

2010-2020 Census, 2025 Estimates with 2030 Projections Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.4312/-78.8455

1835 E Market St		-				
Harrisonburg, VA 22801	1 mi rac	lius	3 mi rad	lius	5 mi rad	lius
Population						
Estimated Population (2025)	7,416		55,487		73,565	
Projected Population (2030)	6,786		53,249		71,630	
Census Population (2020)	7,400		54,767		72,068	
Census Population (2010)	6,617		49,364		64,317	
Projected Annual Growth (2025 to 2030)	-630	-1.7%	-2,238	-0.8%	-1,935	-0.5%
Historical Annual Growth (2020 to 2025)	16	-	721	0.3%	1,497	0.4%
Historical Annual Growth (2010 to 2020)	783	2.4%	5,402	2.2%	7,751	2.4%
Estimated Population Density (2025)	2,362	psm	1,963	psm	937	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2025)	2,548		19,547		26,474	
Projected Households (2030)	2,409		19,334		26,470	
Census Households (2020)	2,468		18,447		25,034	
Census Households (2010)	2,127		16,035		21,759	
Estimated Households with Children (2025)	724	28.4%	5,588	28.6%	7,627	28.8%
Estimated Average Household Size (2025)	2.60		2.48		2.49	
Average Household Income						
Estimated Average Household Income (2025)	\$80,047		\$96,625		\$100,104	
Projected Average Household Income (2030)	\$78,500		\$96,338		\$99,439	
Estimated Average Family Income (2025)	\$89,287		\$115,207		\$121,550	
Median Household Income						
Estimated Median Household Income (2025)	\$57,927		\$71,036		\$73,370	
Projected Median Household Income (2030)	\$54,003		\$70,487		\$72,745	
Estimated Median Family Income (2025)	\$59,404		\$88,526		\$93,137	
Per Capita Income						:
Estimated Per Capita Income (2025)	\$28,212		\$34,827		\$36,698	
Projected Per Capita Income (2030)	\$28,632		\$35,799		\$37,438	
Estimated Per Capita Income 5 Year Growth	\$420	1.5%	\$973	2.8%	\$740	2.0%
Estimated Average Household Net Worth (2025)	\$557,091		\$700,661		\$832,624	
Daytime Demos (2025)						
Total Businesses	781		2,491		3,571	
Total Employees	7,723		27,290		39,089	
Company Headquarter Businesses	25	3.2%	81	3.3%	113	3.2%
Company Headquarter Employees	352	4.6%	4,974	18.2%	6,854	17.5%
Employee Population per Business	9.9		11.0		10.9	
Residential Population per Business	9.5		22.3		20.6	

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White (2025)	1835 E Market St		-				
White Q205	Harrisonburg, VA 22801	1 mi rad	lius	3 mi rad	lius	5 mi rac	lius
Black or African American (2025)	Race & Ethnicity						
American Indian or Alaska Native (2025) 377 5.1% 2.6% 4.4% 2.9% 4.5% 4.5% 2.9% 4.5% 4.4% 2.9% 4.4% 4.2% 3.7% 4.4% 4.2% 3.7% 4.4% 4.2% 3.7% 4.4% 4.2% 3.7% 4.4% 4.2% 3.2% 4.4% 4.2% 3.2% 4.4% 4.2% 3.2% 4.4% 4.2% 3.2% 4.4% 4.2% 3.2% 4.2%	White (2025)	4,886	65.9%	37,784	68.1%	51,368	69.8%
Asian (2025) 3.7 5.1% 2.4% 4.9% 2.90 4.9% Hawaian or Pacific Islander (2025) 75 1.1% 5.09 6.70 5.11 5.09 6.70 5.11 5.09 6.70 5.11 8.7% 6.00 6.70 8.7% 6.20 8.7% 6.20 8.7% 4.30 8.0% 5.83 8.2% 18.20 8.7% 4.30 8.0% 5.83 8.2% 18.20 18.20 8.0% 5.83 8.2% 11.0% 8.0% 5.83 8.2% 18.6% 8.2% 1.0% 5.32 8.2% 1.0% 6.32 8.2% 1.0% 6.32 8.2% 1.0% 1.2% 1.2% 1.2% 1.5% 1.2% 1.2% 1.2% 1.2% 1.2% 1.5% 1.2% 1.2% 1.2% 1.2% 1.2% 1.5% 1.2% 1.2% 1.2% 1.2% 1.2% 1.2% 1.2% 1.2% 1.2% 1.2% 1.2% 1.2% 1.2% 1.2% 1.2% 1.2%	Black or African American (2025)	696	9.4%	5,137	9.3%	6,121	8.3%
Passarian or Pacific Islander (2025)	American Indian or Alaska Native (2025)	33	0.4%	256	0.5%	344	0.5%
Palewaiian or Pacific Islander (2025)	Asian (2025)	377	5.1%	2,458	4.4%	2,929	4.0%
Two or More Races (2025) 670 9.0% 4.807 8.7% 6.25 8.5% Not Hispanic or Latino Population (2025) 5.75 77.6% 44,39 80.0% 14.98 19.9% 18.2% 18		1	-	26	-	37	_
Not Hispanic or Latino Population (2025)	Other Race (2025)	752	10.1%	5,019	9.0%	6,511	8.9%
Hispanic or Latino Population (2025)	Two or More Races (2025)	670	9.0%	4,807	8.7%	6,254	8.5%
Hispanic or Latino Population (2025)	Not Hispanic or Latino Population (2025)	5,754	77.6%	44,399	80.0%	58,967	80.2%
Not Hispanic or Latino Population (2030)		1,662	22.4%	11,088	20.0%		
Hispanic or Latino Population (2030)	, , ,						
Not Hispanic or Latino Population (2020)		1,533	22.6%				
Hispanic or Latino Population (2020)		5,387	72.8%				
Not Hispanic or Latino Population (2010) 5,305 80.2% 41,814 84.7% 54,755 81.7% Hispanic or Latino Population (2010) 1,312 19.8% 7,551 15.3% 9,562 14.9% Projected Hispanic Annual Growth (2010 to 2025) 350 1,8% 3,533 3,1% 50.36 3,5% Age Under 5 40 5.5% 3,08 5,0% 3,947 5,4% Age 5 to 9 Years 354 4.8% 2,799 5,0% 3,967 5,4% Age 10 to 14 Years 302 4.1% 2,654 4.8% 3,761 5,1% Age 25 to 24 Years 1,958 2,6% 7,721 1,9% 8,986 1,2% Age 25 to 29 Years 40 5,9% 3,341 6,0% 4,14 6,0% 3,316 6,0% 4,122 16,0% Age 25 to 29 Years 40 6,0% 3,316 6,0% 4,341 5,9% 3,432 5,9% 4,243 5,9% 4,243 5,9% 4,243 5,9% 4,243	Hispanic or Latino Population (2020)					15,546	21.6%
Hispanic or Latino Population (2010)	, , ,						
Projected Hispanic Annual Growth (2025 to 2030) -129 -1.5% -449 -0.8% -310 -0.4% Historic Hispanic Annual Growth (2010 to 2025) 350 1.8% 3,538 3,1% 5,036 3,5% Age Distribution (2025) 4 5.5% 3,086 5.6% 4,081 5.5% Age 5 to 9 Years 354 4.8% 2,799 5.0% 3,976 5.4% Age 10 to 14 Years 302 4.1% 2,654 4.8% 3,761 5.1% Age 20 to 24 Years 1,958 2,64% 10,874 1,966 12,228 1,668 Age 20 to 24 Years 440 5.9% 3,440 6,2% 4,481 1,5% Age 20 to 34 Years 441 6.0% 3,131 6,0% 1,228 1,66% Age 30 to 34 Years 441 6.0% 3,131 6,0% 4,481 5,9% Age 30 to 34 Years 441 6.0% 3,131 5,0% 4,282 5,9% Age 30 to 34 Years 4,0% 3,131		•					
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Gender Age Distribution (2025) Female Population 3,512 47.4% 24,934 44.9% 33,927 46.1% Age 0 to 19 Years 773 22.0% 5,792 23.2% 7,987 23.5% Age 20 to 64 Years 2,403 68.4% 16,163 64.8% 20,983 61.8% Age 65 Years or Over 336 9.6% 2,979 11.9% 4,957 14.6% Female Median Age 26.8 31.1 33.6 Male Population 3,905 52.6% 30,553 55.1% 39,638 53.9% Age 0 to 19 Years 1,193 30.5% 10,467 34.3% 12,827 32.4% Age 20 to 64 Years 2,268 58.1% 17,141 56.1% 22,014 55.5% Age 65 Years or Over 443 11.4% 2,945 9.6% 4,797 12.1%							
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Age 0 to 19 Years 773 22.0% 5,792 23.2% 7,987 23.5% Age 20 to 64 Years 2,403 68.4% 16,163 64.8% 20,983 61.8% Age 65 Years or Over 336 9.6% 2,979 11.9% 4,957 14.6% Female Median Age 26.8 31.1 33.6 33.6 Male Population 3,905 52.6% 30,553 55.1% 39,638 53.9% Age 0 to 19 Years 1,193 30.5% 10,467 34.3% 12,827 32.4% Age 20 to 64 Years 2,268 58.1% 17,141 56.1% 22,014 55.5% Age 65 Years or Over 443 11.4% 2,945 9.6% 4,797 12.1%		3,512	47.4%	24,934	44.9%	33,927	46.1%
Age 20 to 64 Years 2,403 68.4% 16,163 64.8% 20,983 61.8% Age 65 Years or Over 336 9.6% 2,979 11.9% 4,957 14.6% Female Median Age 26.8 31.1 33.6 33.	Age 0 to 19 Years						
Age 65 Years or Over 336 9.6% 2,979 11.9% 4,957 14.6% Female Median Age 26.8 31.1 33.6							
Female Median Age 26.8 31.1 33.6 33.6 Male Population 3,905 52.6% 30,553 55.1% 39,638 53.9% Age 0 to 19 Years 1,193 30.5% 10,467 34.3% 12,827 32.4% Age 20 to 64 Years 2,268 58.1% 17,141 56.1% 22,014 55.5% Age 65 Years or Over 443 11.4% 2,945 9.6% 4,797 12.1%							
Male Population 3,905 52.6% 30,553 55.1% 39,638 53.9% Age 0 to 19 Years 1,193 30.5% 10,467 34.3% 12,827 32.4% Age 20 to 64 Years 2,268 58.1% 17,141 56.1% 22,014 55.5% Age 65 Years or Over 443 11.4% 2,945 9.6% 4,797 12.1%	-						
Age 0 to 19 Years 1,193 30.5% 10,467 34.3% 12,827 32.4% Age 20 to 64 Years 2,268 58.1% 17,141 56.1% 22,014 55.5% Age 65 Years or Over 443 11.4% 2,945 9.6% 4,797 12.1%			52.6%		55.1%		53.9%
Age 20 to 64 Years 2,268 58.1% 17,141 56.1% 22,014 55.5% Age 65 Years or Over 443 11.4% 2,945 9.6% 4,797 12.1%	·						
Age 65 Years or Over 443 11.4% 2,945 9.6% 4,797 12.1%							
	-						
Male Median Ade	Male Median Age	27.3	, 0	28.6	0.070	30.7	

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2010-2020 Census, 2025 Estimates with 2030 Projections Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.4312/-78.8455

1835 E Market St		-		-		
Harrisonburg, VA 22801	1 mi radius		3 mi radius		5 mi radius	
Household Income Distribution (2025)						
HH Income \$200,000 or More	169	6.6%	1,596	8.2%	2,332	8.8%
HH Income \$150,000 to \$199,999	94	3.7%	1,572	8.0%	2,223	8.4%
HH Income \$100,000 to \$149,999	441	17.3%	3,176	16.3%	4,569	17.3%
HH Income \$75,000 to \$99,999	250	9.8%	2,453	12.6%	3,218	12.2%
HH Income \$50,000 to \$74,999	520	20.4%	3,267	16.7%	4,294	16.2%
HH Income \$35,000 to \$49,999	202	7.9%	2,308	11.8%	3,014	11.4%
HH Income \$25,000 to \$34,999	250	9.8%	1,396	7.1%	2,003	7.6%
HH Income \$15,000 to \$24,999	175	6.9%	1,475	7.5%	1,934	7.3%
HH Income Under \$15,000	448	17.6%	2,303	11.8%	2,888	10.9%
HH Income \$35,000 or More	1,676	65.8%	14,373	73.5%	19,649	74.2%
HH Income \$75,000 or More	954	37.4%	8,798	45.0%	12,341	46.6%
Housing (2025)						
Total Housing Units	2,687		20,648		28,074	
Housing Units Occupied	2,548	94.8%	19,547	94.7%	26,474	94.3%
Housing Units Owner-Occupied	933	36.6%	7,753	39.7%	11,971	45.2%
Housing Units, Renter-Occupied	1,615	63.4%	11,794	60.3%	14,503	54.8%
Housing Units, Vacant	139	5.4%	1,101	5.6%	1,600	6.0%
Marital Status (2025)						
Never Married	3,891	61.2%	26,008	55.4%	30,625	49.6%
Currently Married	1,525	24.0%	13,567	28.9%	21,498	34.8%
Separated	235	3.7%	1,976	4.2%	2,466	4.0%
Widowed	260	4.1%	1,690	3.6%	2,438	3.9%
Divorced	445	7.0%	3,707	7.9%	4,709	7.6%
Household Type (2025)						
Population Family	4,698	63.4%	32,822	59.2%	46,280	62.9%
Population Non-Family	1,936	26.1%	15,736	28.4%	19,591	26.6%
Population Group Quarters	782	10.5%	6,929	12.5%	7,694	10.5%
Family Households	1,495	58.7%	10,342	52.9%	14,527	54.9%
Non-Family Households	1,054	41.3%	9,206	47.1%	11,946	45.1%
Married Couple with Children	412	27.0%	3,517	25.9%	5,089	23.7%
Average Family Household Size	3.1		3.2		3.2	
Household Size (2025)						
1 Person Households		18.3%		27.8%		28.7%
2 Person Households		41.4%		35.2%		34.2%
3 Person Households		16.1%		14.7%		14.2%
4 Person Households		15.5%		13.3%		13.3%
5 Person Households	117	4.6%	977	5.0%	1,441	5.4%
6 or More Person Households	103	4.1%	789	4.0%	1,085	4.1%
Household Vehicles (2025)	2.5	0.50	4.00-	0.70	4	0.004
Households with 0 Vehicles Available	217	8.5%	1,303	6.7%	1,676	6.3%
Households with 1 Vehicles Available		31.3%		31.7%		31.0%
Households with 2 or More Vehicles Available		60.2%	12,042	61.6%		62.7%
Total Vehicles Available	4,939		38,136		51,919	
Average Vehicles Per Household	1.9		2.0		2.0	

2010-2020 Census, 2025 Estimates with 2030 Projections Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.4312/-78.8455

1835 E Market St	1 mi rad	lius	3 mi rac	lius	5 mi rac	lius	
Harrisonburg, VA 22801	I IIII I au	iius	3 1111 1 40	alus 5 mi rac		uius	
Labor Force (2025)							
Estimated Labor Population Age 16 Years or Over	6,305		46,508		61,085		
Estimated Civilian Employed	3,636	57.7%	27,888	60.0%	36,444	59.7%	
Estimated Civilian Unemployed	122	1.9%	926	2.0%	1,111	1.8%	
Estimated in Armed Forces	36	0.6%	119	0.3%	170	0.3%	
Estimated Not in Labor Force	, -	39.8%	17,575	37.8%	23,361	38.2%	
Unemployment Rate	1.9%		2.0%		1.8%		
Occupation (2025)							
Occupation: Population Age 16 Years or Over	3,636	10.00/	27,885	10.00/	36,441	10.00	
Management, Business, Financial Operations		10.3%		13.0%		13.3%	
Professional, Related		24.1%	•	25.4%		25.0%	
Service		24.8%		19.8%		19.4%	
Sales, Office Farming, Fishing, Forestry	20	14.0%	4,383	15.7% 0.9%	5,720	15.7% 0.9%	
Construct, Extraction, Maintenance Production, Transport Material Moving	316	8.7% 17.6%	2,214	7.9% 17.2%	2,960	8.1% 17.6%	
White Collar Workers		48.3%	15,099		19,672		
Blue Collar Workers		51.7%	12,786		16,769	46.0%	
Consumer Expenditure (2025)		31.770	12,700	13.3 70	10,700	10.0 %	
Total Household Expenditure	\$225.69 M		\$1.86 B		\$2.58 B		
Total Non-Retail Expenditure	\$114.03 M	50.5%	\$951.58 M	51.0%	\$1.31 B	50.8%	
Total Retail Expenditure	\$111.66 M	49.5%	\$912.47 M	49.0%	\$1.27 B	49.2%	
Alcoholic Beverages	\$1.35 M		\$11.18 M		\$15.46 M	0.6%	
Apparel	\$4.23 M	1.9%	\$34.3 M	1.8%	\$47.26 M	1.8%	
Contributions	\$6.5 M	2.9%	\$56.29 M	3.0%	\$78.42 M	3.0%	
Education	\$4.79 M	2.1%	\$40.68 M	2.2%	\$56.5 M	2.2%	
Entertainment	\$13.2 M	5.9%	\$106.63 M	5.7%	\$146.78 M	5.7%	
Food Away From Home	\$9.95 M	4.4%	\$81.23 M	4.4%	\$112.03 M	4.4%	
Grocery	\$17.27 M	7.7%	\$130.11 M	7.0%	\$176.67 M	6.9%	
Health Care	\$14.48 M	6.4%	\$115.2 M		\$161.69 M	6.3%	
Household Furnishings and Equipment	\$5.94 M	2.6%	\$48.83 M	2.6%	\$67.43 M	2.6%	
Household Operations	\$4.39 M		\$35.05 M		\$48.16 M	1.9%	
Miscellaneous Expenses	\$3.84 M		\$31.52 M		\$43.49 M	1.7%	
Personal Care	\$3.27 M		\$25.11 M		\$34.22 M	1.3%	
Shelter	\$41.93 M		\$328.06 M		\$441.63 M	17.1%	
Tax and Retirement	\$45.84 M		\$421 M		\$594.6 M	23.1%	
Tobacco and Related	\$1.61 M		\$10.95 M		\$14.55 M	0.6%	
Transportation	\$34.63 M		\$294.55 M		\$409.69 M \$126.61 M	15.9%	
Transportation	C12 47 N4					4.9%	
Utilities	\$12.47 M	5.5%	\$93.36 M	5.0%	\$120.01 N		
Utilities Educational Attainment (2025)	·	5.5%		5.0%			
Utilities Educational Attainment (2025) Adult Population Age 25 Years or Over	3,492		28,353		40,522	7.00	
Utilities Educational Attainment (2025) Adult Population Age 25 Years or Over Elementary (Grade Level 0 to 8)	3,492 361	10.3%	28,353 2,134	7.5%	40,522 2,823		
Utilities Educational Attainment (2025) Adult Population Age 25 Years or Over Elementary (Grade Level 0 to 8) Some High School (Grade Level 9 to 11)	3,492 361 227	10.3% 6.5%	28,353 2,134 1,651	7.5% 5.8%	40,522 2,823 2,441	7.0% 6.0%	
Utilities Educational Attainment (2025) Adult Population Age 25 Years or Over Elementary (Grade Level 0 to 8) Some High School (Grade Level 9 to 11) High School Graduate	3,492 361 227 901	10.3% 6.5% 25.8%	28,353 2,134 1,651 6,998	7.5% 5.8% 24.7%	40,522 2,823 2,441 10,595	6.09 26.19	
Utilities Educational Attainment (2025) Adult Population Age 25 Years or Over Elementary (Grade Level 0 to 8) Some High School (Grade Level 9 to 11) High School Graduate Some College	3,492 361 227 901 559	10.3% 6.5% 25.8% 16.0%	28,353 2,134 1,651 6,998 3,813	7.5% 5.8% 24.7% 13.4%	40,522 2,823 2,441 10,595 5,560	6.0% 26.1% 13.7%	
Utilities Educational Attainment (2025) Adult Population Age 25 Years or Over Elementary (Grade Level 0 to 8) Some High School (Grade Level 9 to 11) High School Graduate	3,492 361 227 901 559 308	10.3% 6.5% 25.8%	28,353 2,134 1,651 6,998 3,813 2,494	7.5% 5.8% 24.7%	40,522 2,823 2,441 10,595	6.09 26.19 13.79 8.19	

2010-2020 Census, 2025 Estimates with 2030 Projections Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.4312/-78.8455

.835 E Market St	1 mi rac	lius	3 mi rac	lius	5 mi rad	lius
larrisonburg, VA 22801						
Units In Structure (2025)						
1 Detached Unit	578	27.2%	7,406	46.2%	11,357	52.2%
1 Attached Unit	917	43.1%	4,746	29.6%	5,730	26.3%
2 to 4 Units	105	4.9%	2,006	12.5%	2,675	12.3%
5 to 9 Units	349	16.4%	1,533	9.6%	1,678	7.7%
10 to 19 Units	393	18.5%	2,510	15.7%	2,761	12.7%
20 to 49 Units	2	0.1%	223	1.4%	248	1.1%
50 or More Units	112	5.3%	826	5.2%	1,249	5.7%
Mobile Home or Trailer	93	4.4%	297	1.9%	775	3.6%
Other Structure	-	-	-	-	-	-
Homes Built By Year (2025)						-
Homes Built 2010 or later	389	18.3%	3,074	19.2%	4,403	20.2%
Homes Built 2000 to 2009	563	26.5%	3,702	23.1%	4,830	22.2%
Homes Built 1990 to 1999	618	29.0%	2,963	18.5%	4,058	18.7%
Homes Built 1980 to 1989	383	18.0%	3,048	19.0%	4,115	18.9%
Homes Built 1970 to 1979	277	13.0%	2,322	14.5%	3,149	14.5%
Homes Built 1960 to 1969	165	7.7%	1,459	9.1%	2,006	9.2%
Homes Built 1950 to 1959	89	4.2%	1,263	7.9%	1,590	7.3%
Homes Built Before 1949	65	3.0%	1,716	10.7%	2,322	10.7%
Home Values (2025)	<u> </u>					
Home Values \$1,000,000 or More	2	0.2%	168	2.2%	357	3.0%
Home Values \$500,000 to \$999,999	126	13.5%	1,051	13.6%	1,976	16.5%
Home Values \$400,000 to \$499,999	85	9.1%	898	11.6%	1,609	13.4%
Home Values \$300,000 to \$399,999	197	21.1%	1,843	23.8%	2,660	22.2%
Home Values \$200,000 to \$299,999	269	28.9%	2,423	31.3%	3,167	26.5%
Home Values \$150,000 to \$199,999	122	13.1%	755	9.7%	986	8.2%
Home Values \$100,000 to \$149,999	14	1.5%	184	2.4%	276	2.3%
Home Values \$70,000 to \$99,999	2	0.2%	46	0.6%	74	0.6%
Home Values \$50,000 to \$69,999	-	-	6	-	18	0.1%
Home Values \$25,000 to \$49,999	39	4.1%	82	1.1%	197	1.6%
Home Values Under \$25,000	78	8.4%	297	3.8%	652	5.4%
Owner-Occupied Median Home Value	\$280,479		\$319,164		\$340,435	
Renter-Occupied Median Rent	\$1,262		\$1,097		\$1,084	
Transportation To Work (2025)						
Drive to Work Alone	2,479	68.2%	19,572	70.2%	25,712	70.6%
Drive to Work in Carpool	703	19.3%		13.7%	4,973	13.6%
Travel to Work by Public Transportation	50	1.4%		1.3%	393	1.19
Drive to Work on Motorcycle	-	-	14	-	36	_
Walk or Bicycle to Work	210	5.8%	1,636	5.9%	1,988	5.5%
Other Means	20	0.6%	133	0.5%	208	0.6%
Work at Home	174	4.8%	2,362	8.5%	3,131	
Travel Time (2025)	 		,,,,			
Travel to Work in 14 Minutes or Less	1.749	48.1%	12,701	45.5%	16,402	45.09
Travel to Work in 15 to 29 Minutes		34.0%		32.0%	11,719	
Travel to Work in 30 to 59 Minutes		10.7%		10.2%	3,761	
Travel to Work in 60 Minutes or More	90	2.5%	1,052	3.8%	1,428	3.99
Average Minutes Travel to Work	14.1	2.570	1,052	3.070	14.3	٥.٠

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