

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			
2010 Total Population	12,755	51,640	66,107
2020 Total Population	12,942	57,663	73,914
2020 Group Quarters	2,577	6,907	7,686
2022 Total Population	13,030	58,471	74,986
2022 Group Quarters	2,577	6,907	7,686
2027 Total Population	13,089	59,153	75,997
2022-2027 Annual Rate	0.09%	0.23%	0.27%
2022 Total Daytime Population	14,213	67,971	87,353
Workers	6,818	37,671	48,596
Residents	7,395	30,300	38,757
Household Summary			
2010 Households	3,592	16,728	22,545
2010 Average Household Size	2.77	2.67	2.59
2020 Total Households	4,210	19,519	25,830
2020 Average Household Size	2.46	2.60	2.56
2022 Total Households	4,279	19,867	26,277
2022 Average Household Size	2.44	2.60	2.56
2027 Total Households	4,336	20,197	26,721
2027 Average Household Size	2.42	2.59	2.56
2022-2027 Annual Rate	0.27%	0.33%	0.34%
2010 Families	1,033	8,457	12,255
2010 Average Family Size	2.92	3.12	3.06
2022 Total Families	1,329	10,033	14,182
2022 Average Family Size	2.70	3.05	3.04
2027 Total Families	1,363	10,183	14,383
2027 Average Family Size	2.69	3.04	3.04
2022-2027 Annual Rate	0.51%	0.30%	0.28%
Housing Unit Summary			
2000 Housing Units	2,816	13,920	18,763
Owner Occupied Housing Units	31.5%	42.7%	47.6%
Renter Occupied Housing Units	65.0%	52.9%	48.5%
Vacant Housing Units	3.6%	4.3%	3.9%
2010 Housing Units	3,972	18,275	24,418
Owner Occupied Housing Units	25.9%	39.0%	44.1%
Renter Occupied Housing Units	64.6%	52.5%	48.2%
Vacant Housing Units	9.6%	8.5%	7.7%
2020 Housing Units	4,672	20,939	27,553
Vacant Housing Units	9.9%	6.8%	6.3%
2022 Housing Units	4,748	21,326	28,057
Owner Occupied Housing Units	28.0%	42.5%	46.4%
Renter Occupied Housing Units	62.1%	50.7%	47.3%
Vacant Housing Units	9.9%	6.8%	6.3%
2027 Housing Units	4,821	21,642	28,447
Owner Occupied Housing Units	29.0%	43.7%	47.7%
Renter Occupied Housing Units	61.0%	49.6%	46.2%
Vacant Housing Units	10.1%	6.7%	6.1%
Median Household Income			
2022	\$33,787	\$50,866	\$54,009
2027	\$38,896	\$56,735	\$61,037
Median Home Value			
2022	\$258,282	\$268,750	\$284,136
2027	\$295,343	\$318,869	\$350,802
Per Capita Income			
2022	\$17,743	\$26,081	\$28,481
2027	\$20,714	\$30,407	\$33,112
Median Age			
2010	22.1	23.9	24.9
2022	22.7	25.6	28.4
2027	22.7	26.0	29.0

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	4,279	19,867	26,277
<\$15,000	25.7%	14.0%	11.8%
\$15,000 - \$24,999	11.2%	7.9%	8.2%
\$25,000 - \$34,999	14.4%	12.1%	11.2%
\$35,000 - \$49,999	13.1%	15.2%	15.3%
\$50,000 - \$74,999	12.9%	16.0%	16.1%
\$75,000 - \$99,999	9.3%	12.4%	12.7%
\$100,000 - \$149,999	8.2%	12.8%	13.8%
\$150,000 - \$199,999	2.9%	5.1%	5.8%
\$200,000+	2.3%	4.5%	5.1%
Average Household Income	\$54,690	\$76,076	\$80,841
2027 Households by Income			
Household Income Base	4,336	20,197	26,721
<\$15,000	20.6%	11.5%	9.7%
\$15,000 - \$24,999	11.1%	7.1%	7.1%
\$25,000 - \$34,999	13.8%	11.2%	10.3%
\$35,000 - \$49,999	13.7%	14.8%	14.7%
\$50,000 - \$74,999	14.4%	15.6%	15.6%
\$75,000 - \$99,999	11.4%	13.1%	13.4%
\$100,000 - \$149,999	8.1%	13.9%	15.1%
\$150,000 - \$199,999	3.8%	7.0%	7.6%
\$200,000+	3.0%	5.8%	6.6%
Average Household Income	\$63,635	\$88,395	\$93,776
2022 Owner Occupied Housing Units by Value			
Total	1,329	9,065	13,015
<\$50,000	6.3%	4.4%	4.9%
\$50,000 - \$99,999	5.6%	1.6%	1.4%
\$100,000 - \$149,999	3.2%	4.9%	4.2%
\$150,000 - \$199,999	13.5%	17.7%	15.3%
\$200,000 - \$249,999	17.5%	15.4%	13.2%
\$250,000 - \$299,999	24.3%	16.3%	16.0%
\$300,000 - \$399,999	20.9%	18.1%	18.0%
\$400,000 - \$499,999	2.4%	8.7%	10.4%
\$500,000 - \$749,999	5.5%	11.4%	14.0%
\$750,000 - \$999,999	0.5%	1.0%	1.7%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.4%	0.4%	0.5%
Average Home Value	\$271,506	\$313,318	\$334,789
2027 Owner Occupied Housing Units by Value			
Total	1,396	9,455	13,569
<\$50,000	5.3%	3.4%	3.6%
\$50,000 - \$99,999	2.9%	0.7%	0.6%
\$100,000 - \$149,999	1.8%	2.3%	1.9%
\$150,000 - \$199,999	7.8%	11.1%	9.1%
\$200,000 - \$249,999	12.3%	12.9%	10.4%
\$250,000 - \$299,999	21.9%	15.7%	14.3%
\$300,000 - \$399,999	27.3%	21.1%	19.8%
\$400,000 - \$499,999	4.8%	11.0%	12.6%
\$500,000 - \$749,999	13.2%	18.5%	22.9%
\$750,000 - \$999,999	1.6%	2.1%	3.5%
\$1,000,000 - \$1,499,999	0.2%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.9%	0.8%	0.8%
Average Home Value	\$344,112	\$376,377	\$406,168

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	12,756	51,639	66,106
0 - 4	2.1%	5.2%	5.4%
5 - 9	2.1%	4.8%	5.1%
10 - 14	2.0%	4.2%	4.5%
15 - 24	72.6%	41.4%	35.4%
25 - 34	6.5%	12.4%	12.2%
35 - 44	4.1%	8.8%	9.5%
45 - 54	4.1%	8.4%	9.5%
55 - 64	3.3%	6.8%	7.8%
65 - 74	1.9%	4.0%	4.9%
75 - 84	1.1%	2.8%	3.8%
85 +	0.4%	1.2%	1.8%
18 +	92.6%	83.3%	82.2%
2022 Population by Age			
Total	13,031	58,472	74,985
0 - 4	2.4%	4.8%	5.0%
5 - 9	2.4%	4.6%	4.9%
10 - 14	2.3%	4.4%	4.8%
15 - 24	65.6%	35.2%	30.2%
25 - 34	8.4%	14.3%	13.8%
35 - 44	4.8%	9.7%	10.3%
45 - 54	4.0%	7.8%	8.6%
55 - 64	4.2%	7.9%	8.9%
65 - 74	3.2%	6.1%	7.1%
75 - 84	1.7%	3.4%	4.1%
85 +	0.8%	1.7%	2.3%
18 +	91.5%	83.7%	82.6%
2027 Population by Age			
Total	13,088	59,156	75,996
0 - 4	2.6%	4.8%	5.0%
5 - 9	2.4%	4.6%	4.9%
10 - 14	2.4%	4.3%	4.7%
15 - 24	64.4%	34.8%	29.9%
25 - 34	8.6%	13.1%	12.4%
35 - 44	5.1%	10.4%	10.9%
45 - 54	4.1%	8.0%	8.8%
55 - 64	3.9%	7.5%	8.4%
65 - 74	3.5%	6.5%	7.6%
75 - 84	2.2%	4.2%	4.9%
85 +	0.9%	1.8%	2.4%
18 +	91.1%	83.7%	82.7%
2010 Population by Sex			
Males	5,640	24,327	31,206
Females	7,115	27,314	34,901
2022 Population by Sex			
Males	6,163	28,323	36,260
Females	6,868	30,148	38,726
2027 Population by Sex			
Males	6,179	28,626	36,727
Females	6,910	30,527	39,270

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	12,755	51,640	66,106
White Alone	86.5%	78.7%	80.8%
Black Alone	4.0%	5.9%	5.2%
American Indian Alone	0.2%	0.4%	0.3%
Asian Alone	4.1%	3.4%	3.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	2.8%	8.4%	7.8%
Two or More Races	2.2%	3.1%	2.8%
Hispanic Origin	6.4%	16.0%	14.6%
Diversity Index	33.8	53.8	50.2
2020 Population by Race/Ethnicity			
Total	12,942	57,663	73,914
White Alone	73.6%	66.5%	69.2%
Black Alone	7.2%	7.3%	6.5%
American Indian Alone	0.4%	0.6%	0.5%
Asian Alone	5.7%	4.2%	3.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.4%	11.2%	10.4%
Two or More Races	7.7%	10.1%	9.6%
Hispanic Origin	13.6%	21.9%	20.9%
Diversity Index	57.3	68.9	66.2
2022 Population by Race/Ethnicity			
Total	13,031	58,470	74,987
White Alone	72.9%	66.0%	68.7%
Black Alone	7.4%	7.4%	6.6%
American Indian Alone	0.4%	0.6%	0.6%
Asian Alone	5.8%	4.3%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.5%	11.2%	10.5%
Two or More Races	8.0%	10.4%	9.9%
Hispanic Origin	13.9%	22.1%	21.1%
Diversity Index	58.1	69.4	66.7
2027 Population by Race/Ethnicity			
Total	13,089	59,153	75,997
White Alone	72.7%	65.9%	68.4%
Black Alone	7.4%	7.4%	6.6%
American Indian Alone	0.4%	0.6%	0.6%
Asian Alone	5.8%	4.3%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.6%	11.2%	10.5%
Two or More Races	8.1%	10.5%	10.0%
Hispanic Origin	14.0%	22.0%	21.1%
Diversity Index	58.5	69.4	67.0
2010 Population by Relationship and Household Type			
Total	12,755	51,640	66,108
In Households	77.9%	86.4%	88.2%
In Family Households	24.6%	53.4%	58.9%
Householder	7.8%	16.4%	18.5%
Spouse	5.6%	11.7%	13.8%
Child	9.0%	19.9%	21.3%
Other relative	1.2%	3.2%	3.0%
Nonrelative	1.0%	2.3%	2.2%
In Nonfamily Households	53.3%	33.0%	29.4%
In Group Quarters	22.1%	13.6%	11.8%
Institutionalized Population	0.0%	1.3%	1.3%
Noninstitutionalized Population	22.1%	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.

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2022 Population 25+ by Educational Attainment			
Total	3,552	29,786	41,334
Less than 9th Grade	6.0%	6.4%	6.6%
9th - 12th Grade, No Diploma	3.6%	6.8%	6.7%
High School Graduate	16.3%	20.6%	21.1%
GED/Alternative Credential	3.0%	3.5%	3.7%
Some College, No Degree	16.5%	15.3%	15.1%
Associate Degree	9.4%	8.2%	7.8%
Bachelor's Degree	23.9%	21.0%	20.7%
Graduate/Professional Degree	21.3%	18.3%	18.2%
2022 Population 15+ by Marital Status			
Total	12,104	50,384	63,988
Never Married	79.2%	55.0%	49.9%
Married	15.3%	34.6%	38.8%
Widowed	1.8%	3.8%	4.8%
Divorced	3.7%	6.6%	6.6%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,109	29,672	38,084
Population 16+ Employed	95.7%	96.6%	96.6%
Population 16+ Unemployment rate	4.3%	3.4%	3.4%
Population 16-24 Employed	58.0%	31.4%	27.7%
Population 16-24 Unemployment rate	6.4%	5.5%	5.2%
Population 25-54 Employed	33.2%	52.3%	53.3%
Population 25-54 Unemployment rate	1.2%	2.4%	2.7%
Population 55-64 Employed	6.1%	11.1%	13.0%
Population 55-64 Unemployment rate	3.0%	2.8%	2.6%
Population 65+ Employed	2.8%	5.3%	5.9%
Population 65+ Unemployment rate	0.0%	1.7%	2.0%
2022 Employed Population 16+ by Industry			
Total	5,844	28,655	36,796
Agriculture/Mining	0.8%	1.2%	1.9%
Construction	3.7%	5.2%	5.5%
Manufacturing	6.7%	11.4%	11.4%
Wholesale Trade	1.2%	1.5%	1.7%
Retail Trade	10.5%	10.3%	10.7%
Transportation/Utilities	3.6%	4.0%	3.9%
Information	2.0%	1.5%	1.5%
Finance/Insurance/Real Estate	3.0%	4.2%	4.4%
Services	66.9%	57.9%	56.2%
Public Administration	1.5%	2.7%	2.9%
2022 Employed Population 16+ by Occupation			
Total	5,844	28,656	36,796
White Collar	55.6%	57.7%	58.3%
Management/Business/Financial	9.8%	13.1%	13.7%
Professional	24.5%	24.2%	24.4%
Sales	11.0%	10.7%	10.6%
Administrative Support	10.5%	9.6%	9.6%
Services	29.4%	21.3%	19.7%
Blue Collar	15.0%	21.1%	22.0%
Farming/Forestry/Fishing	0.6%	0.8%	1.1%
Construction/Extraction	2.9%	3.6%	3.6%
Installation/Maintenance/Repair	1.6%	2.1%	2.3%
Production	4.1%	7.1%	7.0%
Transportation/Material Moving	5.8%	7.5%	7.9%

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2010 Households by Type			
Total	3,591	16,728	22,547
Households with 1 Person	20.4%	25.0%	26.0%
Households with 2+ People	79.6%	75.0%	74.0%
Family Households	28.8%	50.6%	54.4%
Husband-wife Families	20.6%	36.0%	40.8%
With Related Children	9.2%	16.8%	18.0%
Other Family (No Spouse Present)	8.2%	14.6%	13.6%
Other Family with Male Householder	2.8%	4.4%	4.1%
With Related Children	1.6%	2.6%	2.4%
Other Family with Female Householder	5.4%	10.2%	9.4%
With Related Children	3.5%	7.0%	6.4%
Nonfamily Households	50.8%	24.5%	19.6%
All Households with Children	14.4%	26.8%	27.2%
Multigenerational Households	1.6%	2.5%	2.6%
Unmarried Partner Households	5.0%	6.6%	6.1%
Male-female	4.4%	5.9%	5.4%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	3,590	16,730	22,547
1 Person Household	20.4%	24.9%	26.0%
2 Person Household	23.6%	29.4%	31.5%
3 Person Household	17.8%	17.1%	16.0%
4 Person Household	32.5%	18.9%	17.2%
5 Person Household	4.2%	5.5%	5.4%
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	3,591	16,729	22,541
Owner Occupied	28.6%	42.6%	47.8%
Owned with a Mortgage/Loan	21.0%	30.5%	32.5%
Owned Free and Clear	7.6%	12.1%	15.2%
Renter Occupied	71.4%	57.4%	52.2%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	62	89	90
Percent of Income for Mortgage	40.3%	27.8%	27.7%
Wealth Index	35	61	69
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,972	18,275	24,418
Housing Units Inside Urbanized Area	97.6%	97.8%	90.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.4%	2.2%	9.2%
2010 Population By Urban/ Rural Status			
Total Population	12,755	51,640	66,107
Population Inside Urbanized Area	98.2%	98.0%	91.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.8%	2.0%	8.5%

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)	Exurbanites (1E)	Exurbanites (1E)
2022 Consumer Spending			
Apparel & Services: Total \$	\$5,910,094	\$36,392,739	\$50,501,090
Average Spent	\$1,381.19	\$1,831.82	\$1,921.87
Spending Potential Index	57	76	80
Education: Total \$	\$6,064,403	\$32,180,155	\$43,028,542
Average Spent	\$1,417.25	\$1,619.78	\$1,637.50
Spending Potential Index	72	83	83
Entertainment/Recreation: Total \$	\$8,096,598	\$52,374,006	\$74,459,501
Average Spent	\$1,892.17	\$2,636.23	\$2,833.64
Spending Potential Index	52	72	77
Food at Home: Total \$	\$13,974,295	\$89,602,795	\$126,588,814
Average Spent	\$3,265.79	\$4,510.13	\$4,817.48
Spending Potential Index	53	73	78
Food Away from Home: Total \$	\$10,726,955	\$65,421,850	\$90,666,210
Average Spent	\$2,506.88	\$3,292.99	\$3,450.40
Spending Potential Index	58	76	80
Health Care: Total \$	\$14,531,435	\$97,512,358	\$141,423,182
Average Spent	\$3,395.99	\$4,908.26	\$5,382.01
Spending Potential Index	48	69	76
HH Furnishings & Equipment: Total \$	\$5,548,353	\$36,507,525	\$51,605,057
Average Spent	\$1,296.65	\$1,837.60	\$1,963.89
Spending Potential Index	51	72	77
Personal Care Products & Services: Total \$	\$2,343,701	\$14,940,121	\$21,029,599
Average Spent	\$547.72	\$752.01	\$800.30
Spending Potential Index	54	74	78
Shelter: Total \$	\$55,014,076	\$343,360,856	\$475,236,340
Average Spent	\$12,856.76	\$17,282.97	\$18,085.64
Spending Potential Index	56	75	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,292,519	\$37,164,982	\$53,546,536
Average Spent	\$1,236.86	\$1,870.69	\$2,037.77
Spending Potential Index	46	69	75
Travel: Total \$	\$5,949,580	\$40,274,316	\$56,916,290
Average Spent	\$1,390.41	\$2,027.20	\$2,166.01
Spending Potential Index	48	71	75
Vehicle Maintenance & Repairs: Total \$	\$3,037,379	\$18,777,293	\$26,445,277
Average Spent	\$709.83	\$945.15	\$1,006.40
Spending Potential Index	56	75	80

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.