.45.4.45.4.83.4.8\$5.4.4.43.4%Constructions\$3.7.4.47.2%\$40.7.3M4.7.2%\$40.7.3M4.7.2%Aparal\$5.4.4.4.45.4.4.45.4.85.4.4.43.4%\$5.4.4.43.4%Total Non-Retail Expenditure\$16.1.4.44.7.8%\$40.7.3M5.5.85.4.4.43.4% <td></td> <td></td> <td></td> <td></td> <td></td> <td>1.094</td> <td>1.8%</td>						1.094	1.8%
Estimated Not in Labor Force   2,804   43.9%   19,262   42.0%   25.401   42.1%     Unemployment Rate   1.6%   1.9%   1.8%   1.8%     Occupation Population Age 16 Years or Over   3,461   X   2.665   33,643     Maragement, Buiness, Financial Operations   301   8/4   2.661   10.2%   3,781   112.8%     Service   651   2.46%   5.235   2.7%   6.334   18.8%   6.451   19.2%     Service   651   2.46%   19.28   4.438   18.8%   6.453   19.2%     Construct, Extraction, Maintenance   7.6%   19.27   7.7%   2.638   7.8%     Production, Tiansport Material Moving   708   2.28%   11.920   4.47%   51.028   52.8%   52.8%   52.8%   52.8%   52.8%   52.8%   52.8%   52.8%   52.8%   52.8%   52.8%   52.8%   52.8%   52.8%   52.8%   52.8%   55.28%   52.8%   55.28%   55.28%   55.28%   55.28%   55.							
Linemployment Rate   1.6%   1.9%   1.8%     Occapation (2022)   Second 2015   52.66   3.761   1.2%     Management, Business, Financial Operations   3.01   8.7%   52.66   5.235   3.781   1.1.8%     Professional, Related   861   24.6%   6.232   2.0.7%   6.337   18.9%     Sales, Office   476   13.8%   4.843   18.9%   6.433   19.2%     Faming, Fishing, Forestry   9   0.3%   3.33   13.4%   4.444   1.5%     Construct, Extraction, Maintenance   262   7.6%   13.74   4.5%   52.8%   15.62   5.3%     Production, Transport Material Moving   707   2.638   7.868   5.28%	Estimated Not in Labor Force	2.804		19.262			
Occupation (2022)   3.451   25,665   33,649     Occupation: Population Age 16 Years or Over   3.01   8.7%   2.616   10.2%   3.781   11.2%     Professional, Related   846   24.5%   6.332   24.9%   6.332   24.9%   6.332   24.9%   6.334   18.9%     Service   851   24.6%   5.325   20.7%   6.374   18.9%     Farming, Fishing, Forestry   9   0.3%   333   1.3%   444   1.5%     Construct, Extraction, Maintenance   262   7.6%   1.927   7.7%   2.638   7.8%     Production, Tronsport Material Moving   708   20.5%   1.1920   46.4%   15.026   4.7%     Consumer Expenditure (2022)   1.829   5.1028   \$1.438   51.026   4.7%     Total Household Expenditure   \$180.14 M   \$1.028   \$1.438   52.8%   \$2.8%   \$756.89 M   52.8%     Total Household Expenditure   \$1.021 M   \$1.028   \$1.438   3.5%   \$50.47 M   5.28%   \$2.8%							
Occupation: Population Age 16 Years or Over   33.641   25.665   33.649     Management, Business, Financial Operations   301   8.7%   2.618   10.2%   3.781   11.2%     Professional, Related   846   2.45%   6.294   24.5%   6.324   18.9%     Sales, Office   676   13.8%   4.836   18.8%   6.453   19.2%     Farning, Fishing, Forestry   9   0.3%   333   1.3%   4.84%   1.5%     Construct, Extraction, Maintenance   262   7.6%   1.374   15.05   1.6.44%     Vihte Collar Workers   1622   47.0%   13.74   15.02   5.3%   18.62   5.53%     Blue Collar Workers   1622   47.0%   13.74   15.02   5.14.78   7.75%   2.840   7.50%   5.28%   75.65 M   5.65 %   5.63 M			-				-
Management, Business, Financial Operations 301 8.7% 2.616 10.2% 3.78 11.2%   Professional, Related 846 2.45% 5.29 2.45% 5.29 2.45% 5.29 2.45% 5.29 2.45% 5.29 2.45% 5.29 2.65% 1.2% 5.20% 6.643 1.2%   Farming, Fishing, Frestry 9 0.3% 3.33 1.3% 4.44 1.5%   Construct, Extraction, Maintenance 2.62% 7.6% 1.92% 4.7% 5.519 1.64%   White Calar Workers 1.629 5.30% 1.12% 5.36% 1.62% 5.26%   Total Household Expenditure (022) 1.82% 5.10% 5.26%		3.451		25.665		33.649	
Protessional, Related   846   24.5%   6.294   24.5%   8.389   24.9%     Service   851   24.6%   5.325   20.7%   6.374   13.9%     Farming, Fishing, Foretry   9   0.3%   333   13%   4494   1.5%     Construct, Extraction, Maintenance   262   7.6%   1.987   7.7%   2.638   7.8%     Production, Transport Material Moving   708   2.05%   4.274   16.78   5.151   16.44     White Collar Workers   1.622   47.0%   13.746   53.6%   18.23   5.3%     Blue Collar Workers   1.829   53.0%   11.920   4.64   4.75     Consumer Expenditure (202)   Total Non-Relati Expenditure   \$64.74   47.2%   \$480.73   47.2%   \$676.89   5.2.6%   \$53.61   3.5%   \$50.44   3.5%   \$2.4.8%   \$676.89   5.2.6%   \$676.79   5.2.6%   \$676.79   5.2.6%   \$676.79   5.2.6%   \$676.89   3.5%   \$50.44   3.5%   \$50.44   3.5%			8.7%		10.2%		11.2%
Service 851 24.6% 5.325 20.7% 6.334 12.9%   Sales, Office 476 13.9% 433 1.3% 6.34 12.9%   Faming, Flihing, Forestry 9 0.3% 31.3% 4.94 1.5%   Construct, Extraction, Maintenance 262 7.6% 1.917 7.7% 2.638 5.3%   Production, Transport Material Moving 708 2.05% 4.247 16.7 5.13.8 18.02 5.3%   Blue Collar Workers 1.622 4.70% 5.3.6% 18.02 5.3.% 18.02 5.3.% 18.02 5.3.% 18.02 5.3.% 18.02 5.3.% 18.02 4.7.% 7.0.4 7.0.5 5.0.4.4 7.0.5 5.0.4.4 7.0.5 5.0.4.4 7.0.5 5.0.4.4 7.0.4 7.0.4 7.0.5 5.0.4.4 7.0.5 5.0.4.4 <t< td=""><td></td><td>846</td><td></td><td></td><td></td><td></td><td></td></t<>		846					
Sales, Office 476 13.8% 48.83 18.8% 6.453 19.2%   Farming, Fishing, Forestry 9 0.3% 333 1.3% 49.4 1.5%   Construct, Extraction, Maintenance 262 7.6% 10.27% 5.6% 18.62 5.8%   Production, Transport Material Moving 708 20.5% 4.274 16.7% 5.6% 18.62 5.3%   Blue Collar Workers 1.622 47.0% 13.7% 5.8% 15.62.6 14.38 5.4%   Blue Collar Workers 1.622 47.0% 52.8% 556.37.M 5.2.8% 576.83.M 5.2.8%   Total Non-Retal Expenditure 56.84.M 47.2% 548.07.M 47.2% 547.24 47.2%   Apparel 54.54.M 47.8% 53.81.M 3.5% 550.44.M 2.9% 576.83.M 3.5% 50.44.M 3.5% 564.7M 5.5% 564.7M 5.5% 564.7M 4.2%   Apparel 54.54 3.5% 53.54.M 3.5% 55.14.M 3.5% 564.7M 5.5% 564.7M 5.5% 564.7M 5.5%							
Farming, Finding, Forestry 9 0.3% 1.33 1.3% 1.4% 1.5%   Construct, Extraction, Maintenance 262 7.6% 1.987 7.7% 5.63 16.40   White Collar Workers 1.622 47.0% 11.920 53.6% 11.862 53.78   Blue Collar Workers 1.622 47.0% 11.920 46.4% 10.502 47.5%   Consume Expenditure CO2D: 51.014 51.02 51.43 B 52.8% 55.64 M 50.4% 50.4% M 50.6% M 50.6% M 7.5% 56.6% M 7.5% 56.9							
Construct, Extraction, Maintenance   262   7.6%   1.987   7.7%   2.638   7.9%     Production, Transport Material Moving   708   205%   4.274   16.7%   5.519   16.44     White Collar Workers   1.622   47.0%   13.746   53.6%   18.623   55.3%     Blue Collar Workers   1.622   47.0%   13.746   53.6%   18.623   55.3%     Total Non-Kers   56.7.7M   52.8%   575.639   52.8%   575.639   52.8%     Total Non-Kerall Expenditure   561.44   47.2%   543.573   52.8%   557.82.1M   47.2%     Apparel   S44.59M   3.5%   53.58.1M   3.5%   550.41.4M   2.9%     Contributions   53.34 M   3.0%   551.58 M   1.49%   54.52 M   1.49%     Food and Beverages   51.94 M   1.50%   56.47 M   5.6%   50.11 M   5.6%     Fourishings and Equipment   54.45 M   3.4%   53.56 M   3.9%   55.58 M   3.9%     Gifts   51.07 M							
Production, Transport Material Moving   708   2.0.5%   4.2.74   16.7%   5.5.19   16.4%     White Collar Workers   1.0.20   47.0%   11.920   53.0%   11.920   53.0%   11.920   53.0%   11.920   53.0%   11.920   53.0%   11.920   53.0%   11.920   53.0%   11.920   53.0%   11.920   53.0%   11.920   53.0%   11.920   53.0%   11.920   53.0%   11.920   53.0%   11.920   54.13   11.920   54.13   11.920   54.13   11.920   54.13   11.920   54.13   53.0%   73.0%   53.81   3.5%   55.2.0%   75.6.89   52.8%   50.44   3.5%   50.44   3.5%   50.44   3.5%   50.44   3.5%   50.44   3.5%   50.44   3.5%   50.44   3.5%   50.44   3.5%   50.44   3.5%   50.44   3.5%   50.44   3.5%   50.44   3.5%   50.44   3.5%   50.44   3.5%   50.44   3.5%   50.44   3.5%							
White Collar Workers   1.622   47.0%   13.746   53.6%   18.623   55.3%     Blue Collar Workers   1.822   53.0%   11.92   64.4%   15.026   47.0%     Consumer Expenditure (2022)   51.0%   51.02 B   51.43 B   51.43 B   52.8%   53.67 M   52.8%   576.89 M   57.68 PM   57.80 M   47.2%   5400.73 M   47.2%   5407.82 M   47.2%   5407.82 M   47.2%   5407.82 M   47.2%   5407.82 M   47.2%   5407.81 M   3.5%   55.44 M   3.5%   55.5 M   3.5% <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>							
Blue Collar Workers   1.829   5.3.%   1.1.920   46.4%   15.0.26   4.4.7%     Consumer Expenditure (2022)   51.0.1.4 M   51.0.2 B   \$1.4.3 B   52.8%   576.6.3 M   52.8%   576.6 S M   3.5%   560.4 M   3.5%   52.1.4 M   3.5%   52.1.4 M   3.5%   52.1.5 M   1.4.9%   52.1.5 M   1.5.9%   51.1.5 M   1.4.9%   52.1.5 M   1.5.9%   51.1.5 M   1.4.9%   52.1.2 M   1.5.9% </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>							
Consumer Expenditure (2022)   \$130.14 M   \$1.02 B   \$1.43 B     Total Non-Retail Expenditure   \$68.7 M   \$5.28%   \$536.73 M   \$2.28%     Apparel   \$61.44 M   47.2%   \$480.73 M   47.2%     Apparel   \$4.59 M   3.5%   \$536.41 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%   \$41.63 M   2.9%   \$41.63 M   2.9%     Ford and Beverages   \$19.49 M   15.0%   \$56.47 M   5.6%   \$80.1 M   5.6%     Ford and Beverages   \$19.49 M   3.4%   \$35.13 M   3.5%   \$49.82 M   3.5%     Gifts   \$3.4   3.445 M   3.4%   \$31.51 M   1.4%   \$121.56 M   8.5%     Heatth Care   \$10.97 M   8.4%   \$66.04 M   8.5%   \$121.56 M   8.5%     Misceltaneous Expenses   \$24.2 M   1.9%   \$19.01 M   1.9%   \$212.95 M   1.4%     Heatth Care   \$10.97 M							
Total Household Expenditure\$130.14M\$1.02 B\$1.43 BTotal Non-Retail Expenditure\$68.7 M\$2.88\$57.63 M\$2.88\$75.68 M\$7.62 MTotal Retail Expenditure\$61.44 M47.29\$407.30\$47.29\$47.29Appare1\$4.59 M\$3.58\$5.51 M3.5%\$5.61.44 M\$5.9Contributions\$3.94 M3.08\$31.58 M3.1%\$4.53 M2.9%Education\$7.16 M5.5%\$56.47 M\$6.9%\$60.1 M5.6%Food and Beverages\$19.49 M1.50%\$15.15 M1.4%\$21.25 M1.4%Furnishings and Equipment\$4.45 M3.4%\$4.02 M3.5%\$4.98 M2.3%Health Care\$10.97 M8.4%\$6.04 M\$55.58 M3.9%3.9%Household Operations\$4.99 M3.8%\$3.17 M3.8%\$55.58 M3.9%Personal Care\$27.85 K0.2%\$1.68 M9.72 M1.3%\$1.02 M1.3%Personal Insurance\$27.85 K0.7%\$2.12 M1.3%\$2.13 M0.2%Tarapertation\$27.85 K0.7%\$2.12 M1.3%\$1.02 M1.3%Utilities\$2.99 M2.1%\$1.02 M1.3%\$2.15 M1.3%Decoded Decode Decode\$2.77 M1.2%\$1.4%1.3%\$1.20 M1.3%Care\$2.78 M1.0%\$2.12 M1.3%1.3%\$1.48 M1.3%Detocd\$2.78 M1.0%\$2.12 M1.3%1.3%\$1	Consumer Expenditure (2022)						
Total Non-Retail Expenditure   \$68.7 M   \$52.8%   \$75.89 M   \$2.8%     Total Retail Expenditure   \$61.44 M   47.2%   \$407.30 M   47.2%   \$677.82 M   47.2%     Apparel   \$4.59 M   3.5%   \$53.81 M   3.5%   \$50.41 M   3.5%     Contributions   \$3.37 M   2.9%   \$1.58 M   3.1%   \$4.52 M   2.9%     Education   \$3.77 M   2.9%   \$56.47 M   5.6%   \$60.1 M   5.6%     Food and Beverages   \$19.49 M   15.0%   \$51.58 M   3.4%   \$49.82 M   2.4%     Gifts   3.34   3.4%   \$36.1 M   5.5% S1.4M   3.4%   \$49.82 M   2.4%     Health Care   \$10.97 M   8.4%   \$66.04 M   8.5% \$121.56 M   8.5%     Household Operations   \$10.97 M   8.4%   \$66.04 M   8.5% \$121.56 M   3.9%     Miscellaneous Expenses   \$2.42 M   1.9%   \$13.20 M   1.3%   \$19.22 M   1.3%     Personal Insurance   \$842.33 K   0.6%   \$67.6 M   0.		\$130.14 M		\$1.02 B		\$1.43 B	
Total Retail Expenditure   \$61.44 M   47.2%   \$480.73 M   47.2%   \$67.82 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%     Ford and Beverages   \$19.49 M   15.0%   \$56.47 M   5.6%   \$80.1 M   5.6%     Fourishings and Equipment   \$4.45 M   3.4%   \$3.4%   \$24.4%   \$3.4%   \$24.4%   \$3.4%   \$44.2%   \$44.2%   \$44.24 M   \$4.3%   \$55.58 M   3.9%     Heatth Care   \$10.97 M   8.4%   \$86.04 M   8.5%   \$121.56 M   8.5%     Household Operations   \$4.99 M   3.8%   \$3.17 M   3.8%   \$55.58 M   3.9%     Miscellaneous Expenses   \$2.42 M   1.9%   \$10.10 M   1.9%   \$26.91 M   1.9%     Personal Insurance   \$2.42 M   1.9% <td< td=""><td></td><td></td><td>52.8%</td><td></td><td>52.8%</td><td>\$756.89 M</td><td>52.8%</td></td<>			52.8%		52.8%	\$756.89 M	52.8%
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 \$3.7M 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 \$19.19 M 15.0% \$15.15 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 \$3.1 M 3.2% \$24.02 M 2.4% \$34.8 M 2.4%   Health Care \$10.07 M 8.4% \$30.1 M 1.9% \$26.91 M 1.9%   Miscellaneous Expenses \$2.42 M 1.9% \$10.1 M 1.9% \$26.91 M 1.9%   Personal Insurance \$24.23 K 0.6% \$6.76 M 0.7% \$26.91 M 1.3%   Tobacco \$884.67 K 0.7% \$1.26 M 1.3% \$1.26 M 1.3%   Tobacco \$884.67 K		\$61.44 M					
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 \$19.94 M 15.0% \$151.58 M 14.9% \$212.95 M 14.8%   Furnishings and Equipment \$4.45 M 3.4% \$251.31 M 3.5% \$49.82 M 3.6%   Gifts \$31 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% \$121.56 M 8.5%   Household Operations \$24.24 M 1.9% \$19.01 M 1.9% \$26.91 M 1.9%   Personal Care \$17.4M 1.3% \$13.62 M 1.3% \$17.24 M 1.3%   Gitts \$275.85 K 0.2% \$2.18 M 0.2% \$3.1 M 0.2%   Shetter \$279.3 M<	•						
Education\$3.77 M2.9%\$29.3 M2.9%\$41.63 M2.9%Entertainment\$7.16 M5.5%\$56.47 M5.6%\$80.1 M5.6%Food and Beverages\$19.49 M15.0%\$151.58 M14.9%\$212.95 M14.8%Furnishings and Equipment\$3.44 M3.4%\$3.13 M3.5%\$49.82 M2.4%Gifts\$3.0%2.4%\$4.38 M2.3%\$24.02 M2.4%\$4.38 M2.4%Health Care\$10.97 M8.4%\$8.04 M8.5%\$12.156 M8.5%Household Operations\$4.99 M3.8%\$3.17 M3.8%\$55.58 M3.9%Miscellaneous Expenses\$2.42 M1.9%\$10.01 M1.9%\$26.91 M1.9%Personal Care\$1.74 M1.3%\$1.62 M1.3%\$19.22 M1.3%Reading\$275.55 K0.2%\$2.18 M0.2%\$3.1 M0.2%Shelter\$27.93 M21.5%\$21.62 M1.3%\$262.18 M0.2%Tobacco\$884.67 K0.7%\$6.68 M0.7%\$10.74 M1.3%Utilities\$23.73 M18.2%\$16.60 M1.0%\$10.75 M1.5%Some High School (Grade Level 0 to 8)\$27.93 M1.5%\$1.4%\$20.92 M1.5%Some High School (Grade Level 0 to 11)222\$3%1.9%\$6.76 M7.4%Some High School (Grade Level 0 to 11)222\$3%1.4%\$6.76 M7.4%Some High School (Grade Level 0 to 11)222\$3%							
Entertainment   \$7.16 M   5.5%   \$56.47 M   5.6%   \$80.1 M   5.6%     Food and Beverages   \$19.49 M   15.0%   \$15.158 M   14.9%   \$212.95 M   14.8%     Furnishings and Equipment   \$4.45 M   3.4%   \$351.3 M   3.5%   \$49.82 M   3.5%     Gifts   \$3.0   2.3%   \$24.02 M   2.4%   \$34.38 M   2.4%     Health Care   \$10.97 M   8.4%   \$86.04 M   8.5%   \$55.58 M   3.9%     Miscellaneous Expenses   \$2.42 M   1.9%   \$19.01 M   1.3%   \$25.58 M   3.9%     Personal Care   \$17.4 M   1.3%   \$13.62 M   1.3%   \$19.22 M   1.3%     Shelter   \$27.58 K   0.2%   \$2.18 M   0.2%   \$3.1 M   0.2%     Transportation   \$23.73 M   18.2%   \$46.84 M   0.7%   \$6.84 M   0.7%   \$10.55 M   1.8%     Utilties   \$9.96 M   7.7%   \$6.84 M   0.7%   \$10.75 M   1.4%   \$10.75 M   1.5%							
Food and Beverages\$19.49 M15.08\$15.15 M14.98\$212.95 M14.8%Furnishings and Equipment\$4.45 M3.4%\$35.13 M3.5%\$49.20 M3.5%Girts\$3 M2.3%\$24.02 M2.4%\$43.8 M2.4%Heath Care\$10.97 M8.4%\$80.4 M8.5%\$121.56 M8.5%Household Operations\$4.99 M3.8%\$39.17 M3.8%\$55.58 M3.9%Miscellaneous Expenses\$24.24 M1.3%\$13.62 M1.3%\$19.24 M1.3%Personal Care\$1.74 M1.3%\$13.62 M1.3%\$9.72 M0.7%Reading\$275.85 K0.2%\$2.18 M0.2%\$3.11 M0.2%Shetter\$27.93 M21.5%\$12.64 M18.3%\$0.6%13.3%\$0.75 M13.3%Tobacco\$884.67 K0.7%\$6.84 M0.7%\$9.18 M0.6%13.3%\$20.15 M13.3%Utilities\$9.96 M7.7%\$7.84 M7.6%\$10.75 M7.5%14.3%50.55 M13.3%Educational Attainment (2022)5.8%1.40%\$2.86 M1.6%\$2.75 M1.6%50.76 M1.6%50.76 M50.76							
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%   Reading \$27.85 K 0.6% \$6.76 M 0.7% \$9.72 M 0.7%   Reading \$27.93 M 21.5% \$21.8 M 0.2% \$31.1 M 0.2%   Sheter \$27.93 M 21.5% \$21.72 G M \$1.4% \$305.05 M 21.3%   Tobacco \$884.67 K 0.7% \$6.68 M 0.7% \$9.18 M 0.6%   Utilities \$9.96 M 7.7% \$76.84 M 7.6% \$10.75 M 7.5%   Educational Attainment (2021 \$2	Food and Beverages						
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 \$17.4 M 1.3% \$13.62 M 1.3% \$19.22 M 1.3%   Reading \$275.85 K 0.2% \$2.18 M 0.2% \$3.1 M 0.2%   Shetter \$27.93 M 21.5% \$21.72 M 21.4% \$305.05 M 21.3%   Tobacco \$884.67 K 0.7% \$6.68 M 0.7% \$1.8 M 26.21 M 1.8 M   Utilities \$9.96 M 7.7 \$6.68 M 0.7% \$1.8 M 20.7 M 2.5   Eductional Attainment (2021 Tamsportation \$23.73 M 18.4% \$1.60 M 7.5%   Adult Population Age 25 Years or Over 3.841 2.84% 1.6.% \$1.60 M 7.5%   Some High School Gra							
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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%						-	
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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 552 14.6% 5,599 19.6% 8,205 20.1%			14.0%		7.7%		7.5%
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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%							
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Bachelor Degree Only   562   14.6%   5,599   19.6%   8,205   20.1%	5						
Graduate Degree 516 13.4% 5,087 17.9% 7,310 17.9%	Graduate Degree					7,310	

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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 rad	lius	3 mi rad	ius	5 mi rad	lius
Units In Structure (2022)						
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	-
Homes Built By Year (2022)						
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%
Home Values (2022)						
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	
Transportation To Work (2022)						
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%
Travel Time (2022)						
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	

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