

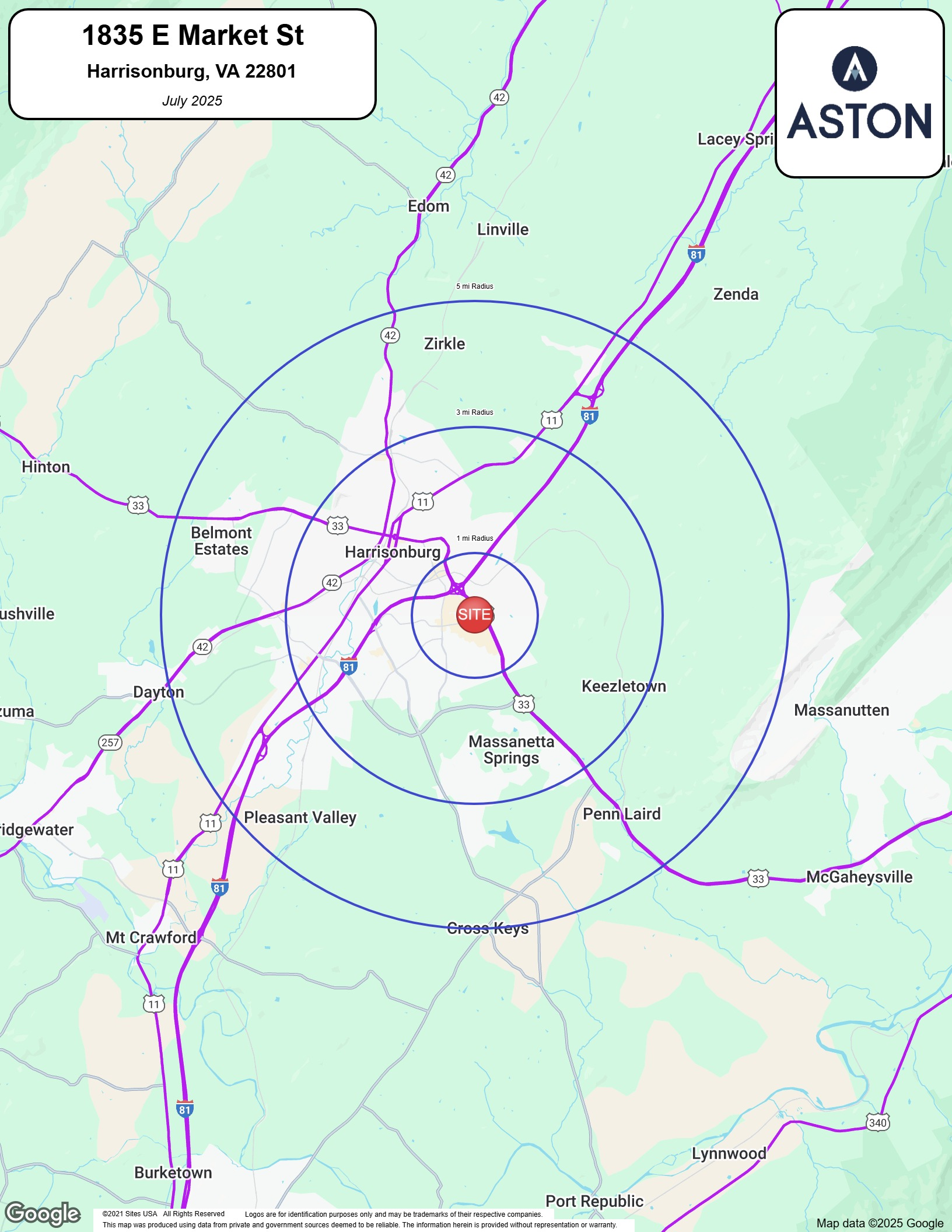
1835 E Market St

Harrisonburg, VA 22801

July 2025



ASTON



Expanded Profile

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
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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Race & Ethnicity

White (2025)	4,886	65.9%	37,784	68.1%	51,368	69.8%
Black or African American (2025)	696	9.4%	5,137	9.3%	6,121	8.3%
American Indian or Alaska Native (2025)	33	0.4%	256	0.5%	344	0.5%
Asian (2025)	377	5.1%	2,458	4.4%	2,929	4.0%
Hawaiian or Pacific Islander (2025)	1	-	26	-	37	-
Other Race (2025)	752	10.1%	5,019	9.0%	6,511	8.9%
Two or More Races (2025)	670	9.0%	4,807	8.7%	6,254	8.5%
Not Hispanic or Latino Population (2025)	5,754	77.6%	44,399	80.0%	58,967	80.2%
Hispanic or Latino Population (2025)	1,662	22.4%	11,088	20.0%	14,598	19.8%
Not Hispanic or Latino Population (2030)	5,253	77.4%	42,610	80.0%	57,342	80.1%
Hispanic or Latino Population (2030)	1,533	22.6%	10,640	20.0%	14,288	19.9%
Not Hispanic or Latino Population (2020)	5,387	72.8%	42,986	78.5%	56,522	78.4%
Hispanic or Latino Population (2020)	2,013	27.2%	11,780	21.5%	15,546	21.6%
Not Hispanic or Latino Population (2010)	5,305	80.2%	41,814	84.7%	54,755	85.1%
Hispanic or Latino Population (2010)	1,312	19.8%	7,551	15.3%	9,562	14.9%
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)

Age Under 5	404	5.5%	3,086	5.6%	4,081	5.5%
Age 5 to 9 Years	354	4.8%	2,799	5.0%	3,987	5.4%
Age 10 to 14 Years	302	4.1%	2,654	4.8%	3,761	5.1%
Age 15 to 19 Years	905	12.2%	7,721	13.9%	8,986	12.2%
Age 20 to 24 Years	1,958	26.4%	10,874	19.6%	12,228	16.6%
Age 25 to 29 Years	440	5.9%	3,440	6.2%	4,481	6.1%
Age 30 to 34 Years	441	6.0%	3,316	6.0%	4,344	5.9%
Age 35 to 39 Years	360	4.8%	3,193	5.8%	4,323	5.9%
Age 40 to 44 Years	365	4.9%	3,132	5.6%	4,282	5.8%
Age 45 to 49 Years	327	4.4%	2,611	4.7%	3,613	4.9%
Age 50 to 54 Years	304	4.1%	2,441	4.4%	3,407	4.6%
Age 55 to 59 Years	216	2.9%	2,185	3.9%	3,155	4.3%
Age 60 to 64 Years	259	3.5%	2,111	3.8%	3,163	4.3%
Age 65 to 74 Years	443	6.0%	3,523	6.3%	5,476	7.4%
Age 75 to 84 Years	222	3.0%	1,645	3.0%	2,896	3.9%
Age 85 Years or Over	114	1.5%	756	1.4%	1,382	1.9%
Median Age	26.9		29.7		32.1	

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%
Male Median Age	27.3		28.6		30.7	

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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	466	18.3%	5,428	27.8%	7,598	28.7%
2 Person Households	1,056	41.4%	6,875	35.2%	9,048	34.2%
3 Person Households	411	16.1%	2,883	14.7%	3,768	14.2%
4 Person Households	396	15.5%	2,595	13.3%	3,533	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)

Households with 0 Vehicles Available	217	8.5%	1,303	6.7%	1,676	6.3%
Households with 1 Vehicles Available	797	31.3%	6,202	31.7%	8,202	31.0%
Households with 2 or More Vehicles Available	1,535	60.2%	12,042	61.6%	16,596	62.7%
Total Vehicles Available	4,939		38,136		51,919	
Average Vehicles Per Household	1.9		2.0		2.0	

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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	2,511	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		27,885		36,441	
Management, Business, Financial Operations	373	10.3%	3,635	13.0%	4,835	13.3%
Professional, Related Service	876	24.1%	7,081	25.4%	9,118	25.0%
Sales, Office	901	24.8%	5,516	19.8%	7,062	19.4%
Farming, Fishing, Forestry	509	14.0%	4,383	15.7%	5,720	15.7%
Construct, Extraction, Maintenance	20	0.6%	248	0.9%	342	0.9%
Production, Transport Material Moving	316	8.7%	2,214	7.9%	2,960	8.1%
White Collar Workers	641	17.6%	4,807	17.2%	6,405	17.6%
Blue Collar Workers	1,758	48.3%	15,099	54.1%	19,672	54.0%
	1,878	51.7%	12,786	45.9%	16,769	46.0%

Consumer Expenditure (2025)

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	0.6%	\$11.18 M	0.6%	\$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	6.2%	\$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	1.9%	\$35.05 M	1.9%	\$48.16 M	1.9%
Miscellaneous Expenses	\$3.84 M	1.7%	\$31.52 M	1.7%	\$43.49 M	1.7%
Personal Care	\$3.27 M	1.5%	\$25.11 M	1.3%	\$34.22 M	1.3%
Shelter	\$41.93 M	18.6%	\$328.06 M	17.6%	\$441.63 M	17.1%
Tax and Retirement	\$45.84 M	20.3%	\$421 M	22.6%	\$594.6 M	23.1%
Tobacco and Related	\$1.61 M	0.7%	\$10.95 M	0.6%	\$14.55 M	0.6%
Transportation	\$34.63 M	15.3%	\$294.55 M	15.8%	\$409.69 M	15.9%
Utilities	\$12.47 M	5.5%	\$93.36 M	5.0%	\$126.61 M	4.9%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	3,492		28,353		40,522	
Elementary (Grade Level 0 to 8)	361	10.3%	2,134	7.5%	2,823	7.0%
Some High School (Grade Level 9 to 11)	227	6.5%	1,651	5.8%	2,441	6.0%
High School Graduate	901	25.8%	6,998	24.7%	10,595	26.1%
Some College	559	16.0%	3,813	13.4%	5,560	13.7%
Associate Degree Only	308	8.8%	2,494	8.8%	3,291	8.1%
Bachelor Degree Only	550	15.8%	5,846	20.6%	8,194	20.2%
Graduate Degree	587	16.8%	5,417	19.1%	7,618	18.8%

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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)

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%	3,815	13.7%	4,973	13.6%
Travel to Work by Public Transportation	50	1.4%	352	1.3%	393	1.1%
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	8.6%

Travel Time (2025)

Travel to Work in 14 Minutes or Less	1,749	48.1%	12,701	45.5%	16,402	45.0%
Travel to Work in 15 to 29 Minutes	1,235	34.0%	8,920	32.0%	11,719	32.2%
Travel to Work in 30 to 59 Minutes	388	10.7%	2,850	10.2%	3,761	10.3%
Travel to Work in 60 Minutes or More	90	2.5%	1,052	3.8%	1,428	3.9%
Average Minutes Travel to Work	14.1		14.1		14.3	