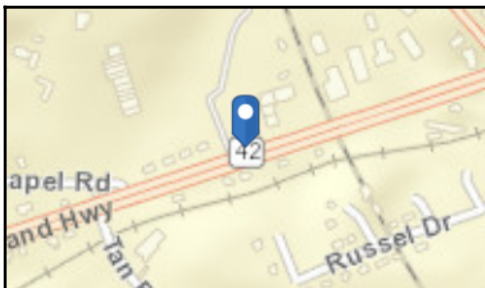
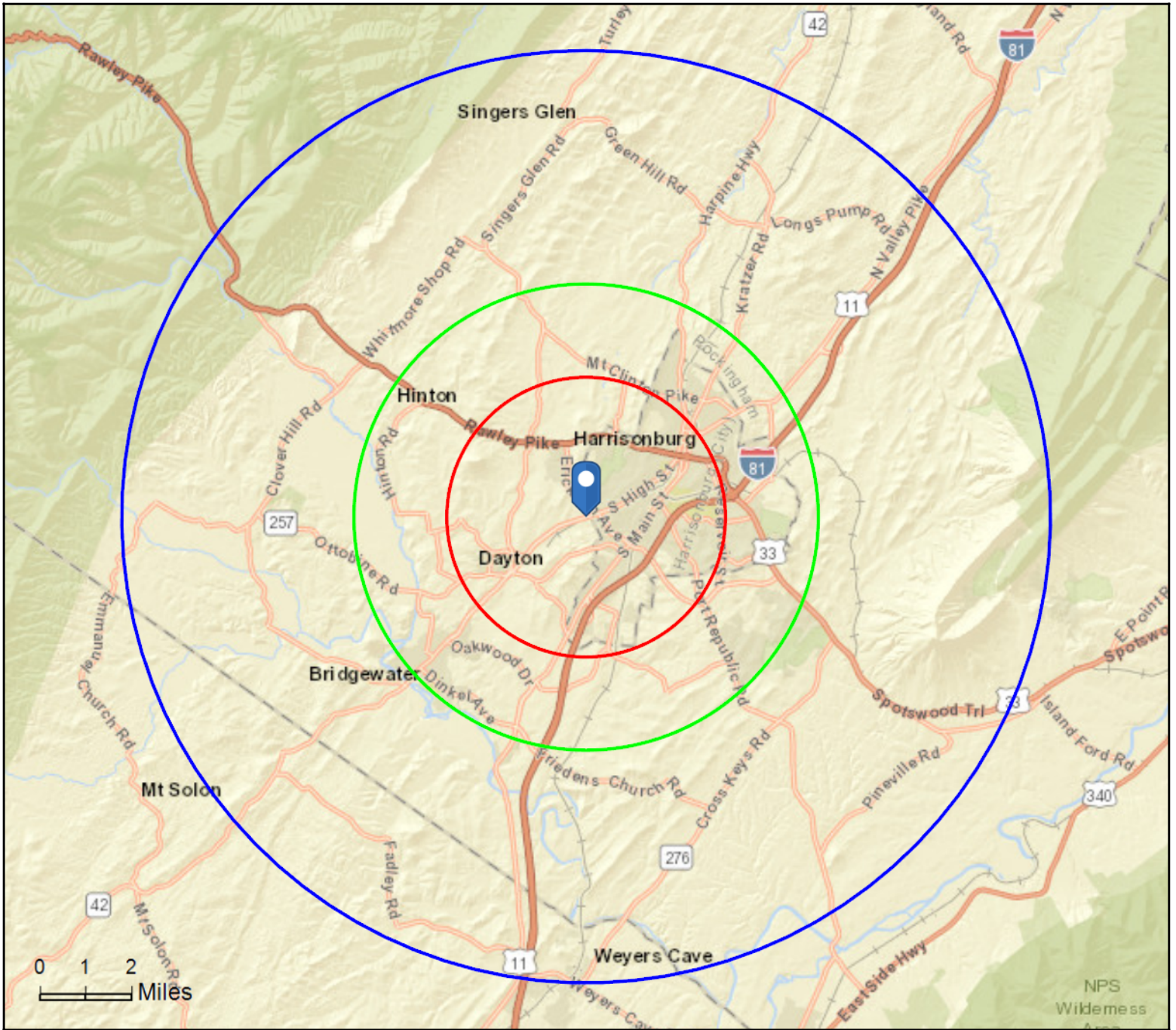


Garbers Cr SC  
2184 John Wayland Hwy, Harrisonburg, Virginia, 22801  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 38.43086  
Longitude: -78.90899





# Community Profile

Garbers Cr SC  
 2184 John Wayland Hwy, Harrisonburg, Virginia, 22801  
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	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	33,970	57,015	77,182
2010 Total Population	39,581	68,987	91,506
2019 Total Population	42,664	75,980	100,046
2019 Group Quarters	6,941	8,957	9,285
2024 Total Population	44,434	79,649	104,583
2019-2024 Annual Rate	0.82%	0.95%	0.89%
2019 Total Daytime Population	47,782	93,698	111,837
Workers	25,184	54,326	60,709
Residents	22,598	39,372	51,128
<b>Household Summary</b>			
2000 Households	10,579	19,020	26,405
2000 Average Household Size	2.62	2.56	2.60
2010 Households	12,225	23,302	31,811
2010 Average Household Size	2.68	2.59	2.59
2019 Households	13,287	25,738	34,805
2019 Average Household Size	2.69	2.60	2.61
2024 Households	13,928	27,082	36,472
2024 Average Household Size	2.69	2.61	2.61
2019-2024 Annual Rate	0.95%	1.02%	0.94%
2010 Families	6,157	12,695	19,039
2010 Average Family Size	3.09	3.07	3.06
2019 Families	6,608	13,856	20,574
2019 Average Family Size	3.10	3.10	3.08
2024 Families	6,873	14,500	21,439
2024 Average Family Size	3.11	3.10	3.08
2019-2024 Annual Rate	0.79%	0.91%	0.83%
<b>Housing Unit Summary</b>			
2000 Housing Units	11,031	19,779	27,825
Owner Occupied Housing Units	43.0%	48.1%	55.4%
Renter Occupied Housing Units	52.9%	48.1%	39.5%
Vacant Housing Units	4.1%	3.8%	5.1%
2010 Housing Units	13,324	25,184	35,376
Owner Occupied Housing Units	40.2%	44.1%	50.1%
Renter Occupied Housing Units	51.5%	48.5%	39.8%
Vacant Housing Units	8.2%	7.5%	10.1%
2019 Housing Units	14,456	27,762	38,626
Owner Occupied Housing Units	40.0%	43.8%	49.5%
Renter Occupied Housing Units	51.9%	48.9%	40.6%
Vacant Housing Units	8.1%	7.3%	9.9%
2024 Housing Units	15,168	29,263	40,571
Owner Occupied Housing Units	40.5%	44.6%	50.1%
Renter Occupied Housing Units	51.3%	48.0%	39.8%
Vacant Housing Units	8.2%	7.5%	10.1%
<b>Median Household Income</b>			
2019	\$45,912	\$50,750	\$54,183
2024	\$50,956	\$55,464	\$59,251
<b>Median Home Value</b>			
2019	\$240,083	\$243,502	\$250,240
2024	\$257,205	\$263,604	\$276,726
<b>Per Capita Income</b>			
2019	\$20,802	\$23,875	\$25,631
2024	\$23,387	\$26,652	\$28,626
<b>Median Age</b>			
2010	23.6	24.9	28.2
2019	24.0	27.0	30.0
2024	24.2	27.7	31.2

**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.



# Community Profile

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	3 miles	5 miles	10 miles
<b>2019 Households by Income</b>			
Household Income Base	13,287	25,738	34,805
<\$15,000	17.4%	13.4%	11.4%
\$15,000 - \$24,999	9.3%	9.1%	8.5%
\$25,000 - \$34,999	11.8%	11.3%	10.2%
\$35,000 - \$49,999	14.6%	15.4%	15.6%
\$50,000 - \$74,999	16.0%	17.0%	18.2%
\$75,000 - \$99,999	11.4%	13.4%	14.6%
\$100,000 - \$149,999	12.1%	12.6%	13.4%
\$150,000 - \$199,999	4.9%	4.6%	4.5%
\$200,000+	2.5%	3.0%	3.6%
Average Household Income	\$64,064	\$68,563	\$72,474
<b>2024 Households by Income</b>			
Household Income Base	13,928	27,082	36,472
<\$15,000	16.4%	12.5%	10.6%
\$15,000 - \$24,999	8.4%	8.1%	7.5%
\$25,000 - \$34,999	10.9%	10.3%	9.2%
\$35,000 - \$49,999	13.5%	14.2%	14.3%
\$50,000 - \$74,999	15.9%	16.9%	17.9%
\$75,000 - \$99,999	12.3%	14.5%	15.6%
\$100,000 - \$149,999	13.8%	14.3%	15.1%
\$150,000 - \$199,999	5.9%	5.6%	5.4%
\$200,000+	3.1%	3.6%	4.3%
Average Household Income	\$71,969	\$76,520	\$80,919
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	5,780	12,170	19,116
<\$50,000	3.5%	3.2%	3.2%
\$50,000 - \$99,999	1.8%	1.5%	2.3%
\$100,000 - \$149,999	7.3%	9.4%	9.1%
\$150,000 - \$199,999	22.4%	22.2%	20.1%
\$200,000 - \$249,999	18.8%	15.7%	15.3%
\$250,000 - \$299,999	14.8%	14.1%	13.6%
\$300,000 - \$399,999	21.6%	20.1%	19.6%
\$400,000 - \$499,999	6.3%	8.3%	8.7%
\$500,000 - \$749,999	1.7%	3.3%	4.7%
\$750,000 - \$999,999	1.0%	1.5%	2.3%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.6%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.5%	0.4%	0.4%
Average Home Value	\$272,561	\$280,462	\$296,486
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	6,138	13,047	20,305
<\$50,000	2.4%	2.3%	2.3%
\$50,000 - \$99,999	1.4%	1.2%	1.7%
\$100,000 - \$149,999	6.4%	8.4%	7.7%
\$150,000 - \$199,999	19.8%	19.8%	17.3%
\$200,000 - \$249,999	18.0%	14.6%	13.9%
\$250,000 - \$299,999	14.9%	14.0%	13.3%
\$300,000 - \$399,999	23.4%	21.1%	20.4%
\$400,000 - \$499,999	7.7%	10.0%	10.4%
\$500,000 - \$749,999	2.8%	5.0%	7.0%
\$750,000 - \$999,999	1.7%	2.6%	4.0%
\$1,000,000 - \$1,499,999	0.2%	0.3%	1.1%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.2%
\$2,000,000 +	1.1%	0.7%	0.7%
Average Home Value	\$306,042	\$313,420	\$339,844

**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.



# Community Profile

Garbers Cr SC  
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 Rings: 3, 5, 10 mile radii

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	3 miles	5 miles	10 miles
<b>2010 Population by Age</b>			
Total	39,583	68,987	91,507
0 - 4	4.6%	5.3%	5.6%
5 - 9	4.4%	5.0%	5.4%
10 - 14	3.7%	4.5%	5.0%
15 - 24	44.9%	35.6%	29.9%
25 - 34	10.7%	12.0%	11.7%
35 - 44	8.3%	9.4%	10.1%
45 - 54	8.5%	9.5%	11.1%
55 - 64	6.9%	7.7%	9.2%
65 - 74	4.2%	5.0%	5.8%
75 - 84	2.8%	3.9%	4.1%
85 +	1.0%	2.1%	2.1%
18 +	85.0%	82.5%	80.9%
<b>2019 Population by Age</b>			
Total	42,665	75,980	100,044
0 - 4	4.3%	4.9%	5.1%
5 - 9	4.1%	4.7%	5.1%
10 - 14	3.9%	4.6%	5.1%
15 - 24	42.6%	32.7%	27.5%
25 - 34	11.8%	13.8%	13.3%
35 - 44	8.4%	9.4%	10.0%
45 - 54	7.6%	8.5%	9.5%
55 - 64	7.7%	8.6%	10.2%
65 - 74	5.4%	6.4%	7.6%
75 - 84	2.8%	3.9%	4.2%
85 +	1.2%	2.4%	2.3%
18 +	85.3%	83.1%	81.9%
<b>2024 Population by Age</b>			
Total	44,434	79,648	104,585
0 - 4	4.4%	5.0%	5.1%
5 - 9	4.1%	4.7%	5.0%
10 - 14	3.9%	4.5%	5.1%
15 - 24	41.9%	32.0%	26.9%
25 - 34	11.3%	13.0%	12.3%
35 - 44	9.0%	10.2%	10.8%
45 - 54	7.4%	8.2%	9.2%
55 - 64	7.4%	8.3%	9.6%
65 - 74	6.0%	7.1%	8.5%
75 - 84	3.3%	4.6%	5.1%
85 +	1.3%	2.4%	2.4%
18 +	85.4%	83.2%	81.8%
<b>2010 Population by Sex</b>			
Males	18,665	32,397	43,671
Females	20,916	36,590	47,835
<b>2019 Population by Sex</b>			
Males	20,226	35,905	48,014
Females	22,438	40,075	52,033
<b>2024 Population by Sex</b>			
Males	21,079	37,668	50,251
Females	23,354	41,980	54,332

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





# Community Profile

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	3 miles	5 miles	10 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	39,581	68,986	91,506
White Alone	82.0%	81.7%	84.7%
Black Alone	4.9%	5.1%	4.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.2%	2.8%	2.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.7%	7.3%	6.2%
Two or More Races	2.7%	2.7%	2.3%
Hispanic Origin	13.0%	13.7%	11.6%
Diversity Index	47.7	48.8	42.8
<b>2019 Population by Race/Ethnicity</b>			
Total	42,664	75,981	100,047
White Alone	76.3%	76.1%	79.9%
Black Alone	6.4%	6.6%	5.4%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	4.0%	3.5%	2.9%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	9.3%	9.9%	8.4%
Two or More Races	3.4%	3.4%	3.0%
Hispanic Origin	18.0%	18.7%	16.0%
Diversity Index	58.5	59.3	53.0
<b>2024 Population by Race/Ethnicity</b>			
Total	44,434	79,649	104,583
White Alone	73.2%	73.0%	77.1%
Black Alone	7.2%	7.3%	6.0%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	4.3%	3.9%	3.3%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	10.8%	11.4%	9.8%
Two or More Races	3.9%	3.9%	3.4%
Hispanic Origin	21.0%	21.6%	18.5%
Diversity Index	63.7	64.3	58.1
<b>2010 Population by Relationship and Household Type</b>			
Total	39,581	68,987	91,506
In Households	82.7%	87.4%	90.2%
In Family Households	50.0%	58.7%	65.7%
Householder	15.6%	18.5%	20.8%
Spouse	11.8%	13.9%	16.3%
Child	18.1%	21.2%	23.6%
Other relative	2.7%	3.0%	2.9%
Nonrelative	1.9%	2.1%	2.0%
In Nonfamily Households	32.6%	28.7%	24.5%
In Group Quarters	17.3%	12.6%	9.8%
Institutionalized Population	1.3%	1.4%	1.2%
Noninstitutionalized Population	16.0%	11.3%	8.7%

**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.



# Community Profile

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	19,192	40,323	57,243
Less than 9th Grade	9.1%	7.4%	7.2%
9th - 12th Grade, No Diploma	5.5%	6.0%	6.4%
High School Graduate	21.2%	22.2%	24.2%
GED/Alternative Credential	4.4%	3.6%	4.0%
Some College, No Degree	15.0%	15.6%	15.9%
Associate Degree	6.3%	6.8%	6.9%
Bachelor's Degree	21.4%	21.6%	20.3%
Graduate/Professional Degree	17.0%	16.7%	15.1%
<b>2019 Population 15+ by Marital Status</b>			
Total	37,381	65,165	84,727
Never Married	57.8%	49.3%	43.9%
Married	32.5%	38.7%	44.0%
Widowed	2.9%	4.6%	4.8%
Divorced	6.8%	7.4%	7.3%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.7%	96.6%	96.9%
Civilian Unemployed (Unemployment Rate)	4.3%	3.4%	3.1%
<b>2019 Employed Population 16+ by Industry</b>			
Total	20,448	37,272	49,709
Agriculture/Mining	1.5%	2.0%	3.2%
Construction	3.9%	4.7%	5.9%
Manufacturing	9.8%	10.7%	10.5%
Wholesale Trade	1.2%	1.7%	2.1%
Retail Trade	9.4%	10.0%	10.7%
Transportation/Utilities	3.2%	3.6%	3.9%
Information	1.7%	1.7%	1.5%
Finance/Insurance/Real Estate	4.6%	4.4%	4.2%
Services	61.2%	58.1%	55.0%
Public Administration	3.4%	3.2%	3.1%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	20,448	37,271	49,707
White Collar	55.5%	57.6%	57.7%
Management/Business/Financial	10.9%	11.7%	12.3%
Professional	22.5%	22.9%	22.0%
Sales	11.2%	12.0%	12.0%
Administrative Support	10.9%	11.0%	11.4%
Services	25.3%	22.5%	20.5%
Blue Collar	19.1%	20.0%	21.8%
Farming/Forestry/Fishing	1.5%	1.4%	1.9%
Construction/Extraction	3.1%	3.2%	3.6%
Installation/Maintenance/Repair	2.4%	2.8%	3.3%
Production	7.6%	7.0%	6.7%
Transportation/Material Moving	4.5%	5.5%	6.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	39,581	68,987	91,506
Population Inside Urbanized Area	96.1%	91.9%	73.0%
Population Inside Urbanized Cluster	0.0%	0.0%	1.0%
Rural Population	3.9%	8.1%	26.1%

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



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<b>2010 Households by Type</b>			
Total	12,226	23,302	31,811
Households with 1 Person	24.4%	26.4%	24.9%
Households with 2+ People	75.6%	73.6%	75.1%
Family Households	50.4%	54.5%	59.9%
Husband-wife Families	38.0%	40.9%	46.8%
With Related Children	17.0%	17.7%	19.9%
Other Family (No Spouse Present)	12.4%	13.5%	13.0%
Other Family with Male Householder	3.9%	4.1%	4.1%
With Related Children	2.2%	2.3%	2.3%
Other Family with Female Householder	8.4%	9.5%	9.0%
With Related Children	5.4%	6.4%	5.9%
Nonfamily Households	25.2%	19.1%	15.2%
All Households with Children	25.0%	26.8%	28.5%
Multigenerational Households	2.5%	2.5%	2.8%
Unmarried Partner Households	5.9%	5.9%	5.7%
Male-female	5.3%	5.3%	5.1%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	12,227	23,302	31,809
1 Person Household	24.4%	26.4%	24.9%
2 Person Household	30.4%	31.8%	33.5%
3 Person Household	16.4%	15.9%	16.0%
4 Person Household	19.4%	16.7%	16.1%
5 Person Household	5.2%	5.3%	5.5%
6 Person Household	2.3%	2.2%	2.3%
7 + Person Household	1.9%	1.7%	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	12,225	23,302	31,811
Owner Occupied	43.9%	47.6%	55.8%
Owned with a Mortgage/Loan	29.8%	31.9%	36.6%
Owned Free and Clear	14.1%	15.7%	19.1%
Renter Occupied	56.1%	52.4%	44.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	13,324	25,184	35,376
Housing Units Inside Urbanized Area	95.6%	91.5%	69.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	1.0%
Rural Housing Units	4.4%	8.5%	29.7%

**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.



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	3 miles	5 miles	10 miles
<b>Top 3 Tapestry Segments</b>			
1.	College Towns (14B)	College Towns (14B)	College Towns (14B)
2.	Dorms to Diplomas (14C)	Bright Young Professionals	Bright Young Professionals
3.	Bright Young Professionals (8C)	Retirement Communities	Salt of the Earth (6B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$21,979,050	\$44,777,790	\$62,736,988
Average Spent	\$1,654.18	\$1,739.75	\$1,802.53
Spending Potential Index	77	81	84
Education: Total \$	\$17,305,937	\$33,781,333	\$46,752,118
Average Spent	\$1,302.47	\$1,312.51	\$1,343.26
Spending Potential Index	82	82	84
Entertainment/Recreation: Total \$	\$31,636,209	\$65,670,268	\$95,114,036
Average Spent	\$2,380.99	\$2,551.49	\$2,732.77
Spending Potential Index	73	78	84
Food at Home: Total \$	\$51,961,841	\$107,134,555	\$152,902,533
Average Spent	\$3,910.73	\$4,162.51	\$4,393.12
Spending Potential Index	76	80	85
Food Away from Home: Total \$	\$38,274,109	\$77,750,187	\$109,445,139
Average Spent	\$2,880.57	\$3,020.83	\$3,144.52
Spending Potential Index	78	82	86
Health Care: Total \$	\$56,083,619	\$118,641,400	\$174,897,368
Average Spent	\$4,220.94	\$4,609.58	\$5,025.06
Spending Potential Index	71	78	85
HH Furnishings & Equipment: Total \$	\$20,904,479	\$43,427,254	\$62,180,116
Average Spent	\$1,573.30	\$1,687.28	\$1,786.53
Spending Potential Index	74	79	84
Personal Care Products & Services: Total \$	\$8,817,712	\$18,367,306	\$26,108,199
Average Spent	\$663.63	\$713.63	\$750.13
Spending Potential Index	75	80	85
Shelter: Total \$	\$188,495,542	\$385,905,611	\$537,862,604
Average Spent	\$14,186.46	\$14,993.61	\$15,453.60
Spending Potential Index	77	81	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$23,222,885	\$49,669,058	\$71,998,716
Average Spent	\$1,747.79	\$1,929.79	\$2,068.63
Spending Potential Index	70	78	83
Travel: Total \$	\$20,776,651	\$43,805,159	\$63,037,710
Average Spent	\$1,563.68	\$1,701.96	\$1,811.17
Spending Potential Index	70	76	81
Vehicle Maintenance & Repairs: Total \$	\$12,037,539	\$24,941,565	\$35,244,039
Average Spent	\$905.96	\$969.06	\$1,012.61
Spending Potential Index	79	85	89

**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.