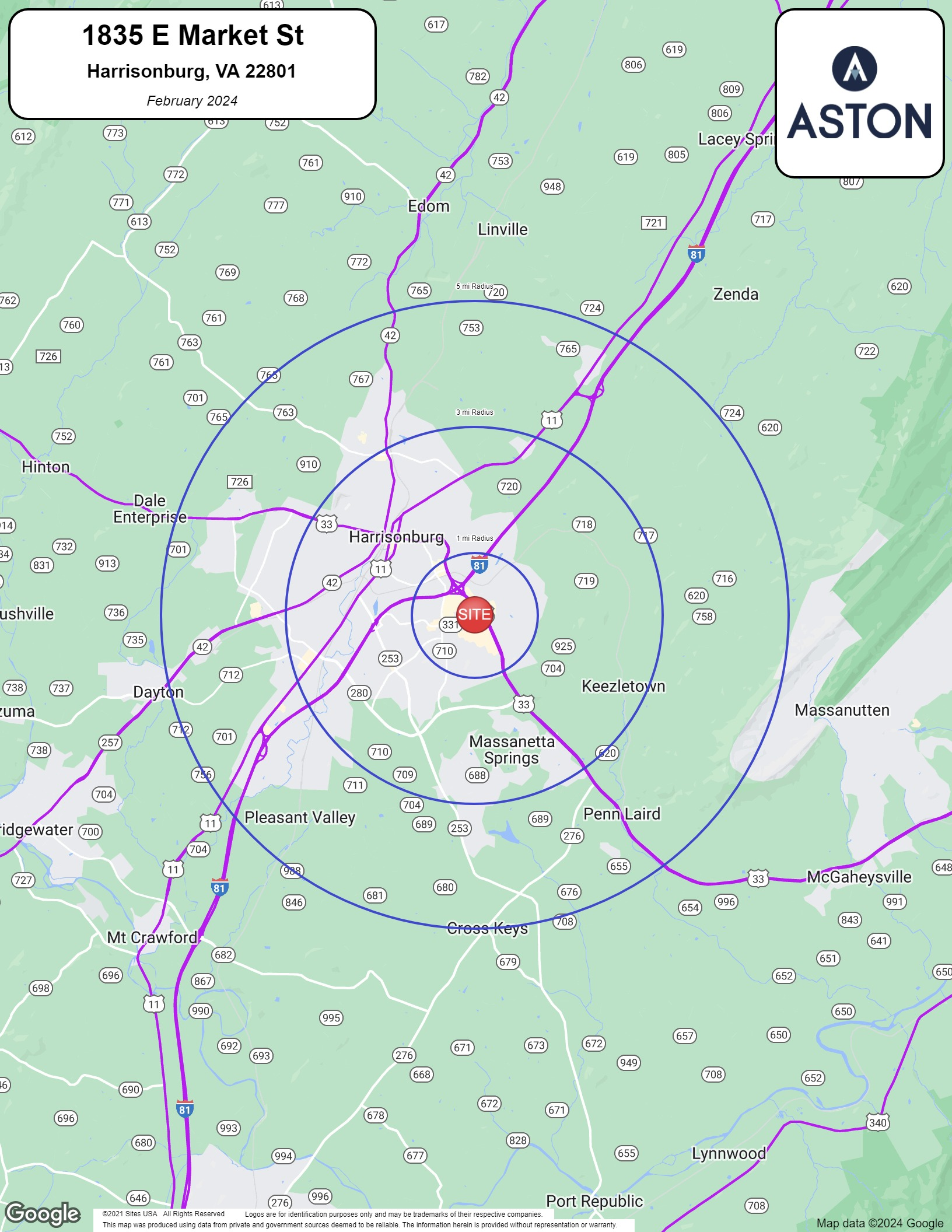


1835 E Market St

Harrisonburg, VA 22801

February 2024



Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 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 (2023)	7,420		54,892		72,148	
Projected Population (2028)	7,725		56,066		74,094	
Census Population (2020)	7,400		54,767		72,068	
Census Population (2010)	6,617		49,364		64,317	
Projected Annual Growth (2023 to 2028)	305	0.8%	1,174	0.4%	1,946	0.5%
Historical Annual Growth (2020 to 2023)	20	-	125	-	80	-
Historical Annual Growth (2010 to 2020)	783	3.9%	5,402	3.6%	7,751	4.0%
Estimated Population Density (2023)	2,363 psm		1,942 psm		919 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2023)	2,580		19,222		25,988	
Projected Households (2028)	2,678		19,551		26,567	
Census Households (2020)	2,468		18,447		25,034	
Census Households (2010)	2,127		16,035		21,759	
Estimated Households with Children (2023)	470	18.2%	5,407	28.1%	7,554	29.1%
Estimated Average Household Size (2023)	2.60		2.50		2.48	
Average Household Income						
Estimated Average Household Income (2023)	\$76,008		\$89,789		\$92,473	
Projected Average Household Income (2028)	\$77,753		\$95,339		\$97,572	
Estimated Average Family Income (2023)	\$102,580		\$107,829		\$114,400	
Median Household Income						
Estimated Median Household Income (2023)	\$49,442		\$63,865		\$67,368	
Projected Median Household Income (2028)	\$49,961		\$64,815		\$68,555	
Estimated Median Family Income (2023)	\$68,376		\$85,279		\$90,815	
Per Capita Income						
Estimated Per Capita Income (2023)	\$27,013		\$32,201		\$33,961	
Projected Per Capita Income (2028)	\$27,515		\$33,990		\$35,620	
Estimated Per Capita Income 5 Year Growth	\$502	1.9%	\$1,789	5.6%	\$1,659	4.9%
Estimated Average Household Net Worth (2023)	\$367,688		\$371,048		\$404,966	
Daytime Demos (2023)						
Total Businesses	771		2,437		3,484	
Total Employees	7,547		26,826		38,422	
Company Headquarter Businesses	26	3.3%	81	3.3%	113	3.2%
Company Headquarter Employees	342	4.5%	4,975	18.5%	6,812	17.7%
Employee Population per Business	9.8		11.0		11.0	
Residential Population per Business	9.6		22.5		20.7	

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
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Lat/Lon: 38.4312/-78.8455

1835 E Market St Harrisonburg, VA 22801

1 mi radius 3 mi radius 5 mi radius

Race & Ethnicity						
White (2023)	4,385	59.1%	32,768	59.7%	45,745	63.4%
Black or African American (2023)	603	8.1%	4,592	8.4%	5,427	7.5%
American Indian or Alaska Native (2023)	36	0.5%	239	0.4%	318	0.4%
Asian (2023)	903	12.2%	8,286	15.1%	9,195	12.7%
Hawaiian or Pacific Islander (2023)	3	-	22	-	27	-
Other Race (2023)	808	10.9%	4,738	8.6%	5,997	8.3%
Two or More Races (2023)	681	9.2%	4,248	7.7%	5,438	7.5%
Not Hispanic or Latino Population (2023)	5,674	76.5%	44,570	81.2%	58,654	81.3%
Hispanic or Latino Population (2023)	1,746	23.5%	10,322	18.8%	13,494	18.7%
Not Hispanic or Latino Population (2028)	5,918	76.6%	45,588	81.3%	60,320	81.4%
Hispanic or Latino Population (2028)	1,807	23.4%	10,479	18.7%	13,774	18.6%
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 (2023 to 2028)	61	0.7%	157	0.3%	280	0.4%
Historic Hispanic Annual Growth (2010 to 2023)	434	2.5%	2,772	2.8%	3,932	3.2%
Age Distribution (2023)						
Age Under 5	388	5.2%	2,888	5.3%	3,821	5.3%
Age 5 to 9 Years	325	4.4%	2,536	4.6%	3,535	4.9%
Age 10 to 14 Years	328	4.4%	2,368	4.3%	3,283	4.6%
Age 15 to 19 Years	805	10.8%	7,284	13.3%	8,319	11.5%
Age 20 to 24 Years	1,861	25.1%	11,140	20.3%	12,445	17.2%
Age 25 to 29 Years	447	6.0%	3,405	6.2%	4,421	6.1%
Age 30 to 34 Years	431	5.8%	3,236	5.9%	4,317	6.0%
Age 35 to 39 Years	444	6.0%	3,248	5.9%	4,346	6.0%
Age 40 to 44 Years	385	5.2%	3,028	5.5%	4,147	5.7%
Age 45 to 49 Years	319	4.3%	2,514	4.6%	3,403	4.7%
Age 50 to 54 Years	327	4.4%	2,448	4.5%	3,494	4.8%
Age 55 to 59 Years	296	4.0%	2,422	4.4%	3,460	4.8%
Age 60 to 64 Years	245	3.3%	2,246	4.1%	3,286	4.6%
Age 65 to 74 Years	465	6.3%	3,596	6.6%	5,552	7.7%
Age 75 to 84 Years	236	3.2%	1,756	3.2%	2,941	4.1%
Age 85 Years or Over	117	1.6%	777	1.4%	1,378	1.9%
Median Age	28.3		30.5		32.9	
Gender Age Distribution (2023)						
Female Population	3,867	52.1%	28,173	51.3%	37,031	51.3%
Age 0 to 19 Years	999	25.8%	8,064	28.6%	9,986	27.0%
Age 20 to 64 Years	2,400	62.1%	16,709	59.3%	21,541	58.2%
Age 65 Years or Over	468	12.1%	3,400	12.1%	5,504	14.9%
Female Median Age	28.0		30.5		33.5	
Male Population	3,553	47.9%	26,719	48.7%	35,117	48.7%
Age 0 to 19 Years	847	23.8%	7,011	26.2%	8,973	25.6%
Age 20 to 64 Years	2,355	66.3%	16,979	63.5%	21,778	62.0%
Age 65 Years or Over	351	9.9%	2,729	10.2%	4,366	12.4%
Male Median Age	28.7		30.5		32.5	

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Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 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 (2023)						
HH Income \$200,000 or More	200	7.8%	1,322	6.9%	2,066	8.0%
HH Income \$150,000 to \$199,999	86	3.3%	1,360	7.1%	1,955	7.5%
HH Income \$100,000 to \$149,999	282	10.9%	2,691	14.0%	3,835	14.8%
HH Income \$75,000 to \$99,999	182	7.0%	2,264	11.8%	3,165	12.2%
HH Income \$50,000 to \$74,999	520	20.2%	3,515	18.3%	4,664	17.9%
HH Income \$35,000 to \$49,999	421	16.3%	2,358	12.3%	3,134	12.1%
HH Income \$25,000 to \$34,999	164	6.3%	1,602	8.3%	2,047	7.9%
HH Income \$15,000 to \$24,999	358	13.9%	1,718	8.9%	2,294	8.8%
HH Income Under \$15,000	367	14.2%	2,392	12.4%	2,828	10.9%
HH Income \$35,000 or More	1,691	65.5%	13,510	70.3%	18,819	72.4%
HH Income \$75,000 or More	750	29.1%	7,637	39.7%	11,021	42.4%
Housing (2023)						
Total Housing Units	2,705		20,202		27,426	
Housing Units Occupied	2,580	95.4%	19,222	95.1%	25,988	94.8%
Housing Units Owner-Occupied	909	35.2%	7,993	41.6%	12,124	46.7%
Housing Units, Renter-Occupied	1,671	64.8%	11,229	58.4%	13,864	53.3%
Housing Units, Vacant	125	4.9%	980	5.1%	1,438	5.5%
Marital Status (2023)						
Never Married	3,913	61.3%	26,509	56.3%	30,988	50.4%
Currently Married	1,530	24.0%	13,312	28.3%	21,048	34.2%
Separated	240	3.8%	1,974	4.2%	2,447	4.0%
Widowed	259	4.1%	1,651	3.5%	2,394	3.9%
Divorced	437	6.9%	3,654	7.8%	4,632	7.5%
Household Type (2023)						
Population Family	3,987	53.7%	31,908	58.1%	45,405	62.9%
Population Non-Family	2,709	36.5%	16,088	29.3%	19,076	26.4%
Population Group Quarters	724	9.8%	6,896	12.6%	7,667	10.6%
Family Households	1,273	49.4%	10,277	53.5%	14,593	56.2%
Non-Family Households	1,306	50.6%	8,945	46.5%	11,395	43.8%
Married Couple with Children	247	16.1%	3,748	28.2%	5,414	25.7%
Average Family Household Size	3.1		3.1		3.1	
Household Size (2023)						
1 Person Households	795	30.8%	5,635	29.3%	7,718	29.7%
2 Person Households	939	36.4%	6,511	33.9%	9,008	34.7%
3 Person Households	387	15.0%	3,235	16.8%	4,049	15.6%
4 Person Households	313	12.1%	2,436	12.7%	3,217	12.4%
5 Person Households	88	3.4%	848	4.4%	1,201	4.6%
6 or More Person Households	59	2.3%	558	2.9%	795	3.1%
Household Vehicles (2023)						
Households with 0 Vehicles Available	265	10.3%	1,348	7.0%	1,702	6.6%
Households with 1 Vehicles Available	761	29.5%	6,198	32.2%	8,192	31.5%
Households with 2 or More Vehicles Available	1,554	60.3%	11,676	60.7%	16,093	61.9%
Total Vehicles Available	4,979		36,495		49,857	
Average Vehicles Per Household	1.9		1.9		1.9	

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Labor Force (2023)							
Estimated Labor Population Age 16 Years or Over		6,323		46,640		60,848	
Estimated Civilian Employed		3,588	56.7%	28,233	60.5%	37,113	61.0%
Estimated Civilian Unemployed		105	1.7%	915	2.0%	1,102	1.8%
Estimated in Armed Forces		26	0.4%	87	0.2%	90	0.1%
Estimated Not in Labor Force		2,604		17,404		22,543	
Unemployment Rate		1.7%		2.0%		1.8%	
Occupation (2023)							
Occupation: Population Age 16 Years or Over		3,588		28,233		37,113	
Management, Business, Financial Operations		324	9.0%	3,362	11.9%	4,544	12.2%
Professional, Related		903	25.2%	7,284	25.8%	9,856	26.6%
Service		895	25.0%	5,732	20.3%	6,864	18.5%
Sales, Office		509	14.2%	4,967	17.6%	6,661	17.9%
Farming, Fishing, Forestry		10	0.3%	383	1.4%	527	1.4%
Construct, Extraction, Maintenance		333	9.3%	2,113	7.5%	2,857	7.7%
Production, Transport Material Moving		614	17.1%	4,392	15.6%	5,805	15.6%
White Collar Workers		1,736		15,613		21,061	
Blue Collar Workers		1,852		12,620		16,052	
Consumer Expenditure (2023)							
Total Household Expenditure		\$147.73 M		\$1.24 B		\$1.72 B	
Total Non-Retail Expenditure		\$78.39 M	53.1%	\$657.61 M	52.9%	\$910.21 M	52.9%
Total Retail Expenditure		\$69.33 M	46.9%	\$584.89 M	47.1%	\$809.4 M	47.1%
Apparel		\$5.2 M	3.5%	\$44 M	3.5%	\$60.85 M	3.5%
Contributions		\$4.7 M	3.2%	\$39.8 M	3.2%	\$55.83 M	3.2%
Education		\$4.52 M	3.1%	\$38.05 M	3.1%	\$52.8 M	3.1%
Entertainment		\$8.18 M	5.5%	\$69.64 M	5.6%	\$96.82 M	5.6%
Food and Beverages		\$21.87 M	14.8%	\$183.62 M	14.8%	\$253.43 M	14.7%
Furnishings and Equipment		\$5.08 M	3.4%	\$43.28 M	3.5%	\$60.13 M	3.5%
Gifts		\$3.66 M	2.5%	\$30.52 M	2.5%	\$42.63 M	2.5%
Health Care		\$12.3 M	8.3%	\$103.54 M	8.3%	\$143.62 M	8.4%
Household Operations		\$5.71 M	3.9%	\$48.28 M	3.9%	\$67.16 M	3.9%
Miscellaneous Expenses		\$2.76 M	1.9%	\$23.32 M	1.9%	\$32.37 M	1.9%
Personal Care		\$1.97 M	1.3%	\$16.63 M	1.3%	\$23.03 M	1.3%
Personal Insurance		\$980.15 K	0.7%	\$8.5 M	0.7%	\$11.92 M	0.7%
Reading		\$317.26 K	0.2%	\$2.68 M	0.2%	\$3.73 M	0.2%
Shelter		\$31.83 M	21.5%	\$265.55 M	21.4%	\$366.33 M	21.3%
Tobacco		\$959.82 K	0.6%	\$7.74 M	0.6%	\$10.51 M	0.6%
Transportation		\$26.69 M	18.1%	\$225.78 M	18.2%	\$312.32 M	18.2%
Utilities		\$11.01 M	7.5%	\$91.57 M	7.4%	\$126.12 M	7.3%
Educational Attainment (2023)							
Adult Population Age 25 Years or Over		3,714		28,677		40,744	
Elementary (Grade Level 0 to 8)		476	12.8%	2,022	7.1%	2,770	6.8%
Some High School (Grade Level 9 to 11)		213	5.7%	1,823	6.4%	2,654	6.5%
High School Graduate		1,123	30.2%	7,710	26.9%	11,047	27.1%
Some College		609	16.4%	4,095	14.3%	5,632	13.8%
Associate Degree Only		248	6.7%	2,065	7.2%	2,816	6.9%
Bachelor Degree Only		569	15.3%	6,044	21.1%	8,731	21.4%
Graduate Degree		475	12.8%	4,918	17.1%	7,094	17.4%

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Units In Structure (2023)							
1 Detached Unit	676	31.8%	7,249	45.2%	11,069	50.9%	
1 Attached Unit	905	42.6%	4,492	28.0%	5,324	24.5%	
2 to 4 Units	156	7.3%	2,197	13.7%	2,915	13.4%	
5 to 9 Units	298	14.0%	1,461	9.1%	1,659	7.6%	
10 to 19 Units	373	17.5%	2,664	16.6%	3,001	13.8%	
20 to 49 Units	24	1.1%	237	1.5%	331	1.5%	
50 or More Units	105	4.9%	673	4.2%	1,048	4.8%	
Mobile Home or Trailer	45	2.1%	249	1.6%	640	2.9%	
Other Structure	-	-	-	-	-	-	
Homes Built By Year (2023)							
Homes Built 2010 or later	331	15.6%	2,457	15.3%	3,423	15.7%	
Homes Built 2000 to 2009	539	25.3%	3,785	23.6%	5,044	23.2%	
Homes Built 1990 to 1999	612	28.8%	3,245	20.2%	4,414	20.3%	
Homes Built 1980 to 1989	356	16.8%	3,018	18.8%	4,238	19.5%	
Homes Built 1970 to 1979	346	16.3%	2,655	16.6%	3,515	16.2%	
Homes Built 1960 to 1969	195	9.2%	1,070	6.7%	1,470	6.8%	
Homes Built 1950 to 1959	75	3.5%	1,036	6.5%	1,329	6.1%	
Homes Built Before 1949	125	5.9%	1,957	12.2%	2,554	11.7%	
Home Values (2023)							
Home Values \$1,000,000 or More	2	0.2%	88	1.1%	215	1.8%	
Home Values \$500,000 to \$999,999	58	6.3%	608	7.6%	1,149	9.5%	
Home Values \$400,000 to \$499,999	52	5.7%	648	8.1%	1,083	8.9%	
Home Values \$300,000 to \$399,999	199	21.9%	1,694	21.2%	2,672	22.0%	
Home Values \$200,000 to \$299,999	219	24.1%	2,458	30.8%	3,395	28.0%	
Home Values \$150,000 to \$199,999	236	26.0%	1,429	17.9%	1,899	15.7%	
Home Values \$100,000 to \$149,999	56	6.1%	544	6.8%	701	5.8%	
Home Values \$70,000 to \$99,999	2	0.2%	141	1.8%	169	1.4%	
Home Values \$50,000 to \$69,999	6	0.7%	47	0.6%	84	0.7%	
Home Values \$25,000 to \$49,999	4	0.4%	73	0.9%	150	1.2%	
Home Values Under \$25,000	75	8.3%	263	3.3%	605	5.0%	
Owner-Occupied Median Home Value	\$240,575		\$265,369		\$284,074		
Renter-Occupied Median Rent	\$961		\$892		\$887		
Transportation To Work (2023)							
Drive to Work Alone	2,773	77.3%	20,649	73.1%	27,114	73.1%	
Drive to Work in Carpool	365	10.2%	2,883	10.2%	4,013	10.8%	
Travel to Work by Public Transportation	50	1.4%	341	1.2%	383	1.0%	
Drive to Work on Motorcycle	-	-	35	0.1%	78	0.2%	
Walk or Bicycle to Work	184	5.1%	1,942	6.9%	2,240	6.0%	
Other Means	58	1.6%	206	0.7%	226	0.6%	
Work at Home	158	4.4%	2,177	7.7%	3,059	8.2%	
Travel Time (2023)							
Travel to Work in 14 Minutes or Less	1,741	48.5%	13,113	46.4%	16,582	44.7%	
Travel to Work in 15 to 29 Minutes	1,266	35.3%	9,486	33.6%	12,886	34.7%	
Travel to Work in 30 to 59 Minutes	335	9.3%	2,672	9.5%	3,501	9.4%	
Travel to Work in 60 Minutes or More	89	2.5%	786	2.8%	1,085	2.9%	
Average Minutes Travel to Work	14.0		13.9		14.2		