

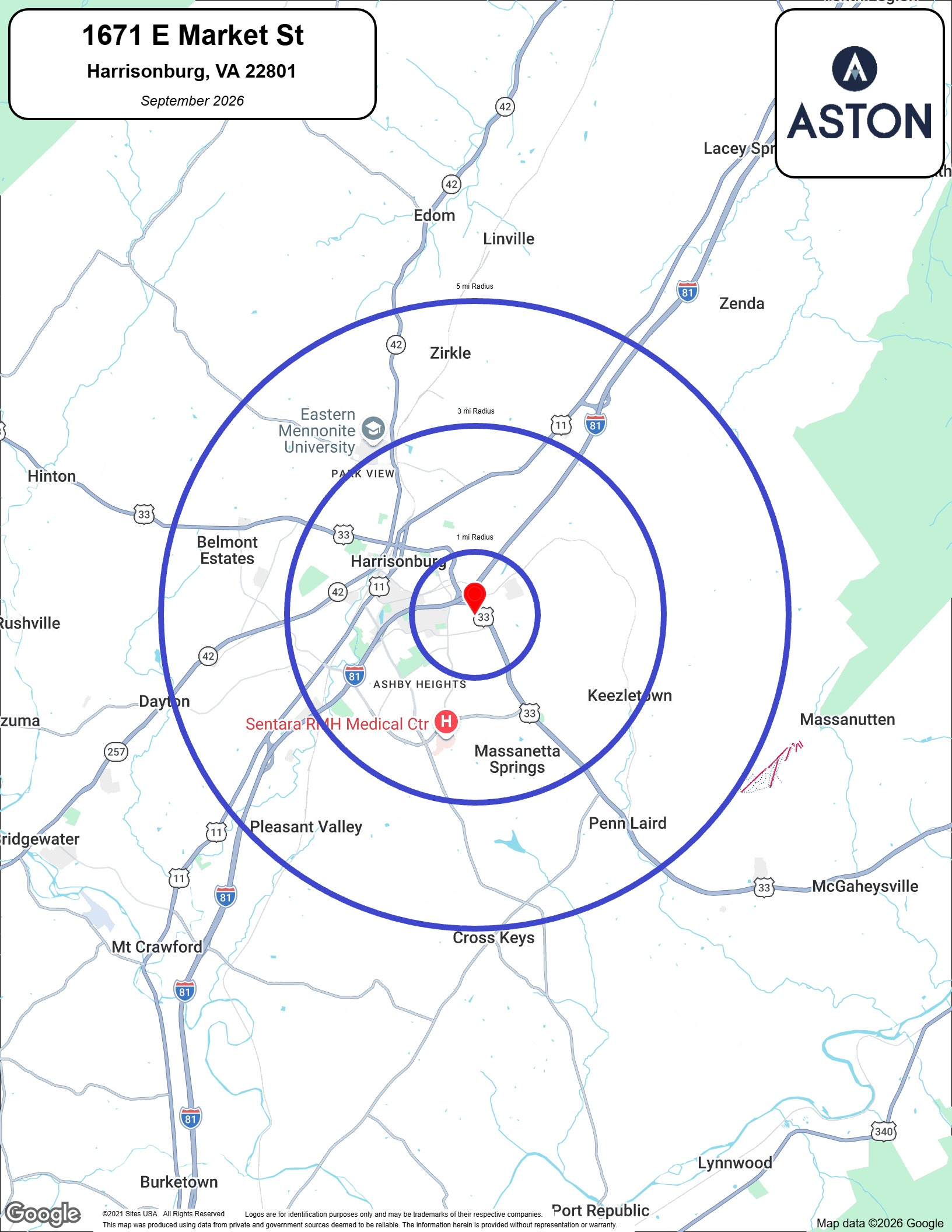
1671 E Market St

Harrisonburg, VA 22801

September 2026



ASTON



Expanded Profile

2010-2020 Census, 2026 Estimates with 2031 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
Population									
Estimated Population (2026)							7,413	55,346	74,087
Projected Population (2031)							6,807	53,291	72,631
Census Population (2020)							7,608	54,591	72,285
Census Population (2010)							6,910	49,295	64,522
Projected Annual Growth (2026 to 2031)							-606 -1.6%	-2,055 -0.7%	-1,456 -0.4%
Historical Annual Growth (2020 to 2026)							-196 -0.4%	755 0.2%	1,802 0.4%
Historical Annual Growth (2010 to 2020)							699 1.0%	5,297 1.1%	7,764 1.2%
Estimated Population Density (2026)							2,361 psm	1,958 psm	944 psm
Trade Area Size							3.1 sq mi	28.3 sq mi	78.5 sq mi
Households									
Estimated Households (2026)							2,529	19,539	26,780
Projected Households (2031)							2,373	19,229	26,712
Census Households (2020)							2,520	18,409	25,113
Census Households (2010)							2,217	16,020	21,834
Estimated Households with Children (2026)							749 29.6%	5,550 28.4%	7,676 28.7%
Estimated Average Household Size (2026)							2.62	2.48	2.48
Average Household Income									
Estimated Average Household Income (2026)							\$92,423	\$100,520	\$105,229
Projected Average Household Income (2031)							\$91,175	\$101,656	\$105,984
Estimated Average Family Income (2026)							\$103,036	\$117,494	\$124,568
Median Household Income									
Estimated Median Household Income (2026)							\$78,070	\$75,742	\$77,586
Projected Median Household Income (2031)							\$77,398	\$75,710	\$77,357
Estimated Median Family Income (2026)							\$83,888	\$96,689	\$99,283
Per Capita Income									
Estimated Per Capita Income (2026)							\$32,224	\$36,232	\$38,669
Projected Per Capita Income (2031)							\$32,538	\$37,455	\$39,624
Estimated Per Capita Income 5 Year Growth							\$314 1.0%	\$1,223 3.4%	\$955 2.5%
Estimated Average Household Net Worth (2026)							\$538,059	\$627,314	\$727,075
Daytime Demos (2026)									
Total Businesses							814	2,470	3,535
Total Employees							8,648	26,476	38,249
Company Headquarter Businesses							25 3.0%	79 3.2%	110 3.1%
Company Headquarter Employees							402 4.6%	4,969 18.8%	6,742 17.6%
Employee Population per Business							10.6	10.7	10.8
Residential Population per Business							9.1	22.4	21.0

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1 mi radius 3 mi radius 5 mi radius

Race & Ethnicity					
White (2026)	4,635	62.5%	37,033	66.9%	50,963 68.8%
Black or African American (2026)	746	10.1%	5,239	9.5%	6,267 8.5%
American Indian or Alaska Native (2026)	39	0.5%	260	0.5%	356 0.5%
Asian (2026)	376	5.1%	2,589	4.7%	3,154 4.3%
Hawaiian or Pacific Islander (2026)	1	-	27	-	38 -
Other Race (2026)	885	11.9%	5,216	9.4%	6,783 9.2%
Two or More Races (2026)	730	9.9%	4,982	9.0%	6,525 8.8%
Not Hispanic or Latino Population (2026)	5,528	74.6%	43,773	79.1%	58,761 79.3%
Hispanic or Latino Population (2026)	1,885	25.4%	11,573	20.9%	15,326 20.7%
Not Hispanic or Latino Population (2031)	5,076	74.6%	42,070	78.9%	57,607 79.3%
Hispanic or Latino Population (2031)	1,730	25.4%	11,221	21.1%	15,024 20.7%
Not Hispanic or Latino Population (2020)	5,378	70.7%	42,730	78.3%	56,719 78.5%
Hispanic or Latino Population (2020)	2,231	29.3%	11,861	21.7%	15,566 21.5%
Not Hispanic or Latino Population (2010)	5,426	78.5%	41,683	84.6%	54,948 85.2%
Hispanic or Latino Population (2010)	1,484	21.5%	7,611	15.4%	9,573 14.8%
Projected Hispanic Annual Growth (2026 to 2031)	-154	-1.6%	-352	-0.6%	-302 -0.4%
Historic Hispanic Annual Growth (2010 to 2026)	401	1.7%	3,962	3.3%	5,753 3.8%
Age Distribution (2026)					
Age Under 5	423	5.7%	3,142	5.7%	4,194 5.7%
Age 5 to 9 Years	391	5.3%	2,813	5.1%	4,038 5.4%
Age 10 to 14 Years	326	4.4%	2,698	4.9%	3,841 5.2%
Age 15 to 19 Years	901	12.2%	7,758	14.0%	9,072 12.2%
Age 20 to 24 Years	1,758	23.7%	10,884	19.7%	12,340 16.7%
Age 25 to 29 Years	434	5.8%	3,424	6.2%	4,538 6.1%
Age 30 to 34 Years	421	5.7%	3,119	5.6%	4,156 5.6%
Age 35 to 39 Years	374	5.0%	3,087	5.6%	4,228 5.7%
Age 40 to 44 Years	409	5.5%	3,165	5.7%	4,355 5.9%
Age 45 to 49 Years	353	4.8%	2,637	4.8%	3,698 5.0%
Age 50 to 54 Years	312	4.2%	2,340	4.2%	3,310 4.5%
Age 55 to 59 Years	246	3.3%	2,205	4.0%	3,178 4.3%
Age 60 to 64 Years	268	3.6%	2,076	3.8%	3,145 4.2%
Age 65 to 74 Years	453	6.1%	3,548	6.4%	5,575 7.5%
Age 75 to 84 Years	229	3.1%	1,703	3.1%	3,041 4.1%
Age 85 Years or Over	114	1.5%	747	1.4%	1,378 1.9%
Median Age	27.9		29.9		32.2
Gender Age Distribution (2026)					
Female Population	3,485	47.0%	24,849	44.9%	34,189 46.1%
Age 0 to 19 Years	809	23.2%	5,879	23.7%	8,148 23.8%
Age 20 to 64 Years	2,327	66.8%	15,947	64.2%	20,935 61.2%
Age 65 Years or Over	349	10.0%	3,023	12.2%	5,106 14.9%
Female Median Age	27.8		31.1		33.6
Male Population	3,928	53.0%	30,497	55.1%	39,898 53.9%
Age 0 to 19 Years	1,232	31.4%	10,531	34.5%	12,998 32.6%
Age 20 to 64 Years	2,249	57.3%	16,991	55.7%	22,012 55.2%
Age 65 Years or Over	447	11.4%	2,975	9.8%	4,888 12.3%
Male Median Age	28.5		29.0		31.0

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Household Income Distribution (2026)

HH Income \$200,000 or More	183	7.2%	1,707	8.7%	2,563	9.6%
HH Income \$150,000 to \$199,999	263	10.4%	1,630	8.3%	2,198	8.2%
HH Income \$100,000 to \$149,999	449	17.8%	3,144	16.1%	4,617	17.2%
HH Income \$75,000 to \$99,999	407	16.1%	2,941	15.1%	3,937	14.7%
HH Income \$50,000 to \$74,999	380	15.0%	3,321	17.0%	4,467	16.7%
HH Income \$35,000 to \$49,999	131	5.2%	2,083	10.7%	2,724	10.2%
HH Income \$25,000 to \$34,999	280	11.1%	1,206	6.2%	1,739	6.5%
HH Income \$15,000 to \$24,999	150	5.9%	1,453	7.4%	1,940	7.2%
HH Income Under \$15,000	286	11.3%	2,053	10.5%	2,595	9.7%
HH Income \$35,000 or More	1,813	71.7%	14,827	75.9%	20,506	76.6%
HH Income \$75,000 or More	1,302	51.5%	9,423	48.2%	13,315	49.7%

Housing (2026)

Total Housing Units	2,679		20,733		28,484	
Housing Units Occupied	2,529	94.4%	19,539	94.2%	26,780	94.0%
Housing Units Owner-Occupied	914	36.1%	7,696	39.4%	12,121	45.3%
Housing Units, Renter-Occupied	1,615	63.9%	11,843	60.6%	14,659	54.7%
Housing Units, Vacant	150	5.6%	1,194	5.8%	1,705	6.0%

Marital Status (2026)

Never Married	3,784	60.3%	26,211	56.1%	31,121	50.2%
Currently Married	1,631	26.0%	13,403	28.7%	21,251	34.3%
Separated	171	2.7%	1,924	4.1%	2,497	4.0%
Widowed	247	3.9%	1,383	3.0%	2,216	3.6%
Divorced	440	7.0%	3,772	8.1%	4,929	7.9%

Household Type (2026)

Population Family	4,856	65.5%	32,887	59.4%	46,947	63.4%
Population Non-Family	1,772	23.9%	15,531	28.1%	19,440	26.2%
Population Group Quarters	784	10.6%	6,928	12.5%	7,700	10.4%
Family Households	1,540	60.9%	10,360	53.0%	14,785	55.2%
Non-Family Households	989	39.1%	9,179	47.0%	11,995	44.8%
Married Couple with Children	425	26.1%	3,496	26.1%	5,133	24.2%
Average Family Household Size	3.2		3.2		3.2	

Household Size (2026)

1 Person Households	475	18.8%	5,492	28.1%	7,731	28.9%
2 Person Households	1,024	40.5%	6,845	35.0%	9,185	34.3%
3 Person Households	407	16.1%	2,863	14.7%	3,782	14.1%
4 Person Households	385	15.2%	2,578	13.2%	3,539	13.2%
5 Person Households	133	5.3%	974	5.0%	1,451	5.4%
6 or More Person Households	105	4.1%	788	4.0%	1,091	4.1%

Household Vehicles (2026)

Households with 0 Vehicles Available	147	5.8%	1,124	5.8%	1,526	5.7%
Households with 1 Vehicles Available	763	30.2%	6,256	32.0%	8,237	30.8%
Households with 2 or More Vehicles Available	1,619	64.0%	12,159	62.2%	17,017	63.5%
Total Vehicles Available	4,940		38,266		52,927	
Average Vehicles Per Household	2.0		2.0		2.0	

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Labor Force (2026)

Estimated Labor Population Age 16 Years or Over	6,220		46,253		61,356	
Estimated Civilian Employed	3,734	60.0%	27,254	58.9%	35,690	58.2%
Estimated Civilian Unemployed	104	1.7%	932	2.0%	1,122	1.8%
Estimated in Armed Forces	13	0.2%	70	0.2%	133	0.2%
Estimated Not in Labor Force	2,369	38.1%	17,997	38.9%	24,410	39.8%
Unemployment Rate	1.7%		2.0%		1.8%	

Occupation (2026)

Occupation: Population Age 16 Years or Over	3,734		27,253		35,689	
Management, Business, Financial Operations	354	9.5%	3,564	13.1%	4,815	13.5%
Professional, Related	1,046	28.0%	7,018	25.8%	8,967	25.1%
Service	760	20.3%	5,315	19.5%	6,894	19.3%
Sales, Office	507	13.6%	4,540	16.7%	6,085	17.0%
Farming, Fishing, Forestry	28	0.7%	175	0.6%	234	0.7%
Construct, Extraction, Maintenance	311	8.3%	1,943	7.1%	2,615	7.3%
Production, Transport Material Moving	729	19.5%	4,698	17.2%	6,080	17.0%
White Collar Workers	1,907	51.1%	15,122	55.5%	19,867	55.7%
Blue Collar Workers	1,828	48.9%	12,131	44.5%	15,822	44.3%

Consumer Expenditure (2026)

Total Household Expenditure	\$225.88 M		\$1.72 B		\$2.4 B	
Total Non-Retail Expenditure	\$113.66 M	50.3%	\$862.55 M	50.2%	\$1.2 B	49.9%
Total Retail Expenditure	\$112.21 M	49.7%	\$856.86 M	49.8%	\$1.2 B	50.1%
Alcoholic Beverages	\$1.55 M	0.7%	\$11.76 M	0.7%	\$16.42 M	0.7%
Apparel	\$5.03 M	2.2%	\$37.78 M	2.2%	\$52.46 M	2.2%
Contributions	\$5.23 M	2.3%	\$40.33 M	2.3%	\$56.68 M	2.4%
Education	\$3.66 M	1.6%	\$28.06 M	1.6%	\$39.32 M	1.6%
Entertainment	\$11.39 M	5.0%	\$85.45 M	5.0%	\$118.62 M	4.9%
Food Away From Home	\$10.84 M	4.8%	\$81.95 M	4.8%	\$114.15 M	4.8%
Grocery	\$17.39 M	7.7%	\$127.36 M	7.4%	\$174.79 M	7.3%
Health Care	\$14.2 M	6.3%	\$112.73 M	6.6%	\$161.04 M	6.7%
Household Furnishings and Equipment	\$5.84 M	2.6%	\$44.15 M	2.6%	\$61.51 M	2.6%
Household Operations	\$4.6 M	2.0%	\$34.4 M	2.0%	\$47.7 M	2.0%
Miscellaneous Expenses	\$3.41 M	1.5%	\$25.77 M	1.5%	\$35.9 M	1.5%
Personal Care	\$2.72 M	1.2%	\$20.07 M	1.2%	\$27.65 M	1.2%
Shelter	\$43.47 M	19.2%	\$322.79 M	18.8%	\$444.31 M	18.5%
Tax and Retirement	\$49.13 M	21.8%	\$387.09 M	22.5%	\$551.64 M	23.0%
Tobacco and Related	\$1.15 M	0.5%	\$8.15 M	0.5%	\$10.95 M	0.5%
Transportation	\$33.03 M	14.6%	\$254.84 M	14.8%	\$355.62 M	14.8%
Utilities	\$13.24 M	5.9%	\$96.72 M	5.6%	\$132.56 M	5.5%

Educational Attainment (2026)

Adult Population Age 25 Years or Over	3,614		28,051		40,601	
Elementary (Grade Level 0 to 8)	376	10.4%	2,292	8.2%	2,888	7.1%
Some High School (Grade Level 9 to 11)	264	7.3%	1,671	6.0%	2,491	6.1%
High School Graduate	964	26.7%	6,838	24.4%	10,420	25.7%
Some College	457	12.6%	3,664	13.1%	5,373	13.2%
Associate Degree Only	321	8.9%	2,600	9.3%	3,506	8.6%
Bachelor Degree Only	551	15.3%	5,641	20.1%	8,295	20.4%
Graduate Degree	682	18.9%	5,345	19.1%	7,629	18.8%

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Units In Structure (2026)

1 Detached Unit	688	27.2%	7,365	37.7%	11,688	43.6%
1 Attached Unit	819	32.4%	4,652	23.8%	5,652	21.1%
2 to 4 Units	194	7.7%	2,036	10.4%	2,695	10.1%
5 to 9 Units	224	8.9%	1,542	7.9%	1,779	6.6%
10 to 19 Units	485	19.2%	2,771	14.2%	3,008	11.2%
20 to 49 Units	2	-	245	1.3%	268	1.0%
50 or More Units	53	2.1%	704	3.6%	1,107	4.1%
Mobile Home or Trailer	63	2.5%	224	1.1%	583	2.2%
Other Structure	-	-	-	-	-	-

Occupied Homes Built By Year (2026)

Homes Built 2020 or later	73	2.9%	657	3.4%	1,006	3.8%
Homes Built 2010 to 2019	289	11.4%	2,893	14.8%	3,956	14.8%
Homes Built 2000 to 2009	546	21.6%	3,495	17.9%	4,864	18.2%
Homes Built 1990 to 1999	612	24.2%	3,029	15.5%	4,191	15.6%
Homes Built 1980 to 1989	282	11.1%	2,658	13.6%	3,479	13.0%
Homes Built 1970 to 1979	327	12.9%	2,429	12.4%	3,413	12.7%
Homes Built 1960 to 1969	173	6.8%	1,217	6.2%	1,710	6.4%
Homes Built Before 1959	227	9.0%	3,160	16.2%	4,161	15.5%

Home Values (2026)

Home Values \$1,000,000 or More	3	0.3%	209	2.7%	443	3.7%
Home Values \$500,000 to \$999,999	167	18.3%	1,118	14.5%	2,038	16.8%
Home Values \$400,000 to \$499,999	93	10.2%	1,077	14.0%	1,871	15.4%
Home Values \$300,000 to \$399,999	269	29.4%	2,058	26.7%	3,057	25.2%
Home Values \$200,000 to \$299,999	260	28.5%	2,190	28.5%	2,998	24.7%
Home Values \$150,000 to \$199,999	54	5.9%	671	8.7%	889	7.3%
Home Values \$100,000 to \$149,999	14	1.6%	143	1.9%	209	1.7%
Home Values \$70,000 to \$99,999	-	-	19	0.2%	21	0.2%
Home Values \$50,000 to \$69,999	-	-	4	-	14	0.1%
Home Values \$25,000 to \$49,999	34	3.7%	94	1.2%	235	1.9%
Home Values Under \$25,000	18	2.0%	112	1.5%	346	2.9%
Owner-Occupied Median Home Value	\$325,701		\$338,952		\$354,107	
Renter-Occupied Median Rent	\$1,297		\$1,138		\$1,122	

Transportation To Work (2026)

Drive to Work Alone	2,212	59.2%	19,003	69.7%	25,130	70.4%
Drive to Work in Carpool	921	24.7%	3,696	13.6%	4,741	13.3%
Travel to Work by Public Transportation	79	2.1%	484	1.8%	520	1.5%
Drive to Work on Motorcycle	-	-	13	-	13	-
Walk or Bicycle to Work	184	4.9%	1,383	5.1%	1,680	4.7%
Other Means	71	1.9%	200	0.7%	296	0.8%
Work at Home	267	7.2%	2,475	9.1%	3,309	9.3%

Travel Time (2026)

Travel to Work in 14 Minutes or Less	1,506	40.3%	11,864	43.5%	15,130	42.4%
Travel to Work in 15 to 29 Minutes	1,197	32.0%	9,182	33.7%	12,306	34.5%
Travel to Work in 30 to 59 Minutes	478	12.8%	2,634	9.7%	3,514	9.8%
Travel to Work in 60 Minutes or More	287	7.7%	1,098	4.0%	1,431	4.0%
Average Minutes Travel to Work	16.9		14.7		14.9	