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**Harmony Square
Harrisonburg, Virginia**

August, 2010



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Demographic Profile Expanded

Census, Estimates & Projections



Lon: -78.871748 / Lat: 38.48061

August 2010

Harmony Square Harrisonburg, Virginia	1 Mile		3 Miles		5 Miles	
Population						
Estimated Population (2010)	3,405		29,425		52,836	
Census Population (1990)	3,027		21,020		37,247	
Census Population (2000)	3,477		27,999		47,766	
Projected Population (2015)	3,192		28,451		54,712	
Forecasted Population (2020)	3,034		28,696		58,556	
Historical Annual Growth 1990 to 2000	450	1.5 %	6,979	3.3 %	10,519	2.8 %
Historical Annual Growth 2000 to 2010	-71	1.5 %	1,426	3.3 %	5,070	2.8 %
Projected Annual Growth 2010 to 2015	-213	-1.3 %	-973	-0.7 %	1,876	0.7 %
Est. Population Density (2010)	1,091.63	psm	1,046.65	psm	676.34	psm
Trade Area Size	3.12	sq mi	28.11	sq mi	78.12	sq mi
Households						
Estimated Households (2010)	1,261		9,853		18,532	
Census Households (1990)	1,083		7,829		12,624	
Census Households (2000)	1,242		8,806		15,764	
Projected Households (2015)	1,284		10,419		20,830	
Forecasted Households (2020)	1,307		11,307		23,631	
Households with Children (2010)	252	20.0 %	2,451	24.9 %	4,661	25.2 %
Average Household Size	2.70		2.99		2.85	
Average Household Income						
Est. Average Household Income (2010)	51,266		52,836		54,522	
Proj. Average Household Income (2015)	\$55,496		\$57,614		\$58,248	
Average Family Income (2010)	\$73,751		\$69,214		\$73,700	
Median Household Income						
Est. Median Household Income (2010)	\$33,281		\$38,894		\$41,982	
Proj. Median Household Income (2015)	\$34,725		\$41,217		\$43,842	
Median Family Income (2010)	\$47,002		\$53,538		\$60,011	
Per Capita Income						
Est. Per Capita Income (2010)	\$30,252		\$21,983		\$21,704	
Proj. Per Capita Income (2015)	\$35,717		\$26,046		\$24,954	
Per Capita Income Est. 5 year change	\$5,465.02	-15.3 %	\$4,062.91	-15.6 %	\$3,250.49	-13.0 %
Other Income						
Est. Disposable Income (2010)	\$29,613		\$33,872		\$36,129	
Proj. Disposable Income (2015)	\$31,013		\$35,553		\$37,440	
Disposable Income Est. 5 year change	\$1,399.95	4.7 %	\$1,680.45	5.0 %	\$1,311.11	3.6 %
Est. Average Household Net Worth (2010)	\$299,137		\$318,023		\$338,089	
Daytime Demos						
Total Number of Businesses (2010)	127		1,182		2,391	
Total Number of Employees (2010)	2,758		17,268		36,613	
Company Headqtrs: Businesses (2010)	0	0.0 %	1	0.1 %	2	0.1 %
Company Headqtrs: Employees (2010)	0	0.0 %	70	0.4 %	78	0.2 %
Unemployment Rate (2010)	3.03 %		3.76 %		3.30 %	
Employee Population Per Business	21.7 to 1		14.6 to 1		15.3 to 1	
Residential Population per Business	26.8 to 1		24.9 to 1		22.1 to 1	
Est. Adj. Daytime Demographics (Age16+)	4,357		29,427		57,656	

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August 2010

Harmony Square Harrisonburg, Virginia	1 Mile		3 Miles		5 Miles	
Race & Ethnicity						
White (2010)	3,091	90.8 %	25,452	86.5 %	46,656	88.3 %
Black or African American (2010)	163	4.8 %	2,222	7.6 %	3,179	6.0 %
American Indian & Alaska Native (2010)	8	0.2 %	68	0.2 %	108	0.2 %
Asian (2010)	87	2.5 %	966	3.3 %	1,701	3.2 %
Hawaiin & Pacific Islander (2010)	0	0.0 %	7	0.0 %	17	0.0 %
Other Race (2010)	38	1.1 %	435	1.5 %	680	1.3 %
Multi Race (2010)	19	0.6 %	275	0.9 %	495	0.9 %
Not Hispanic or Latino Population (2010)	3,071	90.2 %	25,023	85.0 %	44,979	85.1 %
Hispanic or Latino Population (2010)	334	9.8 %	4,402	15.0 %	7,857	14.9 %
Not of Hispanic Origin Population (1990)	2,999	99.1 %	20,630	98.1 %	36,581	98.2 %
Hispanic Origin Population (1990)	28	0.9 %	390	1.9 %	667	1.8 %
Not Hispanic or Latino Population (2000)	3,289	94.6 %	25,533	91.2 %	43,450	91.0 %
Hispanic or Latino Population (2000)	188	5.4 %	2,466	8.8 %	4,317	9.0 %
Not Hispanic or Latino Population (2015)	2,764	86.6 %	23,131	81.3 %	44,928	82.1 %
Hispanic or Latino Population (2015)	429	13.4 %	5,321	18.7 %	9,784	17.9 %
Hist. Hispanic Ann Growth (1990 to 2010)	307	73.5 %	4,012	68.6 %	7,191	71.9 %
Proj. Hispanic Ann Growth (2010 to 2015)	94	5.6 %	919	4.2 %	1,927	4.9 %
Age						
Age 0 to 4 yrs (2010)	212	6.2 %	2,080	7.1 %	3,961	7.5 %
Age 5 to 9 yrs (2010)	150	4.4 %	1,526	5.2 %	2,870	5.4 %
Age 10 to 14 yrs (2010)	112	3.3 %	1,289	4.4 %	2,404	4.5 %
Age 15 to 19 yrs (2010)	233	6.8 %	3,500	11.9 %	4,821	9.1 %
Age 20 to 24 yrs (2010)	413	12.1 %	4,229	14.4 %	9,417	17.8 %
Age 25 to 29 yrs (2010)	446	13.1 %	3,816	13.0 %	6,408	12.1 %
Age 30 to 34 yrs (2010)	207	6.1 %	1,971	6.7 %	3,375	6.4 %
Age 35 to 39 yrs (2010)	170	5.0 %	1,787	6.1 %	3,021	5.7 %
Age 40 to 44 yrs (2010)	137	4.0 %	1,487	5.1 %	2,622	5.0 %
Age 45 to 49 yrs (2010)	132	3.9 %	1,414	4.8 %	2,526	4.8 %
Age 50 to 54 yrs (2010)	119	3.5 %	1,254	4.3 %	2,380	4.5 %
Age 55 to 59 yrs (2010)	94	2.7 %	1,104	3.8 %	2,122	4.0 %
Age 60 to 64 yrs (2010)	88	2.6 %	942	3.2 %	1,770	3.3 %
Population age 65-74 (2010)	225	6.6 %	1,348	4.6 %	2,472	4.7 %
Population age 75-84 (2010)	379	11.1 %	1,080	3.7 %	1,751	3.3 %
Population age 85+ (2010)	289	8.5 %	598	2.0 %	919	1.7 %
Median Age (2010)	32.3 yrs		28.6 yrs		28.7 yrs	
Gender Age Distribution						
Population Female (2010)	1,921	56.4 %	15,025	51.1 %	26,948	51.0 %
Age 0 to 19 yrs (2010)	378	19.7 %	4,516	30.1 %	7,317	27.2 %
Age 20 to 64 yrs (2010)	935	48.7 %	8,667	57.7 %	16,622	61.7 %
Age 65 yrs plus (2010)	608	31.6 %	1,842	12.3 %	3,009	11.2 %
Median Age Females (2010)	35.0 Yrs		28.9 Yrs		28.9 Yrs	
Population Male (2010)	1,484	43.6 %	14,399	48.9 %	25,888	49.0 %
Age 0 to 19 yrs (2010)	328	22.1 %	3,878	26.9 %	6,739	26.0 %
Age 20 to 64 yrs (2010)	871	58.7 %	9,337	64.8 %	17,016	65.7 %
Age 65 yrs plus (2010)	285	19.2 %	1,184	8.2 %	2,133	8.2 %
Median Age Males (2010)	30.2 yrs		28.5 yrs		28.7 yrs	

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Demographic Profile Expanded

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August 2010

Harmony Square Harrisonburg, Virginia	1 Mile		3 Miles		5 Miles	
Household Income Distribution						
HH Income \$200,000 or More (2010)	30	2.4 %	131	1.3 %	290	1.6 %
HH Income \$150,000 to 199,999 (2010)	10	0.8 %	165	1.7 %	371	2.0 %
HH Income \$100,000 to 149,999 (2010)	82	6.5 %	795	8.1 %	1,620	8.7 %
HH Income \$75,000 to 99,999(2010)	71	5.6 %	785	8.0 %	1,870	10.1 %
HH Income \$50,000 to 74,999(2010)	170	13.5 %	1,590	16.1 %	3,091	16.7 %
HH Income \$35,000 to 49,999(2010)	232	18.4 %	1,687	17.1 %	2,791	15.1 %
HH Income \$25,000 to 34,999(2010)	143	11.3 %	1,297	13.2 %	2,115	11.4 %
HH Income \$15,000 to 24,999(2010)	255	20.2 %	1,641	16.7 %	3,054	16.5 %
HH Income \$0 to 14,999 (2010)	267	21.2 %	1,762	17.9 %	3,332	18.0 %
HH Income \$35000+ (2010)	596	47.3 %	5,153	52.3 %	10,032	54.1 %
HH Income \$75000+ (2010)	193	15.3 %	1,876	19.0 %	4,151	22.4 %
Housing						
Total Housing Units (2010)	1,377		10,686		20,158	
Housing Units Occupied (2010)	1,261	91.6 %	9,853	92.2 %	18,532	91.9 %
<i>Housing Units, Owner Occupied (2010)</i>	448	32.5 %	4,259	39.9 %	8,487	42.1 %
<i>Housing Units, Renter Occupied (2010)</i>	813	59.0 %	5,595	52.4 %	10,046	49.8 %
Housing Units, Vacant (2010)	116	8.4 %	832	7.8 %	1,625	8.1 %
Median Years in Residence (2010)	3 yrs		3 yrs		3 yrs	
Marital Status						
Never Married (2010)	1,055	35.8 %	10,571	43.8 %	19,743	45.4 %
Now Married (2010)	989	33.5 %	8,072	33.5 %	15,790	36.3 %
Separated (2010)	411	13.9 %	2,446	10.1 %	3,179	7.3 %
Widowed (2010)	249	8.4 %	1,131	4.7 %	1,866	4.3 %
Divorced (2010)	247	8.4 %	1,911	7.9 %	2,946	6.8 %
Household Type						
Population Family (2010)	1,767	51.9 %	16,067	54.6 %	30,372	57.5 %
Population Non-Family (2010)	733	21.5 %	6,604	22.4 %	15,323	29.0 %
Population Group Qtrs (2010)	905	26.6 %	6,754	23.0 %	7,142	13.5 %
Family Household (2010)	577	45.8 %	4,971	50.5 %	9,414	50.8 %
Married Couple Family With Kids (2010)	162	36.1 %	1,581	37.1 %	3,098	36.5 %
Average Family Household Size (2010)	3.06		3.23		3.23	
Non-Family Household (2010)	684	54.2 %	4,882	49.5 %	9,119	49.2 %
Household Size						
1 Person Household (2010)	584	46.3 %	3,708	37.6 %	6,211	33.5 %
2 Person Households (2010)	380	30.2 %	2,880	29.2 %	5,254	28.4 %
3 Person Households (2010)	120	9.5 %	1,246	12.6 %	2,426	13.1 %
4 Person Households (2010)	105	8.4 %	1,151	11.7 %	3,000	16.2 %
5 Person Households (2010)	52	4.1 %	518	5.3 %	1,006	5.4 %
6+ Person Households (2010)	19	1.5 %	351	3.6 %	635	3.4 %
Household Vehicles						
Total Vehicles Available (2010)	1,973		17,489		37,100	
Household: 0 Vehicles Available (2010)	182	9.2 %	1,066	6.1 %	1,531	4.1 %
Household: 1 Vehicles Available (2010)	466	23.6 %	3,471	19.8 %	5,906	15.9 %
Household: 2+ Vehicles Available (2010)	614	31.1 %	5,316	30.4 %	11,095	29.9 %
Average Vehicles Per Household (2010)	2		2		2	

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August 2010

Harmony Square Harrisonburg, Virginia	1 Mile		3 Miles		5 Miles	
Labor Force						
Est. Labor: Population Age 16+ (2010)	2,904		23,625		42,570	
Est. Civilian Employed (2010)	1,304	44.9 %	11,461	48.5 %	21,508	50.5 %
Est. Civilian Unemployed (2010)	88	3.0 %	888	3.8 %	1,404	3.3 %
Est. In Armed Forces (2010)	1	0.0 %	5	0.0 %	18	0.0 %
Est. Not in Labor Force (2010)	1,511	52.0 %	11,271	47.7 %	19,640	46.1 %
Occupation (2000)						
Occupation: Population 16+	1,602		12,895		22,582	
Mgmt, Business, & Financial Operations	125	7.8 %	1,075	8.3 %	2,315	10.3 %
Professional and Related	309	19.3 %	2,511	19.5 %	4,734	21.0 %
Service	345	21.5 %	2,587	20.1 %	4,176	18.5 %
Sales and Office	394	24.6 %	3,140	24.4 %	5,639	25.0 %
Farming, Fishing, and Forestry	22	1.4 %	134	1.0 %	240	1.1 %
Construction, Extraction, & Maintenance	185	11.6 %	863	6.7 %	1,508	6.7 %
Production, Transport, & Material Moving	222	13.9 %	2,585	20.0 %	3,969	17.6 %
Percent White Collar Workers		51.7 %		52.2 %		56.2 %
Percent Blue Collar Workers		48.3 %		47.8 %		43.8 %
Consumer Expenditure (in Millions)						
Total Household Expenditure (2010)	\$56		\$446		\$856	
Total Non-Retail Expenditures (2010)	\$32	56.8 %	\$255	57.1 %	\$490	57.3 %
Total Retail Expenditures (2010)	\$24	43.2 %	\$191	42.9 %	\$366	42.7 %
Apparel (2010)	\$3	4.8 %	\$21	4.8 %	\$41	4.8 %
Contributions (2010)	\$2	3.4 %	\$15	3.4 %	\$30	3.5 %
Education (2010)	\$1	2.3 %	\$10	2.3 %	\$20	2.3 %
Entertainment (2010)	\$3	5.4 %	\$25	5.5 %	\$47	5.5 %
Food And Beverages (2010)	\$9	15.8 %	\$70	15.7 %	\$134	15.6 %
Furnishings And Equipment (2010)	\$2	4.1 %	\$19	4.2 %	\$36	4.3 %
Gifts (2010)	\$1	2.5 %	\$11	2.5 %	\$22	2.5 %
Health Care (2010)	\$4	6.6 %	\$29	6.4 %	\$54	6.3 %
Household Operations (2010)	\$2	3.3 %	\$15	3.4 %	\$29	3.4 %
Miscellaneous Expenses (2010)	\$1	1.7 %	\$8	1.7 %	\$15	1.7 %
Personal Care (2010)	\$1	1.5 %	\$7	1.5 %	\$13	1.5 %
Personal Insurance (2010)	\$1	1.0 %	\$4	1.0 %	\$8	1.0 %
Reading (2010)	\$0	0.3 %	\$1	0.3 %	\$3	0.3 %
Shelter (2010)	\$11	19.3 %	\$86	19.2 %	\$164	19.2 %
Tobacco (2010)	\$0	0.7 %	\$3	0.7 %	\$6	0.7 %
Transportation (2010)	\$11	19.7 %	\$89	20.0 %	\$172	20.1 %
Utilities (2010)	\$4	7.5 %	\$33	7.4 %	\$63	7.3 %
Educational Attainment						
Adult Population (25 Years+)(2010)	2,286		16,801		29,363	
Elementary (0 to 8)(2010)	264	11.6 %	2,058	12.2 %	3,075	10.5 %
Some High School (9 to 11)(2010)	289	12.7 %	1,900	11.3 %	3,215	10.9 %
High School Graduate (12)(2010)	699	30.6 %	5,100	30.4 %	8,544	29.1 %
Some College (13 to 16)(2010)	307	13.4 %	2,509	14.9 %	4,498	15.3 %
Associate Degree Only(2010)	75	3.3 %	603	3.6 %	1,136	3.9 %
Bachelor Degree Only(2010)	377	16.5 %	2,745	16.3 %	5,361	18.3 %
Graduate Degree(2010)	275	12.0 %	1,886	11.2 %	3,534	12.0 %

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August 2010

Harmony Square Harrisonburg, Virginia	1 Mile		3 Miles		5 Miles	
Units In Structure						
1 Detached Unit (2000)	418	32.3 %	4,109	45.0 %	7,247	44.1 %
1 Attached Unit (2000)	108	8.4 %	965	10.6 %	1,791	10.9 %
2 to 4 Units (2000)	376	29.0 %	1,736	19.0 %	2,298	14.0 %
5 to 9 Units (2000)	127	9.8 %	996	10.9 %	1,704	10.4 %
10 to 19 Units (2000)	20	1.5 %	532	5.8 %	2,013	12.3 %
20 to 49 Units (2000)	9	0.7 %	140	1.5 %	197	1.2 %
50 or more Units (2000)	182	14.1 %	313	3.4 %	357	2.2 %
Mobile Home or Trailer (2000)	54		350		802	
Other Structure (2000)	0		0		10	
Homes Built By Year						
Homes Built 1999 to 2000	39	3.0 %	115	1.3 %	404	2.5 %
Homes Built 1995 to 1998	133	10.3 %	545	6.0 %	1,791	10.9 %
Homes Built 1990 to 1994	135	10.5 %	706	7.7 %	1,579	9.6 %
Homes Built 1980 to 1989	453	35.0 %	1,825	20.0 %	3,110	18.9 %
Homes Built 1970 to 1979	218	16.9 %	1,971	21.6 %	3,546	21.6 %
Homes Built 1960 to 1969	73	5.6 %	952	10.4 %	1,834	11.2 %
Homes Built 1950 to 1959	124	9.6 %	1,192	13.0 %	1,669	10.2 %
Homes Built Before 1949	119	9.2 %	1,835	20.1 %	2,484	15.1 %
Home Values (2000)						
Home Values \$1,000,000+	0	0.0 %	0	0.0 %	0	0.0 %
Home Values \$500,000-\$999,999	0	0.0 %	6	0.2 %	14	0.2 %
Home Values \$400,000-\$499,999	1	0.2 %	37	1.1 %	67	1.1 %
Home Values \$300,000-\$399,999	14	4.0 %	51	1.5 %	144	2.4 %
Home Values \$200,000-\$299,999	10	3.0 %	232	7.0 %	602	10.0 %
Home Values \$150,000-\$199,999	88	24.8 %	525	16.0 %	1,035	17.2 %
Home Values \$100,000-\$149,999	114	32.2 %	922	28.1 %	2,006	33.3 %
Home Values \$70,000-\$99,999	114	32.3 %	1,246	37.9 %	1,794	29.8 %
Home Values \$50,000-\$69,999	10	2.9 %	185	5.6 %	234	3.9 %
Home Values \$25,000-\$49,999	2	0.6 %	63	1.9 %	93	1.5 %
Home Values \$0-\$24,999	0	0.1 %	21	0.6 %	28	0.5 %
Owner Occupied Median Home Value	\$118,637		\$115,122		\$126,508	
Renter Occupied Median Rent	\$324		\$300		\$307	
Transportation to Work (2000)						
Drive to Work Alone	1,031	64.2 %	8,531	66.0 %	16,210	71.6 %
Drive to Work in Carpool	98	6.1 %	1,497	11.6 %	2,342	10.3 %
Travel to Work - Public Transportation	22	1.4 %	313	2.4 %	627	2.8 %
Drive to Work Motorcycle	16	1.0 %	46	0.4 %	50	0.2 %
Walk or Bicycle to Work	319	19.9 %	1,802	13.9 %	2,175	9.6 %
Other Means	17	1.1 %	208	1.6 %	334	1.5 %
Work at Home	102	6.4 %	531	4.1 %	899	4.0 %
Travel Time (2000)						
Travel to Work in 14 Minutes or Less	913	60.8 %	7,034	56.7 %	12,345	56.8 %
Travel to Work in 15 to 29 Minutes	460	30.6 %	3,991	32.2 %	6,926	31.9 %
Travel to Work in 30 to 59 Minutes	76	5.0 %	1,052	8.5 %	1,851	8.5 %
Travel to Work in 60 Minutes or More	54	3.6 %	319	2.6 %	616	2.8 %
Average Travel Time to Work	13 mins		14 mins		14 mins	

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