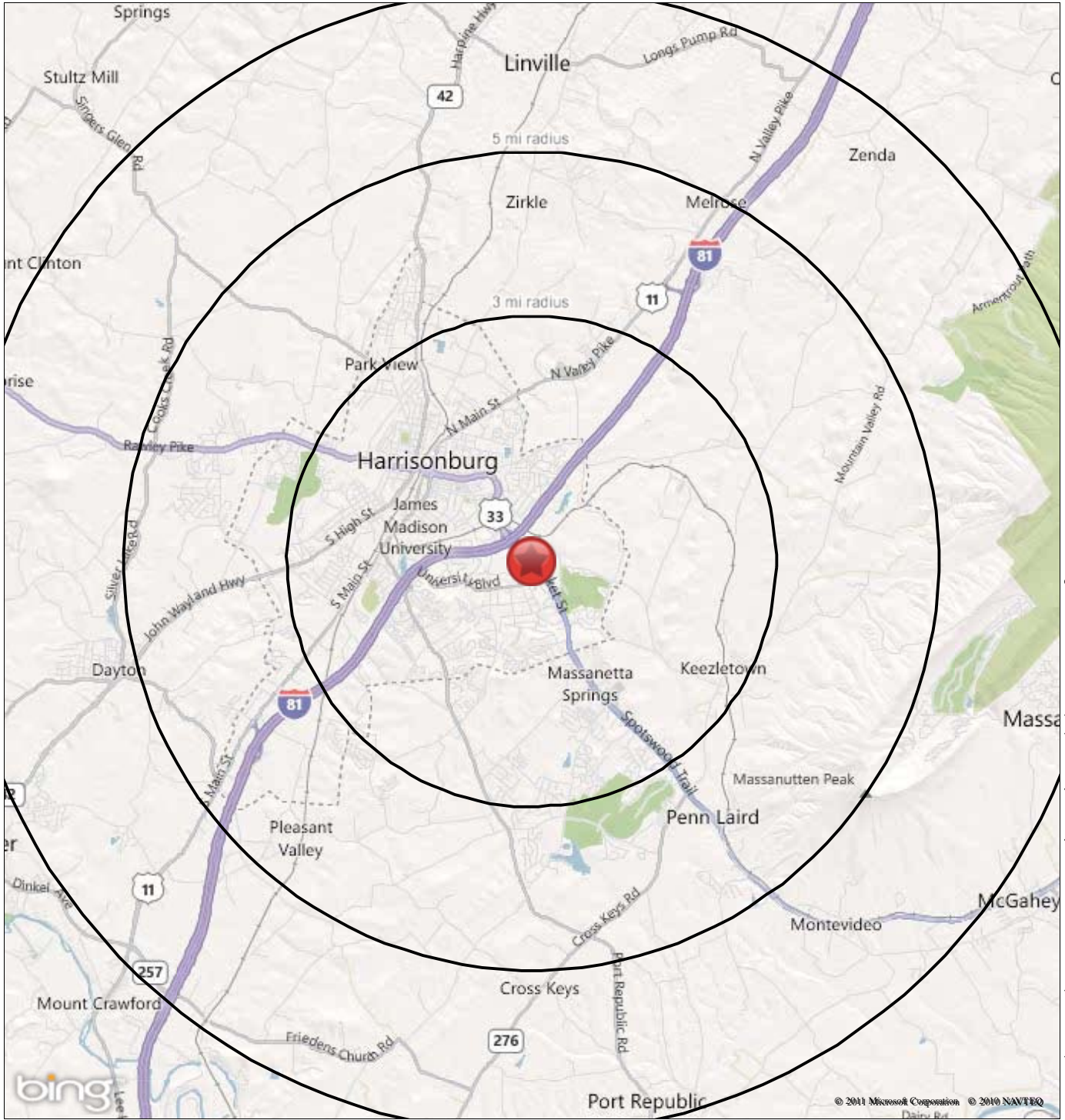


Lat: 38.4338 Lon: -78.8456 Zoom: 12.9120 mi

Logos are for identification purposes only and may be trademarks of their respective companies.



© 2011 Microsoft Corporation © 2010 NAVTEQ
2011, SITES USA Inc., Chandler, AZ (480) 491-1112. All Rights Reserved.

Market Square East Harrisonburg, Virginia

October 2011



This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 38.4338/-78.8458

RF5

Market Square East	3 mi radius	5 mi radius	7 mi radius
Harrisonburg, Virginia			
Population			
Estimated Population (2011)	48,927	65,662	76,749
Projected Population (2016)	57,258	75,954	87,760
Forecasted Population (2021)	67,913	90,184	102,993
Census Population (2010)	46,808	63,006	74,161
Census Population (2000)	38,540	50,793	60,787
Projected Annual Growth (2011 to 2016)	8,331 3.4%	10,293 3.1%	11,011 2.9%
Historical Annual Growth (2010 to 2011)	2,119 4.5%	2,656 4.2%	2,589 3.5%
Historical Annual Growth (2000 to 2010)	8,268 2.0%	12,212 2.2%	13,374 2.0%
Estimated Population Density (2011)	1,731 <i>psm</i>	836 <i>psm</i>	499 <i>psm</i>
Trade Area Size	28.26 <i>sq mi</i>	78.51 <i>sq mi</i>	153.88 <i>sq mi</i>
Households			
Estimated Households (2011)	15,852	22,242	26,498
Projected Households (2016)	18,680	26,011	30,797
Forecasted Households (2021)	21,102	29,970	35,373
Census Households (2010)	15,132	21,270	25,562
Census Households (2000)	12,370	16,928	20,597
Estimated Households with Children (2011)	4,019 25.4%	6,151 27.7%	7,567 28.6%
Estimated Average Household Size (2011)	2.63	2.60	2.59
Average Household Income			
Estimated Average Household Income (2011)	\$51,552	\$57,520	\$58,260
Projected Average Household Income (2016)	\$56,407	\$63,038	\$63,989
Estimated Average Family Income (2011)	\$70,214	\$75,009	\$74,348
Median Household Income			
Estimated Median Household Income (2011)	\$39,828	\$44,632	\$46,539
Projected Median Household Income (2016)	\$42,738	\$48,122	\$50,248
Estimated Median Family Income (2011)	\$56,167	\$60,284	\$61,208
Per Capita Income			
Estimated Per Capita Income (2011)	\$19,371	\$21,831	\$22,258
Projected Per Capita Income (2016)	\$21,177	\$24,056	\$24,736
Estimated Per Capita income 5 Year Growth	\$1,806 9.3%	\$2,225 10.2%	\$2,478 11.1%
Other Income			
Estimated Median Disposable Income (2011)	\$34,283	\$37,928	\$39,398
Projected Median Disposable Income (2016)	\$36,639	\$40,626	\$42,257
Disposable Income Estimated 5 Year Growth	\$2,356 6.9%	\$2,698 7.1%	\$2,859 7.3%
Estimated Average Household Net Worth (2011)	\$349,480	\$378,588	\$383,894
Daytime Demos (2011)			
Total Businesses	2,128	2,720	3,092
Total Employees	29,753	38,866	43,441
Company Headquarter Businesses	3 0.1%	4 0.1%	4 0.1%
Company Headquarter Employees	177 0.6%	187 0.5%	187 0.4%
Employee Population per Business	14.0	14.3	14.0
Residential Population per Business	23.0	24.1	24.8

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 38.4338/-78.8458

RF5

Market Square East

Harrisonburg, Virginia

Race & Ethnicity

	3 mi radius		5 mi radius		7 mi radius	
White (2011)	38,429	78.5%	52,697	80.3%	62,998	82.1%
Black or African American (2011)	3,096	6.3%	3,624	5.5%	3,816	5.0%
American Indian or Alaska Native (2011)	135	0.3%	220	0.3%	238	0.3%
Asian (2011)	1,674	3.4%	2,026	3.1%	2,089	2.7%
Hawaiian or Pacific Islander (2011)	63	0.1%	68	0.1%	70	0.1%
Other Race (2011)	3,061	6.3%	3,992	6.1%	4,273	5.6%
Two or More Races (2011)	2,468	5.0%	3,036	4.6%	3,265	4.3%
Not Hispanic or Latino Population (2011)	40,813	83.4%	55,366	84.3%	65,813	85.8%
Hispanic or Latino Population (2011)	8,114	16.6%	10,296	15.7%	10,936	14.2%
Not Hispanic or Latino Population (2016)	46,361	81.0%	62,244	81.9%	73,259	83.5%
Hispanic or Latino Population (2016)	10,897	19.0%	13,710	18.1%	14,502	16.5%
Not Hispanic or Latino Population (2010)	39,400	84.2%	53,577	85.0%	64,099	86.4%
Hispanic or Latino Population (2010)	7,409	15.8%	9,429	15.0%	10,062	13.6%
Not Hispanic or Latino Population (2000)	34,965	90.7%	46,222	91.0%	55,804	91.8%
Hispanic or Latino Population (2000)	3,575	9.3%	4,571	9.0%	4,983	8.2%
Projected Hispanic Annual Growth (2011 to 2016)	2,782	6.9%	3,414	6.6%	3,565	6.5%
Historic Hispanic Annual Growth (2000 to 2011)	4,539	11.5%	5,724	11.4%	5,954	10.9%

Age Distribution (2011)

Age Under 5	2,667	5.5%	3,769	5.7%	4,533	5.9%
Age 5 to 9 Years	2,403	4.9%	3,514	5.4%	4,233	5.5%
Age 10 to 14 Years	1,894	3.9%	2,832	4.3%	3,519	4.6%
Age 15 to 19 Years	5,920	12.1%	7,445	11.3%	8,207	10.7%
Age 20 to 24 Years	10,240	20.9%	12,420	18.9%	13,179	17.2%
Age 25 to 29 Years	6,467	13.2%	7,636	11.6%	8,395	10.9%
Age 30 to 34 Years	2,502	5.1%	3,271	5.0%	3,944	5.1%
Age 35 to 39 Years	2,326	4.8%	3,106	4.7%	3,816	5.0%
Age 40 to 44 Years	2,117	4.3%	3,297	5.0%	4,082	5.3%
Age 45 to 49 Years	2,235	4.6%	3,050	4.6%	3,867	5.0%
Age 50 to 54 Years	2,257	4.6%	3,157	4.8%	3,957	5.2%
Age 55 to 59 Years	1,829	3.7%	2,768	4.2%	3,443	4.5%
Age 60 to 64 Years	1,445	3.0%	2,419	3.7%	2,997	3.9%
Age 65 to 74 Years	2,146	4.4%	3,413	5.2%	4,261	5.6%
Age 75 to 84 Years	1,663	3.4%	2,396	3.6%	2,898	3.8%
Age 85 Years or Over	819	1.7%	1,165	1.8%	1,410	1.8%
Median Age	25.8		27.8		29.1	

Gender Age Distribution (2011)

Female Population	24,983	51.1%	33,288	50.7%	39,073	50.9%
Age 0 to 19 Years	6,741	27.0%	9,015	27.1%	10,515	26.9%
Age 20 to 64 Years	15,434	61.8%	20,127	60.5%	23,484	60.1%
Age 65 Years or Over	2,810	11.2%	4,145	12.5%	5,073	13.0%
Female Median Age	25.8		28.0		29.4	
Male Population	23,944	48.9%	32,372	49.3%	37,674	49.1%
Age 0 to 19 Years	6,143	25.7%	8,545	26.4%	9,977	26.5%
Age 20 to 64 Years	15,985	66.8%	20,997	64.9%	24,196	64.2%
Age 65 Years or Over	1,817	7.6%	2,828	8.7%	3,495	9.3%
Male Median Age	26.1		27.7		28.9	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 38.4338/-78.8458

RF5

Market Square East	3 mi radius		5 mi radius		7 mi radius	
Harrisonburg, Virginia						
Household Income Distribution (2011)						
HH Income \$200,000 or More	255	1.6%	543	2.4%	606	2.3%
HH Income \$150,000 to \$199,999	404	2.5%	696	3.1%	852	3.2%
HH Income \$100,000 to \$149,999	1,252	7.9%	1,969	8.9%	2,438	9.2%
HH Income \$75,000 to \$99,999	1,521	9.6%	2,434	10.9%	3,107	11.7%
HH Income \$50,000 to \$74,999	2,344	14.8%	3,526	15.9%	4,515	17.0%
HH Income \$35,000 to \$49,999	2,204	13.9%	3,200	14.4%	3,909	14.8%
HH Income \$25,000 to \$34,999	2,135	13.5%	3,041	13.7%	3,563	13.4%
HH Income \$15,000 to \$24,999	2,673	16.9%	3,264	14.7%	3,576	13.5%
HH Income Under \$15,000	3,068	19.4%	3,567	16.0%	3,928	14.8%
HH Income \$35,000 or More	7,979	50.3%	12,368	55.6%	15,426	58.2%
HH Income \$75,000 or More	3,431	21.6%	5,642	25.4%	7,003	26.4%
Housing (2011)						
Total Housing Units	17,432		24,695		29,694	
Housing Units Occupied	15,852	90.9%	22,242	90.1%	26,497	89.2%
Housing Units Owner-Occupied	6,434	40.6%	10,519	47.3%	13,580	51.3%
Housing Units, Renter-Occupied	9,418	59.4%	11,723	52.7%	12,917	48.7%
Housing Units, Vacant	1,580	9.1%	2,453	9.9%	3,196	10.8%
Median Years in Residence	2.4		2.5		2.6	
Marital Status (2011)						
Never Married	20,130	48.0%	23,286	42.0%	25,293	39.3%
Currently Married	13,499	32.2%	21,184	38.2%	26,476	41.1%
Separated	3,466	8.3%	4,390	7.9%	4,911	7.6%
Widowed	1,799	4.3%	2,644	4.8%	3,211	5.0%
Divorced	3,045	7.3%	3,958	7.1%	4,507	7.0%
Household Type (2011)						
Population Family	27,093	55.4%	40,918	62.3%	50,280	65.5%
Population Non-Family	14,580	29.8%	16,949	25.8%	18,286	23.8%
Population Group Quarters	7,254	14.8%	7,795	11.9%	8,184	10.7%
Family Households	8,046	50.8%	12,513	56.3%	15,613	58.9%
Non-Family Households	7,805	49.2%	9,728	43.7%	10,884	41.1%
Married Couple with Children	2,347	17.4%	3,962	18.7%	5,108	19.3%
Average Family Household Size	3.4		3.3		3.2	
Household Size (2011)						
1 Person Households	4,315	27.2%	5,843	26.3%	6,837	25.8%
2 Person Households	4,694	29.6%	6,977	31.4%	8,638	32.6%
3 Person Households	2,263	14.3%	3,244	14.6%	3,955	14.9%
4 Person Households	3,187	20.1%	4,074	18.3%	4,601	17.4%
5 Person Households	819	5.2%	1,406	6.3%	1,614	6.1%
6 or More Person Households	574	3.6%	697	3.1%	853	3.2%
Household Vehicles (2011)						
Households with 0 Vehicles Available	1,303	8.2%	1,664	7.5%	1,927	7.3%
Households with 1 Vehicles Available	4,774	30.1%	6,406	28.8%	7,415	28.0%
Households with 2 or More Vehicles Available	9,778	61.7%	14,172	63.7%	17,156	64.7%
Total Vehicles Available	32,036		45,430		54,670	
Average Vehicles Per Household	2.0		2.0		2.1	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 38.4338/-78.8458

RF5

Market Square East

Harrisonburg, Virginia

Labor Force (2011)

	3 mi radius	5 mi radius	7 mi radius
Estimated Labor Population Age 16 Years or Over	40,926	54,179	62,958
Estimated Civilian Employed	19,956 48.8%	27,727 51.2%	33,405 53.1%
Estimated Civilian Unemployed	1,546 3.8%	2,213 4.1%	2,551 4.1%
Estimated in Armed Forces	25 0.1%	30 0.1%	48 0.1%
Estimated Not in Labor Force	19,400 47.4%	24,208 44.7%	26,954 42.8%
Unemployment Rate	3.8%	4.1%	4.1%

Occupation (2000)

	3 mi radius	5 mi radius	7 mi radius
Occupation: Population Age 16 Years or Over	17,766	23,940	29,228
Management, Business, Financial Operations	1,724 9.7%	2,505 10.5%	3,254 11.1%
Professional, Related	3,620 20.4%	5,044 21.1%	6,024 20.6%
Service	3,519 19.8%	4,314 18.0%	4,992 17.1%
Sales, Office	4,694 26.4%	6,118 25.6%	7,335 25.1%
Farming, Fishing, Forestry	146 0.8%	229 1.0%	367 1.3%
Construct, Extraction, Maintenance	997 5.6%	1,607 6.7%	2,126 7.3%
Production, Transport Material Moving	3,066 17.3%	4,123 17.2%	5,130 17.6%
White Collar Workers	56.5%	57.1%	56.8%
Blue Collar Workers	43.5%	42.9%	43.2%

Consumer Expenditure (2011)

	3 mi radius	5 mi radius	7 mi radius
Total Household Expenditure	\$703 M	\$1.06 B	\$1.28 B
Total Non-Retail Expenditure	\$403 M 57.3%	\$609 M 57.4%	\$733 M 57.4%
Total Retail Expenditure	\$300 M 42.7%	\$452 M 42.6%	\$544 M 42.6%
Apparel	\$33.8 M 4.8%	\$50.9 M 4.8%	\$61.1 M 4.8%
Contributions	\$24.5 M 3.5%	\$38.2 M 3.6%	\$46.0 M 3.6%
Education	\$16.4 M 2.3%	\$25.0 M 2.4%	\$29.9 M 2.3%
Entertainment	\$38.9 M 5.5%	\$58.9 M 5.6%	\$71.0 M 5.6%
Food and Beverages	\$110 M 15.6%	\$164 M 15.5%	\$198 M 15.5%
Furnishings and Equipment	\$29.9 M 4.2%	\$45.7 M 4.3%	\$55.2 M 4.3%
Gifts	\$17.7 M 2.5%	\$27.3 M 2.6%	\$32.9 M 2.6%
Health Care	\$44.4 M 6.3%	\$66.3 M 6.2%	\$79.7 M 6.2%
Household Operations	\$24.2 M 3.4%	\$37.1 M 3.5%	\$44.6 M 3.5%
Miscellaneous Expenses	\$11.8 M 1.7%	\$17.8 M 1.7%	\$21.4 M 1.7%
Personal Care	\$10.3 M 1.5%	\$15.5 M 1.5%	\$18.6 M 1.5%
Personal Insurance	\$6.96 M 1.0%	\$10.7 M 1.0%	\$12.9 M 1.0%
Reading	\$2.31 M 0.3%	\$3.48 M 0.3%	\$4.19 M 0.3%
Shelter	\$135 M 19.2%	\$204 M 19.2%	\$245 M 19.2%
Tobacco	\$4.99 M 0.7%	\$7.29 M 0.7%	\$8.73 M 0.7%
Transportation	\$141 M 20.0%	\$212 M 20.0%	\$256 M 20.1%
Utilities	\$51.4 M 7.3%	\$76.2 M 7.2%	\$91.4 M 7.2%

Educational Attainment (2011)

	3 mi radius	5 mi radius	7 mi radius
Adult Population Age 25 Years or Over	25,802	35,677	43,074
Elementary (Grade Level 0 to 8)	2,627 10.2%	3,454 9.7%	4,030 9.4%
Some High School (Grade Level 9 to 11)	3,095 12.0%	4,059 11.4%	4,753 11.0%
High School Graduate	7,155 27.7%	9,800 27.5%	12,260 28.5%
Some College	3,688 14.3%	4,907 13.8%	6,096 14.2%
Associate Degree Only	1,003 3.9%	1,696 4.8%	2,211 5.1%
Bachelor Degree Only	4,902 19.0%	6,990 19.6%	8,241 19.1%
Graduate Degree	3,331 12.9%	4,771 13.4%	5,484 12.7%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

EXPANDED PROFILE

2000-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 38.4338/-78.8458

RF5

Market Square East

Harrisonburg, Virginia

Units In Structure (2000)

	3 mi radius		5 mi radius		7 mi radius	
1 Detached Unit	5,013	38.8%	7,962	44.8%	10,924	50.4%
1 Attached Unit	1,630	12.6%	1,986	11.2%	2,105	9.7%
2 to 4 Units	1,882	14.6%	2,364	13.3%	2,570	11.8%
5 to 9 Units	1,473	11.4%	1,775	10.0%	1,935	8.9%
10 to 19 Units	1,975	15.3%	2,039	11.5%	2,090	9.6%
20 to 49 Units	204	1.6%	294	1.7%	375	1.7%
50 or More Units	273	2.1%	435	2.4%	440	2.0%
Mobile Home or Trailer	451	3.5%	916	5.2%	1,241	5.7%
Other Structure	9	0.1%	9	0.1%	11	0.1%

Homes Built By Year (2000)

	3 mi radius		5 mi radius		7 mi radius	
Homes Built 1999 to 2000	264	2.0%	514	2.9%	679	3.1%
Homes Built 1995 to 1998	1,594	12.3%	2,220	12.5%	2,579	11.9%
Homes Built 1990 to 1994	1,366	10.6%	1,937	10.9%	2,351	10.8%
Homes Built 1980 to 1989	2,453	19.0%	3,427	19.3%	3,957	18.2%
Homes Built 1970 to 1979	2,731	21.2%	3,728	21.0%	4,383	20.2%
Homes Built 1960 to 1969	1,363	10.6%	1,941	10.9%	2,462	11.4%
Homes Built 1950 to 1959	1,277	9.9%	1,673	9.4%	2,044	9.4%
Homes Built Before 1949	1,862	14.4%	2,336	13.1%	3,230	14.9%

Home Values (2000)

	3 mi radius		5 mi radius		7 mi radius	
Home Values \$1,000,000 or More	-	-	-	-	-	-
Home Values \$500,000 to \$999,999	8	0.2%	17	0.2%	22	0.2%
Home Values \$400,000 to \$499,999	59	1.3%	90	1.3%	102	1.1%
Home Values \$300,000 to \$399,999	141	3.2%	219	3.2%	255	2.8%
Home Values \$200,000 to \$299,999	472	10.7%	892	12.9%	1,081	12.1%
Home Values \$150,000 to \$199,999	693	15.8%	1,249	18.1%	1,582	17.7%
Home Values \$100,000 to \$149,999	1,393	31.7%	2,284	33.2%	3,072	34.3%
Home Values \$70,000 to \$99,999	1,347	30.6%	1,788	26.0%	2,375	26.5%
Home Values \$50,000 to \$69,999	198	4.5%	231	3.4%	318	3.6%
Home Values \$25,000 to \$49,999	62	1.4%	83	1.2%	106	1.2%
Home Values Under \$25,000	25	0.6%	28	0.4%	31	0.3%
Owner-Occupied Median Home Value	\$130,262		\$136,213		\$132,920	
Renter-Occupied Median Rent	\$318		\$334		\$331	

Transportation To Work (2000)

	3 mi radius		5 mi radius		7 mi radius	
Drive to Work Alone	12,599	70.7%	17,471	72.8%	21,623	73.8%
Drive to Work in Carpool	1,900	10.7%	2,420	10.1%	2,929	10.0%
Travel to Work by Public Transportation	595	3.3%	626	2.6%	639	2.2%
Drive to Work on Motorcycle	35	0.2%	50	0.2%	57	0.2%
Walk or Bicycle to Work	1,818	10.2%	2,128	8.9%	2,377	8.1%
Other Means	248	1.4%	368	1.5%	406	1.4%
Work at Home	625	3.5%	937	3.9%	1,259	4.3%

Travel Time (2000)

	3 mi radius		5 mi radius		7 mi radius	
Travel to Work in 14 Minutes or Less	10,241	59.6%	13,073	56.7%	15,008	53.5%
Travel to Work in 15 to 29 Minutes	5,060	29.4%	7,321	31.7%	9,634	34.4%
Travel to Work in 30 to 59 Minutes	1,397	8.1%	1,961	8.5%	2,513	9.0%
Travel to Work in 60 Minutes or More	496	2.9%	704	3.1%	871	3.1%
Average Minutes Travel to Work	14.2		14.8		15.2	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.