

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
Population Summary			
2000 Total Population	7,743	41,465	53,674
2010 Total Population	12,459	51,663	66,265
2021 Total Population	14,178	58,470	74,211
2021 Group Quarters	2,797	7,139	7,946
2026 Total Population	14,988	61,396	77,756
2021-2026 Annual Rate	1.12%	0.98%	0.94%
2021 Total Daytime Population	14,940	66,350	84,419
Workers	6,643	35,351	45,200
Residents	8,297	30,999	39,219
Household Summary			
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
2021 Households	4,026	19,290	25,492
2021 Average Household Size	2.83	2.66	2.60
2026 Households	4,330	20,389	26,827
2026 Average Household Size	2.82	2.66	2.60
2021-2026 Annual Rate	1.47%	1.11%	1.03%
2010 Families	978	8,504	12,249
2010 Average Family Size	2.89	3.11	3.07
2021 Families	1,150	9,602	13,583
2021 Average Family Size	3.00	3.13	3.09
2026 Families	1,241	10,087	14,210
2026 Average Family Size	3.00	3.14	3.10
2021-2026 Annual Rate	1.53%	0.99%	0.91%
Housing Unit Summary			
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%
2021 Housing Units	4,460	20,959	27,597
Owner Occupied Housing Units	24.7%	41.7%	45.5%
Renter Occupied Housing Units	65.6%	50.3%	46.9%
Vacant Housing Units	9.7%	8.0%	7.6%
2026 Housing Units	4,788	22,157	29,074
Owner Occupied Housing Units	25.6%	42.8%	46.5%
Renter Occupied Housing Units	64.9%	49.2%	45.8%
Vacant Housing Units	9.6%	8.0%	7.7%
Median Household Income			
2021	\$32,388	\$50,017	\$52,767
2026	\$34,352	\$52,880	\$56,392
Median Home Value			
2021	\$246,484	\$247,457	\$263,323
2026	\$279,417	\$282,248	\$303,309
Per Capita Income			
2021	\$15,291	\$23,952	\$26,123
2026	\$16,905	\$26,559	\$28,995
Median Age			
2010	22.0	24.0	24.9
2021	22.3	24.9	27.3
2026	22.4	25.1	27.9

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	4,026	19,290	25,492
<\$15,000	26.0%	13.7%	11.5%
\$15,000 - \$24,999	12.9%	8.6%	8.9%
\$25,000 - \$34,999	14.0%	11.9%	11.2%
\$35,000 - \$49,999	12.7%	15.7%	15.8%
\$50,000 - \$74,999	12.0%	15.8%	16.1%
\$75,000 - \$99,999	8.8%	12.3%	12.7%
\$100,000 - \$149,999	7.7%	12.6%	13.5%
\$150,000 - \$199,999	3.3%	5.0%	5.4%
\$200,000+	2.5%	4.3%	4.8%
Average Household Income	\$51,561	\$71,338	\$75,205
2026 Households by Income			
Household Income Base	4,330	20,389	26,827
<\$15,000	23.7%	12.3%	10.4%
\$15,000 - \$24,999	12.9%	8.1%	8.3%
\$25,000 - \$34,999	14.1%	11.6%	10.8%
\$35,000 - \$49,999	13.0%	15.6%	15.4%
\$50,000 - \$74,999	12.3%	15.4%	15.7%
\$75,000 - \$99,999	9.4%	12.6%	13.0%
\$100,000 - \$149,999	8.0%	13.5%	14.4%
\$150,000 - \$199,999	3.8%	6.0%	6.5%
\$200,000+	2.8%	5.0%	5.6%
Average Household Income	\$56,360	\$78,765	\$83,248
2021 Owner Occupied Housing Units by Value			
Total	1,098	8,746	12,557
<\$50,000	7.3%	4.3%	4.4%
\$50,000 - \$99,999	2.6%	1.3%	1.3%
\$100,000 - \$149,999	4.1%	7.2%	6.2%
\$150,000 - \$199,999	19.9%	22.7%	20.0%
\$200,000 - \$249,999	17.5%	15.3%	14.1%
\$250,000 - \$299,999	21.9%	15.5%	14.9%
\$300,000 - \$399,999	21.6%	19.8%	21.7%
\$400,000 - \$499,999	1.4%	7.0%	8.6%
\$500,000 - \$749,999	3.1%	5.0%	6.0%
\$750,000 - \$999,999	0.5%	1.1%	1.9%
\$1,000,000 - \$1,499,999	0.4%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.3%	0.4%
Average Home Value	\$252,662	\$283,525	\$301,392
2026 Owner Occupied Housing Units by Value			
Total	1,220	9,478	13,508
<\$50,000	3.9%	2.2%	2.2%
\$50,000 - \$99,999	1.3%	0.7%	0.6%
\$100,000 - \$149,999	2.0%	4.7%	3.8%
\$150,000 - \$199,999	13.3%	17.2%	14.5%
\$200,000 - \$249,999	15.8%	14.3%	12.6%
\$250,000 - \$299,999	23.2%	16.9%	15.5%
\$300,000 - \$399,999	30.2%	24.0%	25.3%
\$400,000 - \$499,999	2.0%	8.9%	11.3%
\$500,000 - \$749,999	6.1%	7.3%	9.3%
\$750,000 - \$999,999	1.2%	2.1%	3.3%
\$1,000,000 - \$1,499,999	0.9%	1.0%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.7%	0.7%
Average Home Value	\$302,112	\$332,456	\$356,174

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
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%
2021 Population by Age			
Total	14,179	58,471	74,209
0 - 4	2.2%	4.8%	5.0%
5 - 9	2.2%	4.6%	4.9%
10 - 14	2.1%	4.3%	4.7%
15 - 24	69.6%	36.8%	31.9%
25 - 34	7.4%	14.3%	13.7%
35 - 44	4.2%	9.5%	10.2%
45 - 54	3.6%	7.6%	8.4%
55 - 64	3.8%	7.6%	8.6%
65 - 74	2.8%	5.8%	6.7%
75 - 84	1.4%	3.1%	3.8%
85 +	0.7%	1.5%	2.2%
18 +	92.3%	83.8%	82.8%
2026 Population by Age			
Total	14,990	61,393	77,756
0 - 4	2.4%	4.9%	5.0%
5 - 9	2.2%	4.6%	4.8%
10 - 14	2.1%	4.3%	4.7%
15 - 24	68.1%	36.1%	31.4%
25 - 34	7.7%	13.4%	12.6%
35 - 44	4.5%	10.2%	10.7%
45 - 54	3.6%	7.7%	8.5%
55 - 64	3.5%	7.2%	8.1%
65 - 74	3.1%	6.2%	7.2%
75 - 84	1.9%	3.9%	4.5%
85 +	0.8%	1.6%	2.2%
18 +	92.0%	83.9%	82.9%
2010 Population by Sex			
Males	5,491	24,327	31,271
Females	6,968	27,336	34,994
2021 Population by Sex			
Males	6,352	27,693	35,241
Females	7,826	30,777	38,971
2026 Population by Sex			
Males	6,733	29,107	36,958
Females	8,255	32,289	40,798

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2010 Population by Race/Ethnicity			
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
2021 Population by Race/Ethnicity			
Total	14,178	58,471	74,209
White Alone	80.5%	72.3%	74.3%
Black Alone	5.8%	7.5%	6.8%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	4.9%	4.2%	3.8%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	5.2%	11.6%	11.0%
Two or More Races	3.1%	3.9%	3.7%
Hispanic Origin	11.4%	21.8%	20.7%
Diversity Index	47.8	65.0	62.5
2026 Population by Race/Ethnicity			
Total	14,987	61,397	77,755
White Alone	77.8%	69.3%	71.3%
Black Alone	6.6%	8.2%	7.4%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	5.3%	4.5%	4.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	6.3%	13.2%	12.6%
Two or More Races	3.5%	4.3%	4.1%
Hispanic Origin	13.7%	24.9%	23.6%
Diversity Index	53.2	69.4	67.0
2010 Population by Relationship and Household Type			
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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	3,390	28,882	39,723
Less than 9th Grade	6.6%	6.4%	6.7%
9th - 12th Grade, No Diploma	4.0%	7.0%	6.8%
High School Graduate	15.2%	20.2%	20.6%
GED/Alternative Credential	2.7%	3.4%	3.7%
Some College, No Degree	16.6%	15.6%	15.4%
Associate Degree	8.7%	7.9%	7.5%
Bachelor's Degree	24.4%	21.1%	20.9%
Graduate/Professional Degree	21.9%	18.3%	18.4%
2021 Population 15+ by Marital Status			
Total	13,261	50,413	63,387
Never Married	81.4%	56.4%	51.1%
Married	13.2%	33.1%	37.3%
Widowed	1.4%	3.6%	4.6%
Divorced	4.0%	6.9%	6.9%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,460	29,017	36,901
Population 16+ Employed	93.6%	95.3%	95.4%
Population 16+ Unemployment rate	6.4%	4.7%	4.6%
Population 16-24 Employed	61.1%	31.2%	27.7%
Population 16-24 Unemployment rate	7.7%	6.3%	5.9%
Population 25-54 Employed	30.2%	52.4%	53.4%
Population 25-54 Unemployment rate	3.5%	4.0%	4.3%
Population 55-64 Employed	5.8%	11.0%	12.9%
Population 55-64 Unemployment rate	9.1%	4.5%	4.1%
Population 65+ Employed	2.9%	5.3%	6.0%
Population 65+ Unemployment rate	0.0%	2.4%	2.8%
2021 Employed Population 16+ by Industry			
Total	6,049	27,662	35,194
Agriculture/Mining	0.9%	1.3%	2.0%
Construction	3.4%	5.2%	5.4%
Manufacturing	6.3%	11.8%	11.6%
Wholesale Trade	1.1%	1.5%	1.7%
Retail Trade	10.4%	10.2%	10.5%
Transportation/Utilities	3.1%	3.8%	3.7%
Information	2.3%	1.5%	1.5%
Finance/Insurance/Real Estate	2.8%	4.3%	4.5%
Services	68.1%	57.5%	55.9%
Public Administration	1.6%	2.9%	3.1%
2021 Employed Population 16+ by Occupation			
Total	6,049	27,660	35,193
White Collar	57.7%	59.4%	60.2%
Management/Business/Financial	9.7%	13.5%	14.2%
Professional	25.8%	25.2%	25.5%
Sales	11.0%	10.9%	10.9%
Administrative Support	11.2%	9.7%	9.7%
Services	28.4%	19.8%	18.4%
Blue Collar	14.0%	20.8%	21.4%
Farming/Forestry/Fishing	0.6%	0.8%	1.1%
Construction/Extraction	2.7%	3.6%	3.6%
Installation/Maintenance/Repair	1.4%	2.0%	2.2%
Production	3.6%	6.9%	6.8%
Transportation/Material Moving	5.7%	7.4%	7.7%

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2010 Households by Type			
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%
2010 Households by Size			
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%
2010 Households by Tenure and Mortgage Status			
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%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	75	116	116
Percent of Income for Mortgage	31.9%	20.8%	20.9%
Wealth Index	37	63	71
2010 Housing Units By Urban/ Rural Status			
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%
2010 Population By Urban/ Rural Status			
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%

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.

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Top 3 Tapestry Segments			
1.	Dorms to Diplomas (14C)	College Towns (14B)	College Towns (14B)
2.	College Towns (14B)	Bright Young Professionals (8C)	Bright Young Professionals (8C)
3.	Bright Young Professionals (8C)	Dorms to Diplomas (14C)	Exurbanites (1E)
2021 Consumer Spending			
Apparel & Services: Total \$	\$5,272,921	\$33,244,713	\$45,685,247
Average Spent	\$1,309.72	\$1,723.42	\$1,792.14
Spending Potential Index	62	81	85
Education: Total \$	\$5,596,819	\$29,598,333	\$39,197,438
Average Spent	\$1,390.17	\$1,534.39	\$1,537.64
Spending Potential Index	81	89	89
Entertainment/Recreation: Total \$	\$7,166,640	\$47,697,343	\$67,141,225
Average Spent	\$1,780.09	\$2,472.65	\$2,633.82
Spending Potential Index	55	77	82
Food at Home: Total \$	\$12,384,559	\$81,694,581	\$114,253,080
Average Spent	\$3,076.14	\$4,235.07	\$4,481.92
Spending Potential Index	56	78	82
Food Away from Home: Total \$	\$9,591,051	\$59,786,224	\$82,032,185
Average Spent	\$2,382.28	\$3,099.34	\$3,217.96
Spending Potential Index	63	82	85
Health Care: Total \$	\$12,760,657	\$88,634,724	\$127,363,976
Average Spent	\$3,169.56	\$4,594.85	\$4,996.23
Spending Potential Index	51	74	80
HH Furnishings & Equipment: Total \$	\$4,894,497	\$33,210,804	\$46,534,770
Average Spent	\$1,215.72	\$1,721.66	\$1,825.47
Spending Potential Index	54	76	81
Personal Care Products & Services: Total \$	\$2,079,878	\$13,617,530	\$18,993,785
Average Spent	\$516.61	\$705.94	\$745.09
Spending Potential Index	58	79	83
Shelter: Total \$	\$49,139,748	\$313,310,135	\$429,699,250
Average Spent	\$12,205.60	\$16,242.10	\$16,856.24
Spending Potential Index	61	81	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,600,848	\$33,678,141	\$48,035,893
Average Spent	\$1,142.78	\$1,745.89	\$1,884.35
Spending Potential Index	48	73	79
Travel: Total \$	\$5,238,910	\$36,555,874	\$51,247,535
Average Spent	\$1,301.27	\$1,895.07	\$2,010.34
Spending Potential Index	51	75	80
Vehicle Maintenance & Repairs: Total \$	\$2,699,631	\$17,147,149	\$23,889,357
Average Spent	\$670.55	\$888.91	\$937.13
Spending Potential Index	61	80	85

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.