

Port Crossing  
1005 Port Republic Rd, Harrisonburg, VA, 22801  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 38.42085  
Longitude: -78.87025

	<b>1 mile</b>	<b>3 miles</b>	<b>5 miles</b>
<b>Population Summary</b>			
2000 Total Population	7,743	41,465	53,674
2010 Total Population	12,459	51,663	66,265
2019 Total Population	14,098	57,729	73,356
2019 Group Quarters	2,790	7,124	7,934
2024 Total Population	15,013	60,881	77,119
2019-2024 Annual Rate	1.27%	1.07%	1.01%
2019 Total Daytime Population	14,887	68,808	88,453
Workers	6,748	38,828	50,559
Residents	8,139	29,980	37,894
<b>Household Summary</b>			
2000 Households	2,664	13,446	18,030
2000 Average Household Size	2.87	2.60	2.56
2010 Households	3,454	16,784	22,566
2010 Average Household Size	2.81	2.66	2.59
2019 Households	3,994	18,931	25,094
2019 Average Household Size	2.83	2.67	2.61
2024 Households	4,325	20,077	26,474
2024 Average Household Size	2.83	2.68	2.61
2019-2024 Annual Rate	1.61%	1.18%	1.08%
2010 Families	978	8,504	12,249
2010 Average Family Size	2.89	3.11	3.07
2019 Families	1,142	9,505	13,489
2019 Average Family Size	2.96	3.13	3.09
2024 Families	1,238	10,034	14,164
2024 Average Family Size	2.96	3.14	3.10
2019-2024 Annual Rate	1.63%	1.09%	0.98%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,822	14,030	18,656
Owner Occupied Housing Units	29.8%	43.0%	47.9%
Renter Occupied Housing Units	64.6%	52.9%	48.7%
Vacant Housing Units	5.6%	4.2%	3.4%
2010 Housing Units	3,871	18,321	24,442
Owner Occupied Housing Units	23.2%	39.4%	44.1%
Renter Occupied Housing Units	66.0%	52.2%	48.2%
Vacant Housing Units	10.8%	8.4%	7.7%
2019 Housing Units	4,433	20,583	27,123
Owner Occupied Housing Units	23.0%	39.7%	44.0%
Renter Occupied Housing Units	67.1%	52.3%	48.5%
Vacant Housing Units	9.9%	8.0%	7.5%
2024 Housing Units	4,794	21,840	28,662
Owner Occupied Housing Units	23.2%	40.5%	44.9%
Renter Occupied Housing Units	67.0%	51.4%	47.5%
Vacant Housing Units	9.8%	8.1%	7.6%
<b>Median Household Income</b>			
2019	\$26,833	\$48,277	\$50,860
2024	\$28,106	\$52,856	\$55,478
<b>Median Home Value</b>			
2019	\$244,444	\$238,598	\$248,519
2024	\$265,258	\$255,644	\$270,449
<b>Per Capita Income</b>			
2019	\$13,405	\$22,670	\$24,286
2024	\$14,664	\$25,195	\$27,048
<b>Median Age</b>			
2010	22.0	24.0	24.9
2019	22.3	24.7	27.0
2024	22.4	24.9	27.7

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Port Crossing  
1005 Port Republic Rd, Harrisonburg, VA, 22801  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 38.42085  
Longitude: -78.87025

	<b>1 mile</b>	<b>3 miles</b>	<b>5 miles</b>
<b>2019 Households by Income</b>			
Household Income Base	3,994	18,931	25,094
<\$15,000	34.9%	15.7%	13.6%
\$15,000 - \$24,999	11.8%	8.6%	9.2%
\$25,000 - \$34,999	13.9%	12.3%	11.2%
\$35,000 - \$49,999	10.9%	14.7%	15.1%
\$50,000 - \$74,999	10.4%	16.5%	17.0%
\$75,000 - \$99,999	7.4%	12.6%	13.1%
\$100,000 - \$149,999	5.9%	11.7%	12.4%
\$150,000 - \$199,999	3.3%	4.8%	5.0%
\$200,000+	1.4%	3.1%	3.3%
Average Household Income	\$44,139	\$67,110	\$69,605
<b>2024 Households by Income</b>			
Household Income Base	4,325	20,077	26,474
<\$15,000	33.0%	14.7%	12.7%
\$15,000 - \$24,999	11.7%	7.7%	8.2%
\$25,000 - \$34,999	13.8%	11.2%	10.2%
\$35,000 - \$49,999	11.0%	13.7%	14.0%
\$50,000 - \$74,999	11.1%	16.6%	16.9%
\$75,000 - \$99,999	8.1%	13.6%	14.2%
\$100,000 - \$149,999	6.2%	13.2%	14.0%
\$150,000 - \$199,999	3.5%	5.8%	6.0%
\$200,000+	1.5%	3.5%	3.8%
Average Household Income	\$47,918	\$74,445	\$77,477
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,019	8,169	11,942
<\$50,000	5.7%	3.2%	3.6%
\$50,000 - \$99,999	2.6%	1.2%	1.3%
\$100,000 - \$149,999	6.8%	10.5%	9.3%
\$150,000 - \$199,999	19.2%	23.4%	21.2%
\$200,000 - \$249,999	17.7%	15.2%	15.1%
\$250,000 - \$299,999	19.3%	13.2%	13.2%
\$300,000 - \$399,999	17.8%	18.9%	20.1%
\$400,000 - \$499,999	5.7%	8.0%	8.8%
\$500,000 - \$749,999	3.3%	4.3%	4.6%
\$750,000 - \$999,999	1.3%	1.4%	2.1%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.6%	0.6%	0.5%
Average Home Value	\$271,685	\$282,830	\$292,783
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,112	8,847	12,854
<\$50,000	4.0%	2.3%	2.6%
\$50,000 - \$99,999	2.2%	1.0%	1.0%
\$100,000 - \$149,999	5.7%	9.6%	8.2%
\$150,000 - \$199,999	16.0%	21.4%	18.9%
\$200,000 - \$249,999	16.3%	14.3%	14.0%
\$250,000 - \$299,999	19.2%	13.2%	12.9%
\$300,000 - \$399,999	19.8%	19.2%	20.6%
\$400,000 - \$499,999	7.4%	9.2%	10.1%
\$500,000 - \$749,999	5.6%	6.2%	6.6%
\$750,000 - \$999,999	2.6%	2.3%	3.7%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	1.3%	1.1%	0.9%
Average Home Value	\$317,469	\$315,506	\$329,822

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Port Crossing  
1005 Port Republic Rd, Harrisonburg, VA, 22801  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 38.42085  
Longitude: -78.87025

	<b>1 mile</b>	<b>3 miles</b>	<b>5 miles</b>
<b>2010 Population by Age</b>			
Total	12,459	51,665	66,263
0 - 4	2.1%	5.2%	5.4%
5 - 9	2.1%	4.7%	5.1%
10 - 14	1.9%	4.1%	4.5%
15 - 24	73.9%	41.3%	35.4%
25 - 34	6.1%	12.2%	12.2%
35 - 44	3.8%	8.8%	9.5%
45 - 54	3.8%	8.5%	9.5%
55 - 64	3.0%	6.9%	7.8%
65 - 74	1.7%	4.1%	5.0%
75 - 84	1.0%	2.9%	3.8%
85 +	0.5%	1.2%	1.9%
18 +	92.7%	83.5%	82.3%
<b>2019 Population by Age</b>			
Total	14,097	57,732	73,356
0 - 4	2.2%	4.9%	5.0%
5 - 9	2.1%	4.6%	4.9%
10 - 14	2.0%	4.4%	4.7%
15 - 24	70.7%	37.4%	32.3%
25 - 34	7.2%	14.2%	13.9%
35 - 44	4.0%	9.2%	9.7%
45 - 54	3.6%	7.8%	8.6%
55 - 64	3.7%	7.6%	8.6%
65 - 74	2.6%	5.5%	6.4%
75 - 84	1.3%	2.9%	3.8%
85 +	0.7%	1.5%	2.2%
18 +	92.5%	83.7%	82.8%
<b>2024 Population by Age</b>			
Total	15,013	60,880	77,118
0 - 4	2.3%	5.0%	5.1%
5 - 9	2.2%	4.6%	4.8%
10 - 14	2.1%	4.3%	4.7%
15 - 24	68.9%	36.4%	31.6%
25 - 34	7.6%	13.6%	13.1%
35 - 44	4.3%	10.0%	10.3%
45 - 54	3.6%	7.7%	8.4%
55 - 64	3.6%	7.4%	8.3%
65 - 74	3.0%	6.0%	7.0%
75 - 84	1.7%	3.5%	4.5%
85 +	0.7%	1.5%	2.2%
18 +	92.2%	83.7%	82.8%
<b>2010 Population by Sex</b>			
Males	5,491	24,327	31,271
Females	6,968	27,336	34,994
<b>2019 Population by Sex</b>			
Males	6,320	27,376	34,829
Females	7,778	30,353	38,527
<b>2024 Population by Sex</b>			
Males	6,746	28,883	36,633
Females	8,267	31,998	40,486

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Port Crossing  
1005 Port Republic Rd, Harrisonburg, VA, 22801  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 38.42085  
Longitude: -78.87025

	<b>1 mile</b>	<b>3 miles</b>	<b>5 miles</b>
<b>2010 Population by Race/Ethnicity</b>			
Total	12,459	51,663	66,264
White Alone	86.3%	79.2%	80.9%
Black Alone	4.1%	5.8%	5.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	4.0%	3.4%	3.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	3.0%	8.2%	7.7%
Two or More Races	2.2%	3.0%	2.8%
Hispanic Origin	6.9%	15.5%	14.6%
Diversity Index	34.9	53.4	50.6
<b>2019 Population by Race/Ethnicity</b>			
Total	14,098	57,728	73,355
White Alone	81.2%	73.2%	75.2%
Black Alone	5.7%	7.4%	6.7%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	5.1%	4.2%	3.8%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	4.7%	11.0%	10.4%
Two or More Races	2.9%	3.7%	3.5%
Hispanic Origin	10.6%	20.8%	19.7%
Diversity Index	46.1	63.6	61.0
<b>2024 Population by Race/Ethnicity</b>			
Total	15,014	60,881	77,119
White Alone	78.3%	70.0%	72.0%
Black Alone	6.5%	8.2%	7.4%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	5.6%	4.6%	4.2%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	5.7%	12.6%	12.0%
Two or More Races	3.4%	4.1%	3.9%
Hispanic Origin	12.8%	23.9%	22.7%
Diversity Index	51.8	68.3	65.9
<b>2010 Population by Relationship and Household Type</b>			
Total	12,459	51,663	66,265
In Households	77.8%	86.4%	88.2%
In Family Households	23.7%	53.5%	58.9%
Householder	7.5%	16.5%	18.5%
Spouse	5.1%	11.9%	13.9%
Child	8.7%	19.7%	21.3%
Other relative	1.3%	3.2%	3.0%
Nonrelative	1.0%	2.2%	2.2%
In Nonfamily Households	54.1%	32.9%	29.3%
In Group Quarters	22.2%	13.6%	11.8%
Institutionalized Population	0.0%	1.3%	1.3%
Noninstitutionalized Population	22.2%	12.3%	10.5%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Port Crossing  
1005 Port Republic Rd, Harrisonburg, VA, 22801  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 38.42085  
Longitude: -78.87025

	<b>1 mile</b>	<b>3 miles</b>	<b>5 miles</b>
<b>2019 Population 25+ by Educational Attainment</b>			
Total	3,250	28,148	38,949
Less than 9th Grade	6.3%	7.5%	7.6%
9th - 12th Grade, No Diploma	4.6%	6.3%	6.2%
High School Graduate	21.4%	21.0%	21.0%
GED/Alternative Credential	2.9%	3.7%	3.7%
Some College, No Degree	16.0%	15.9%	16.2%
Associate Degree	7.0%	7.4%	7.1%
Bachelor's Degree	26.5%	21.5%	21.1%
Graduate/Professional Degree	15.3%	16.5%	17.1%
<b>2019 Population 15+ by Marital Status</b>			
Total	13,209	49,721	62,648
Never Married	81.2%	55.5%	49.9%
Married	13.0%	33.9%	38.4%
Widowed	1.7%	3.5%	4.2%
Divorced	4.1%	7.2%	7.5%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.0%	96.4%	96.5%
Civilian Unemployed (Unemployment Rate)	5.0%	3.6%	3.5%
<b>2019 Employed Population 16+ by Industry</b>			
Total	6,252	28,314	36,114
Agriculture/Mining	0.7%	1.0%	1.7%
Construction	3.0%	4.9%	5.1%
Manufacturing	5.7%	11.1%	10.9%
Wholesale Trade	1.1%	1.5%	1.7%
Retail Trade	9.7%	9.8%	10.2%
Transportation/Utilities	3.0%	3.6%	3.6%
Information	2.4%	1.7%	1.7%
Finance/Insurance/Real Estate	2.8%	4.1%	4.4%
Services	70.0%	59.4%	57.7%
Public Administration	1.5%	2.9%	3.1%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	6,253	28,313	36,113
White Collar	53.2%	56.5%	57.6%
Management/Business/Financial	7.8%	11.1%	11.7%
Professional	21.6%	22.1%	22.5%
Sales	11.7%	12.1%	12.1%
Administrative Support	12.2%	11.2%	11.2%
Services	34.6%	24.2%	22.3%
Blue Collar	12.2%	19.3%	20.1%
Farming/Forestry/Fishing	0.6%	0.9%	1.2%
Construction/Extraction	2.4%	3.4%	3.4%
Installation/Maintenance/Repair	1.4%	2.3%	2.5%
Production	3.7%	7.4%	7.3%
Transportation/Material Moving	4.0%	5.3%	5.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	12,459	51,663	66,265
Population Inside Urbanized Area	97.8%	97.5%	91.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.2%	2.5%	8.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Port Crossing  
1005 Port Republic Rd, Harrisonburg, VA, 22801  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 38.42085  
Longitude: -78.87025

	<b>1 mile</b>	<b>3 miles</b>	<b>5 miles</b>
<b>2010 Households by Type</b>			
Total	3,454	16,784	22,566
Households with 1 Person	19.3%	25.0%	26.1%
Households with 2+ People	80.7%	75.0%	73.9%
Family Households	28.3%	50.7%	54.3%
Husband-wife Families	19.4%	36.3%	40.8%
With Related Children	8.7%	16.7%	17.9%
Other Family (No Spouse Present)	9.0%	14.3%	13.5%
Other Family with Male Householder	2.9%	4.3%	4.1%
With Related Children	1.7%	2.5%	2.4%
Other Family with Female Householder	6.1%	10.0%	9.4%
With Related Children	4.1%	6.8%	6.4%
Nonfamily Households	52.3%	24.3%	19.6%
All Households with Children	14.6%	26.4%	27.1%
Multigenerational Households	1.5%	2.5%	2.6%
Unmarried Partner Households	4.9%	6.6%	6.1%
Male-female	4.3%	5.9%	5.4%
Same-sex	0.6%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	3,453	16,782	22,568
1 Person Household	19.3%	25.0%	26.1%
2 Person Household	23.6%	29.8%	31.5%
3 Person Household	19.0%	17.0%	16.0%
4 Person Household	32.4%	18.8%	17.2%
5 Person Household	4.1%	5.4%	5.3%
6 Person Household	1.1%	2.2%	2.2%
7 + Person Household	0.4%	1.8%	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,454	16,784	22,566
Owner Occupied	26.1%	43.0%	47.8%
Owned with a Mortgage/Loan	19.0%	30.6%	32.5%
Owned Free and Clear	7.0%	12.4%	15.2%
Renter Occupied	73.9%	57.0%	52.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,871	18,321	24,442
Housing Units Inside Urbanized Area	96.5%	97.2%	90.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.5%	2.8%	9.3%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Port Crossing  
1005 Port Republic Rd, Harrisonburg, VA, 22801  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 38.42085  
Longitude: -78.87025

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Dorms to Diplomas (14C)	College Towns (14B)	College Towns (14B)
2.	College Towns (14B)	Bright Young Professionals	Bright Young Professionals
3.	Bright Young Professionals (8C)	Dorms to Diplomas (14C)	Exurbanites (1E)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,821,545	\$32,826,403	\$44,342,170
Average Spent	\$1,207.20	\$1,734.00	\$1,767.04
Spending Potential Index	56	81	82
Education: Total \$	\$4,189,227	\$25,240,942	\$33,532,899
Average Spent	\$1,048.88	\$1,333.31	\$1,336.29
Spending Potential Index	66	84	84
Entertainment/Recreation: Total \$	\$6,484,462	\$46,902,883	\$64,984,715
Average Spent	\$1,623.55	\$2,477.57	\$2,589.65
Spending Potential Index	50	76	79
Food at Home: Total \$	\$10,918,301	\$76,970,861	\$105,730,667
Average Spent	\$2,733.68	\$4,065.86	\$4,213.38
Spending Potential Index	53	79	81
Food Away from Home: Total \$	\$8,544,101	\$56,908,303	\$77,018,073
Average Spent	\$2,139.23	\$3,006.09	\$3,069.18
Spending Potential Index	58	82	84
Health Care: Total \$	\$10,928,394	\$82,582,510	\$116,799,118
Average Spent	\$2,736.20	\$4,362.29	\$4,654.46
Spending Potential Index	46	74	78
HH Furnishings & Equipment: Total \$	\$4,368,619	\$31,333,207	\$43,076,842
Average Spent	\$1,093.80	\$1,655.13	\$1,716.62
Spending Potential Index	51	78	81
Personal Care Products & Services: Total \$	\$1,870,453	\$13,234,653	\$18,173,929
Average Spent	\$468.32	\$699.10	\$724.23
Spending Potential Index	53	79	82
Shelter: Total \$	\$41,061,863	\$281,702,173	\$381,445,729
Average Spent	\$10,280.89	\$14,880.47	\$15,200.67
Spending Potential Index	56	80	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,583,690	\$34,958,123	\$49,001,816
Average Spent	\$1,147.64	\$1,846.61	\$1,952.73
Spending Potential Index	46	74	79
Travel: Total \$	\$4,114,767	\$31,452,197	\$43,539,979
Average Spent	\$1,030.24	\$1,661.41	\$1,735.08
Spending Potential Index	46	74	77
Vehicle Maintenance & Repairs: Total \$	\$2,649,998	\$17,986,289	\$24,627,640
Average Spent	\$663.49	\$950.10	\$981.42
Spending Potential Index	58	83	86

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.