

# Ashland by the Numbers:

# 2019



Town of Ashland

*Center of the Universe*

**Population**

**Housing**

**Economy**

**Education, Health & Transportation**

# Introduction

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Ashland by the Numbers is intended to create a dialogue about Town trends and how it relates to other similar municipalities in Virginia. The referenced municipalities include Ashland, Abington, Culpeper, Farmville, Purcellville, and South Boston as well as Hanover County and Virginia. The tables, charts, and graphics will help provide a comprehensive understanding of Ashland's demographics, and can be used to assist in informed decision-making.

## Data Sources

The main source of demographic and housing information was the US Census Bureau ([American Fact Finder](#) and [Quick Facts](#)). Through the annual American Community Survey (ACS), the Census provides annual demographic estimates from the decennial survey conducted in 2010 and smaller annual surveys. Since these are five-year estimates, factor in a margin of error for the 2018 numbers. Additional information was obtained from Town records such the number of residential building permits for new homes.

Economic data was provided by the US Census based on their LEHD database ([On the Map](#)). The same caveat with estimates and margin of error also applies to these figures. These figures are produced in five-year intervals, with the latest data being obtained in 2017.

Property assessment data was provided by the Hanover County Assessor's Office and can be accessed online (Hanover County GIS).

For each topic, I'll provide my key takeaways, followed by the data or maps. I'd like this to be the start of a conversation, so please send your questions or comments to [wtucker@ashlandva.gov](mailto:wtucker@ashlandva.gov) or call (804) 798-1073.

Thank you for reading and enjoy!

Sincerely,

**Will Tucker**  
Planner II



# Population

The Comprehensive Plan highlights Ashland as a diverse place to live and work. Tracking population trends can help us project public needs for a variety of services (e.g. parks, roads, police, schools, fires, etc.). The target population growth rate for planning is 1.25% to 2 % annually (pg. 4-34, Comp. Plan). The following pages provide an overview of population data.

## Key Takeaways:

- Since 2010, Virginia's population grew at a rate of 5.2% while Ashland's is slightly higher at 6%.
- Ashland's annual growth is slightly less than 1%, which is less than the targeted population growth rate identified in the Comprehensive Plan.
- Purcellville stands out with a growth percent change of 25.6% since 2010, while Farmville and South Boston are witnessing a population decrease of -1.70% -3.86% since 2010 respectively.
- Ashland has a median age of 33.3, while Farmville has the youngest median age of 23. Ashland's population is younger than the state average, 38, and the County average 43.
- At 15%, the population of age 65 and older of Ashland residents is very similar to the State and County averages.



	Ashland	Abingdon	Culpeper	Farmville	Purcellville	South Boston	Hanover	Virginia
<b>Population</b>								
2018	7,655	8,020	18,113	8,076	9,709	7,828	104,449	8,413,774
2017	7,796	7,981	18,413	7,831	9,771	7,773	105,923	8,470,020
2010	7,225	8,191	16,379	8,216	7,727	8,142	99,863	8,001,024
Percent Change Since 2010	5.95%	-2.09%	10.59%	-1.70%	25.65%	-3.86%	4.59%	5.16%
Average Yearly Percent Change Since 2010	0.85%	-0.30%	1.51%	-0.24%	3.66%	-0.55%	0.66%	0.74%
Land in Square Miles	7.1	8.1	6.7	7.2	3.2	13.1	468.5	39,490.10
Populations per Square Mile, 2018 (a)	1,078.2	990.1	2,703.4	1,121.7	3,034.1	597.6	222.9	213.1
Populations per Square Mile, 2010	1,017.6	1,011.2	2,444.6	1,141.1	2,414.7	621.5	213.2	202.6
(a) does not adjust for municipal boundary changes since 2010. This information will be obtained with the 2020 census.								
<b>Age</b>								
Median Age	33.3	45	32.9	23	35.5	42	42.9	38.1
Under 5-years Old	6.19%	4.10%	8.60%	3.70%	7.50%	7.60%	6.10%	5.00%
Over 65-years old	15.75%	21.92%	12.26%	12.17%	10.62%	22.43%	16.55%	14.62%
<b>Race/Ethnicity</b>								
White	74.80%	93.00%	65.80%	65.80%	83.40%	48.60%	86.60%	68.00%
Black or African American	20.70%	3.30%	19.40%	26.20%	8.00%	48.30%	9.10%	19.20%
American Indian or Alaskan Native	0.30%	0.10%	0.30%	0.10%	0.20%	0.00%	0.20%	0.30%
Asian	1.60%	2.00%	1.10%	1.10%	3.40%	2.00%	1.60%	6.30%
Native Hawaiian or Pacific Islander	0.30%	0.00%	0.40%	0.00%	0.00%	0.00%	0.10%	0.10%
Two or More Races	2.10%	0.50%	4.60%	2.90%	4.30%	1.00%	2.00%	3.70%
Hispanic or Latin (of any race)	12.10%	2.10%	19.90%	8.80%	10.10%	1.00%	2.90%	9.20%
<b>Population Characteristics</b>								
Veterans, 2018	6.00%	8.50%	9.20%	4.00%	9.20%	8.00%	9.10%	10.60%
Foreign Born, 2018	7.30%	4.10%	13.70%	8.00%	7.50%	1.90%	3.70%	12.10%
Persons with Disabilities	12.70%	16.00%	11.60%	8.30%	7.40%	22.30%	10.10%	11.60%
	Low	High						

Table 1

# Housing

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The Comprehensive Plan highlights Ashland's quality and diverse housing stock. Major housing goals are to incentivize reinvestment into an aging housing stock and attract higher value homes to balance the local market. The following pages provide an overview of housing data measures.

## *Key Takeaways:*

- Half of the housing units in Ashland are single-family detached homes. The remaining 50% are a mix of mobile homes, single-family attached (duplex/townhome), or multi-family. Of the included municipalities, Ashland has a much more diverse housing stock, which is central to the Comprehensive Plan.
- The median value of homes in Hanover County is \$275,000 while Ashland's is \$180,600. Being more affordable than the County, Ashland helps diversify the county's housing stock and accommodates a wide range of incomes.
- The most expensive median home value is in Purcellville at \$435,500. High housing cost is associated with many northern Virginia communities due to their proximity to higher paying employers and an increase in urbanization.
- Figure 1 and 2 show the difference in residential assessment from 2015 to 2019. Within four years, much of the housing that was considered

affordable is now workforce housing or even middle- to upper-income housing. This is the case particularly for those properties in Slash Cottage and in western Ashland along Wesley, Snead, and Chapman Street.

- While not shown on Figure 2, Sedgefield Mobile Home Park remains an affordable housing option with some three-bedroom two-bath units listed for approximately \$50,000. This number does not include fees to the management company to lease the land.



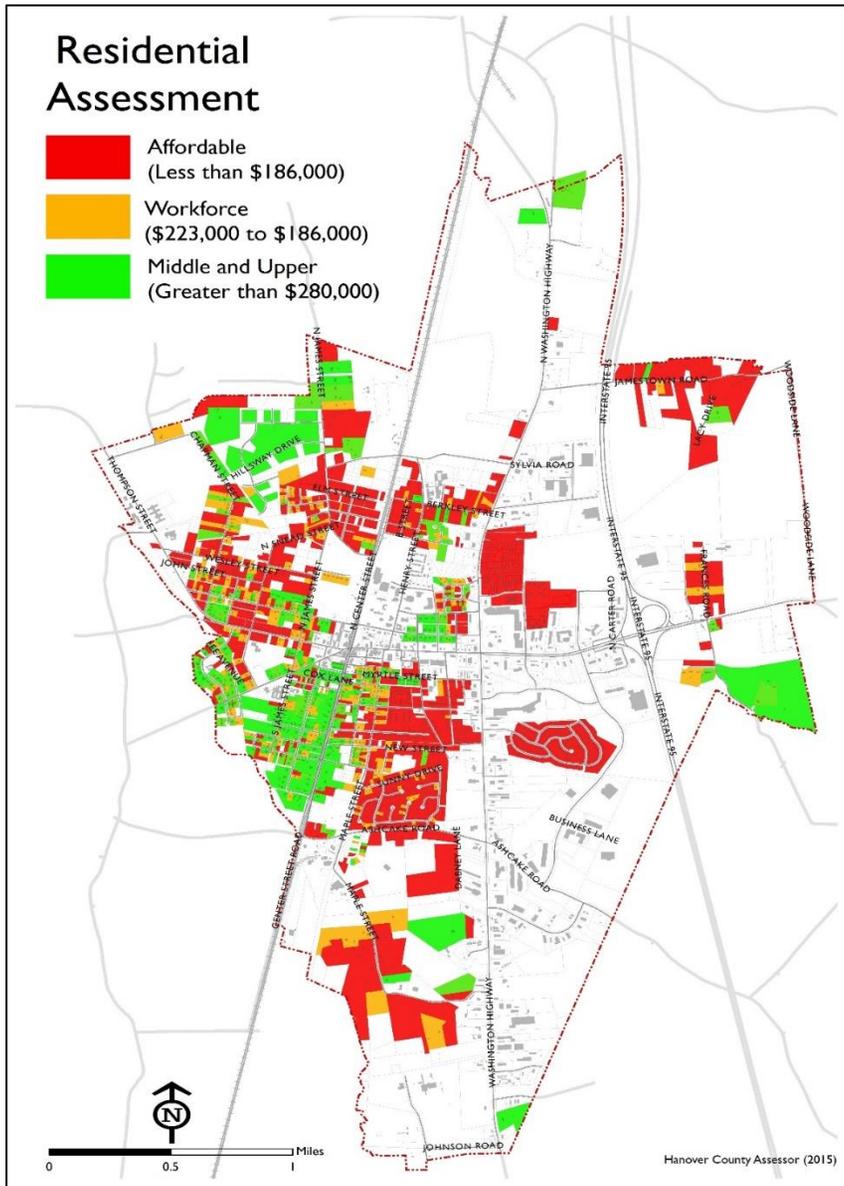


Figure 1

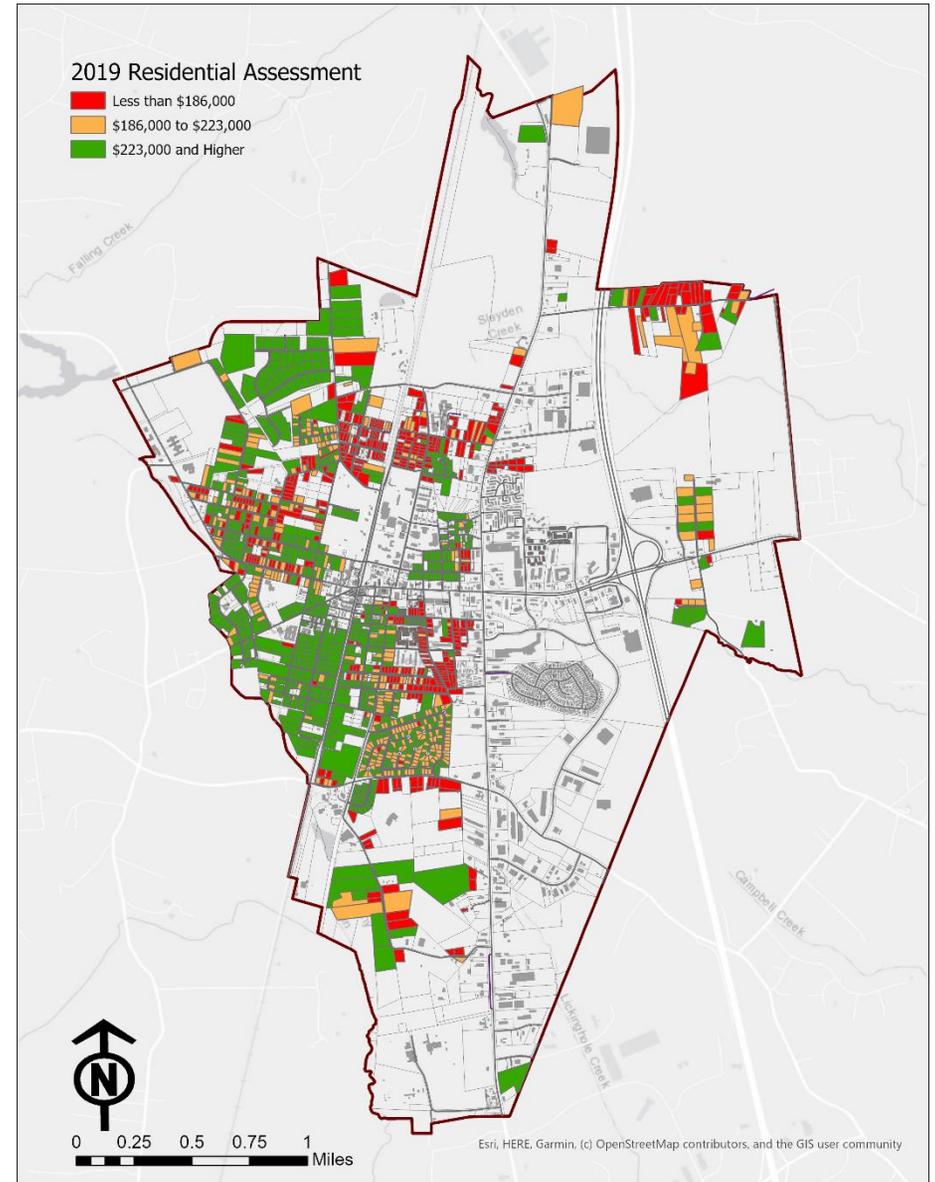


Figure 2

Figure 2 excludes large rental properties such as Misty Pines or Ashland Woods. Since the properties are under common ownership, it inflates the total assessed value above \$1 million which places them in the middle- to upper-income category. Similarly, the land for Sedgefield mobile home park is under common ownership by a management company, and the units on each lot are taxed as personal property. They also have a unique tax structure where the lots are taxed under one GPIN, which makes most of the development appear vacant with a total assessed value over \$10 million. Due to this anomaly, they were excluded from the map.

	Ashland	Abingdon	Culpeper	Farmville	Purcellville	South Boston	Hanover	Virginia
<b>Housing</b>								
Housing Units, 2018	2,868	4,233	6,534	3,100	2,993	3,728	40,846	3,491,091
Single-Family Detached	51.2%	51.3%	58.4%	52.5%	68.8%	73.4%	86.3%	61.7%
Single-Family Attached	15.7%	10.8%	22.3%	8.7%	22.0%	4.3%	4.1%	12.7%
Multi-Family (more than 3 units)	26.7%	33%	19%	33%	6%	20%	8%	20%
Mobile Home	9.0%	5.1%	0.2%	4.3%	2.8%	2.5%	1.6%	5.2%
Owner-occupied Rate	52.10%	49.60%	56.70%	47.60%	80.80%	56.60%	81.60%	66.20%
Owner-occupied Housing Units, Median Value	\$ 180,600	\$ 161,200	\$ 245,700	\$ 174,200	\$ 454,000	\$ 121,000	\$ 275,800	\$ 264,900
Mortgage Payment, Median Cost Per Month, 2014-2018	\$ 1,340	\$ 1,087	\$ 1,721	\$ 1,673	\$ 2,773	\$ 976	\$ 1,730	\$ 1,767
Rent Payment, Median Cost per Month 2014-2018	\$ 979	\$ 650	\$ 1,135	\$ 788	\$ 1,390	\$ 661	\$ 1,155	\$ 1,202
<b>Families and Living Arrangements</b>								
Households, 2018	2,727	3,842	6,112	2,316	2,953	2,915	38,599	3,128,415
Persons per Household, 2018	2.28	2.02	2.93	2.23	3.2	2.51	2.66	2.61
Living in the Same House 1 Year Ago, 2018	78.6%	78.4%	83.8%	80.0%	86.8%	89.8%	89.2%	84.5%
	<b>Low</b>	<b>High</b>						

Rent Cost per Month	
Less than \$500	5.1%
\$500 to \$999	46.9%
\$1,000 to \$1,499	33.6%
\$1,500 to \$1,999	8.2%
\$2,000 to \$2,499	4.0%
\$2,500 to \$2,999	0.0%
\$3,000 or more	2.1%
Median (dollars)	\$ 979

Mortgage Cost per Month	
Less than \$500	0.9%
\$500 to \$999	22.7%
\$1,000 to \$1,499	39.7%
\$1,500 to \$1,999	21.1%
\$2,000 to \$2,499	7.4%
\$2,500 to \$2,999	1.2%
\$3,000 or more	7.0%
Median (dollars)	\$ 1,340

Year Built	
2014 or later	3%
2010 to 2013	3%
2000 to 2009	14%
1990 to 1999	18%
1980 to 1989	20%
1970 to 1979	8%
1960 to 1969	7%
1950 to 1959	10%
1940 to 1949	7%
1939 or earlier	12%

Occupancy	
Total Units	2,868
Occupied	93.3%
Vacant	6.7%

Rent % of Household Income	
< 15.0	28.0%
15.0 to 19.9	5.9%
20.0 to 24.9	5.7%
25.0 to 29.9	10.9%
30.0 to 34.9	6.0%
35.0 <	43.5%

Mortgage % of Household Income	
< 20.0	37.9%
20.0 to 24.9	22.7%
25.0 to 29.9	7.6%
30.0 to 34.9	5.0%
35.0 <	26.9%

Year Householder Moved In	
Moved in 2017 or later	8%
Moved in 2015 to 2016	20%
Moved in 2010 to 2014	26%
Moved in 2000 to 2009	22%
Moved in 1990 to 1999	12%
Moved in 1989 and earlier	12%

# Economy

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The Comprehensive Plan recognizes that Ashland's strong business community provides a tax base to support high quality services. Major goals include increasing the number of entrepreneurs, furthering downtown revitalization, and attracting high quality investment along Route 1. The following pages provide an overview of economic data and assessment measures and additional maps and figures are provided later in the report.

## Key Takeaways:

- Median household income and earnings for workers in Ashland is \$52,216, which is less than the State median, \$71,564, and the County median, \$88,652. However, Ashland's median household income has risen by more than 15% since 2014.
- Referencing the Housing data in the previous section, it is important to note that since 2015 those who spend more than 30% of their income on housing has dropped while median household income has risen. This represents a positive trend for Ashland's residents.
- Ashland's unemployment is 1.9%, which is lower than the State which is at 3.2%.
- 35.9% of Ashland workers earn more than \$3,333 a month; an 8.5% increase over 10 years.



	Ashland	Abingdon	Culpeper	Farmville	Purcellville	South Boston	Hanover	Virginia
<b>Income and Poverty</b>								
Median Household Income	\$ 52,216	\$ 42,716	\$ 60,724	\$ 37,722	\$ 133,735	\$ 39,683	\$ 88,652	\$ 71,564
Median Income for Workers	\$ 19,118	\$ 29,314	\$ 33,010	\$ 6,811	\$ 56,702	\$ 27,126	\$ 44,032	\$ 37,749
Male, Full-time Worker Median	\$ 56,861	\$ 46,768	\$ 52,363	\$ 52,729	\$ 105,021	\$ 38,286	\$ 65,828	\$ 58,337
Female, Full-time Worker Median	\$ 37,123	\$ 31,694	\$ 43,808	\$ 37,879	\$ 66,369	\$ 30,690	\$ 51,323	\$ 46,278
Male-Female Full-time Worker Gap	\$ 19,738	\$ 15,074	\$ 8,555	\$ 14,850	\$ 38,652	\$ 7,596	\$ 14,505	\$ 12,059
Poverty	20%	18%	12%	33%	2%	18%	6%	11%
Under Age 18	35%	26%	14%	23%	3%	19%	8%	15%
Over Age 65	9%	8%	7%	12%	1%	11%	5%	8%
Families	10%	10%	8%	16%	1%	13%	4%	8%
Female Headed Households	26%	22%	22%	18%	0%	27%	17%	24%
	Low	High						

	Ashland	Abingdon	Culpeper	Farmville	Purcellville	South Boston	Hanover	Virginia
<b>Economy</b>								
Unemployment	1.9%	3.8%	3.5%	2.7%	3.2%	3.0%	2.0%	3.2%
Unemployment Rate	3.1%	6.6%	5.0%	7.3%	4.5%	5.7%	3.0%	5.0%
Population Over 16 in Labor Force	61.4%	57.7%	71.2%	37.5%	71.7%	51.6%	67.5%	65.9%
Management	30.2%	43.2%	33.0%	43.5%	53.9%	27.9%	46.0%	43.8%
Service	26.8%	17.0%	19.7%	21.5%	16.0%	17.6%	13.6%	16.6%
Sales and Office	25.3%	23.7%	23.4%	24.1%	19.0%	20.9%	23.9%	20.6%
Natural Resources, Construction, and Maintenance	4.9%	5.0%	12.0%	3.9%	5.8%	6.3%	8.5%	8.4%
Production, Transportation, and Material Moving	12.8%	11.1%	12.0%	6.9%	5.3%	27.3%	8.1%	10.6%
Total Retail Sales, 2012 (in \$1,000)	\$370,475	\$283,218	\$278,085	\$341,608	\$149,078	\$229,717	\$1,752,104	\$110,002,385
Total Retail Sales per capita, 2012	\$50,827	\$34,589	\$16,719	\$41,859	\$17,961	\$28,473	\$17,405	\$13,438
<b>Business</b>								
All Firms, 2012	840	1,398	1,505	678	931	687	10,101	653,193
Men-owned	46.5%	48.1%	44.6%	47.6%	56.8%	54.0%	59.1%	54.0%
Women-owned	33.1%	29.8%	36.7%	26.0%	29.4%	33.0%	30.3%	36.2%
Minority-owned	16.9%	2.1%	19.7%	23.9%	12.6%	23.7%	7.5%	28.3%
Veteran-owned	8.2%	8.3%	7.8%	14.3%	8.3%	11.2%	12.0%	11.7%
	Low	High						

	23005 ZIP		10-year change	TOWN		10-year change
2017 NAICS Industry Sector						
Agriculture, Forestry, Fishing and Hunting	32	0.1%	167%	16	0.1%	-
Mining, Quarrying, and Oil and Gas Extraction	4	0.0%	-33%	1	0.0%	-66.7%
Utilities	27	0.1%	50%	0	0.0%	-
Construction	3,480	15.1%	-4%	950	8.3%	-23.5%
Manufacturing	1,684	7.3%	-10%	483	4.2%	-19.1%
Wholesale Trade	3,843	16.7%	59%	986	8.6%	83.3%
Retail Trade	3,058	13.3%	32%	1,503	13.2%	7.5%
Transportation and Warehousing	756	3.3%	42%	167	1.5%	-18.9%
Information	50	0.2%	-40%	11	0.1%	-52.2%
Finance and Insurance	237	1.0%	-4%	120	1.1%	-13.7%
Real Estate and Rental and Leasing	155	0.7%	-38%	66	0.6%	4.8%
Professional, Scientific, and Technical Services	1,026	4.4%	30%	667	5.8%	105.9%
Management of Companies and Enterprises	251	1.1%	392%	47	0.4%	135.0%
Administration & Support, Waste Management and Remediation	1,228	5.3%	23%	414	3.6%	0.2%
Educational Services	3,764	16.3%	-4%	3,626	31.7%	-5.4%
Health Care and Social Assistance	916	4.0%	19%	654	5.7%	6.7%
Arts, Entertainment, and Recreation	123	0.5%	11%	56	0.5%	154.5%
Accommodation and Food Services	1,506	6.5%	43%	1,119	9.8%	17.1%
Other Services (excluding Public Administration)	802	3.5%	12%	412	3.6%	22.3%
Public Administration	123	0.5%	-20%	123	1.1%	-17.4%

**23005 ZIP**

**TOWN**

All Jobs (2017)

23,065

10-year  
change

11,421

10-year  
change

<b>Jobs by Worker Age</b>						
Age 29 or younger	4,929	21%	-1%	2,354	21%	-14%
Age 30 to 54	12,017	52%	5%	5,853	51%	-3%
Age 55 or older	6,119	27%	76%	3,214	28%	54%
<b>Jobs by Earnings</b>						
\$1,250 per month or less	5,448	24%	20%	3,275	29%	-14%
\$1,251 to \$3,333 per month	7,685	33%	-7%	3,629	32%	-3%
More than \$3,333 per month	9,932	43%	40%	4,517	40%	54%
<b>Jobs by Worker Educational Attainment</b>						
Less than high school	2,170	9%	-	1,047	9%	-
High school or equivalent, no college	5,485	24%	-	2,543	22%	-
Some college or Associate degree	5,701	25%	-	2,773	24%	-
Bachelor's degree or advanced degree	4,780	21%	-	2,704	24%	-

# Education, Health, & Transportation

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The Comprehensive Plan details quality of life in Ashland as a primary action. Improving access to medical services, alternative or low-cost transportation, and quality education resources are key goals. The following pages provide an overview of education, health, and transportation measures.

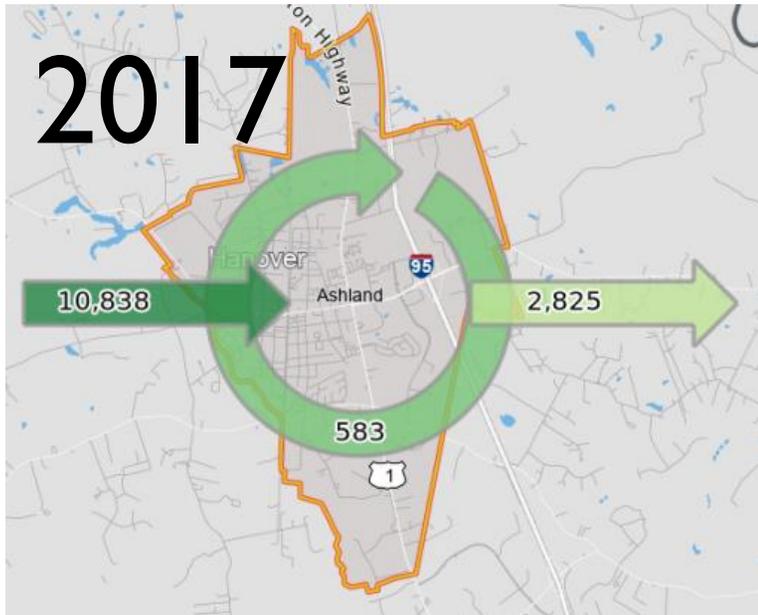
## Key Takeaways:

- Ashland has a lower rate of individuals with a bachelor's degree or higher than the state average. Referencing the previous Economic section, this may explain why Ashland has a low rate of unemployment, but simultaneously having low wages for workers.
- More than 10-percent of Ashlander's walk to work. This is much higher than the state and county averages.
- Ashland has a very small population of commuters who use public transportation. Since Ashlander's have a relatively low percentage of "drive alone" commutes, and a higher rate of walking to work, residents may be more inclined to take public transportation if the service was made more available.

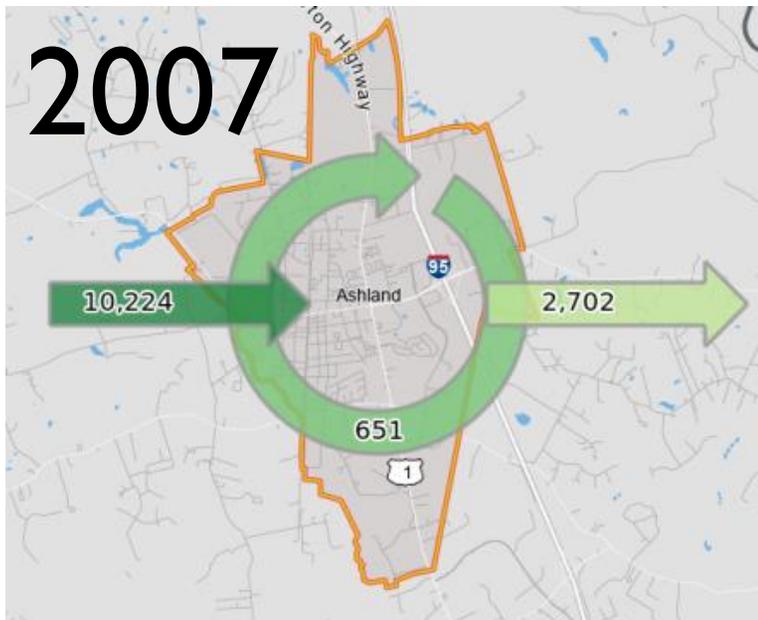


Ashland Abingdon Culpeper Farmville Purcellville South Boston Hanover Virginia

Education and Health								
High School Graduate or Higher, Age 25+	86.40%	90.30%	82.40%	86.20%	93.80%	80.20%	93.10%	89.30%
Bachelor's Degree or Higher, Age 25+	29.10%	34.70%	24.10%	36.40%	54.70%	19.80%	39.20%	38.20%
Persons with Health Insurance	87.8%	92.0%	86.0%	92.2%	95.5%	91.1%	94.9%	90.8%
Commuting								
Transportation								
Car, truck, or van -- drove alone	73.6%	83.4%	80.2%	73.9%	73.8%	79.1%	84.7%	77.2%
Car, truck, or van -- carpooled	6.8%	8.3%	12.1%	3.9%	10.1%	7.5%	5.7%	9.2%
Public transportation (excluding taxicab)	0.8%	0.4%	1.2%	1.1%	3.5%	0.6%	0.3%	4.4%
Walked	10.2%	1.8%	2.4%	14.2%	2.1%	0.4%	1.4%	2.4%
Other means	4.1%	1.0%	1.5%	3.7%	1.7%	11.7%	1.2%	1.7%
Worked at home	4.5%	5.1%	2.5%	3.2%	8.7%	0.8%	6.6%	5.0%
Mean Travel Time to Work (in minutes)	20.3	19.2	35.4	16.6	38.1	15	25.5	28.4
	Low	High						



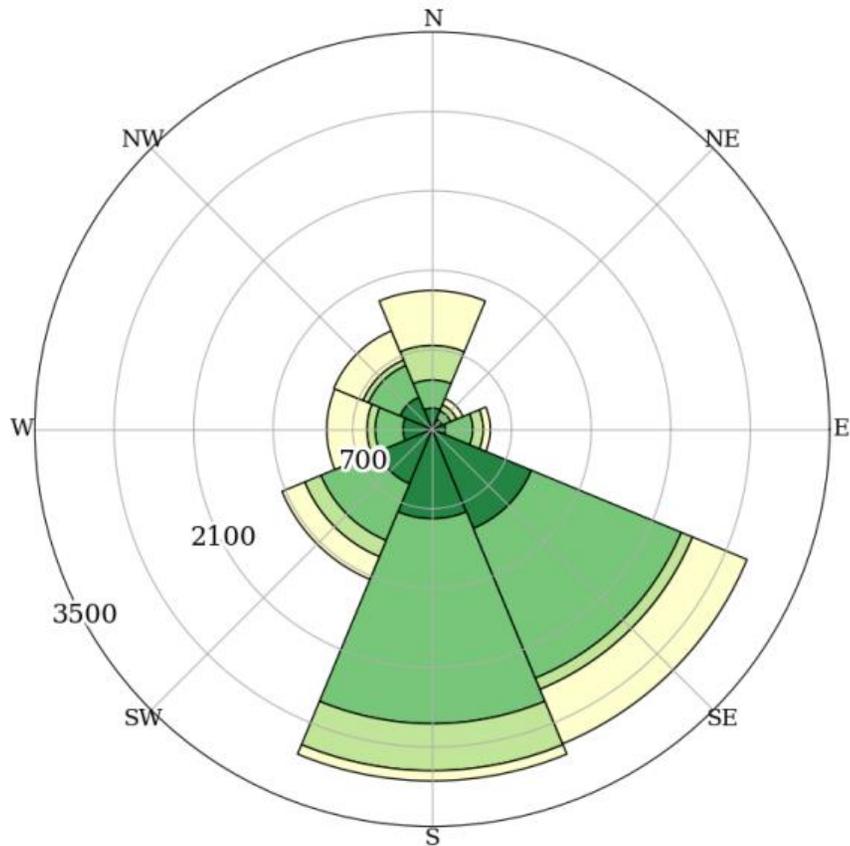
Worker Totals and Flows	2017	
	Count	Share
Employed in the Selection Area	11,421	100.0
Employed in the Selection Area but Living Outside	10,838	94.9
Employed and Living in the Selection Area	583	5.1
Living in the Selection Area	3,408	100.0
Living in the Selection Area but Employed Outside	2,825	82.9
Living and Employed in the Selection Area	583	17.1



Worker Totals and Flows	2007	
	Count	Share
Employed in the Selection Area	10,875	100.0
Employed in the Selection Area but Living Outside	10,224	94.0
Employed and Living in the Selection Area	651	6.0
Living in the Selection Area	3,353	100.0
Living in the Selection Area but Employed Outside	2,702	80.6
Living and Employed in the Selection Area	651	19.4

## All Jobs for All Workers in 2017

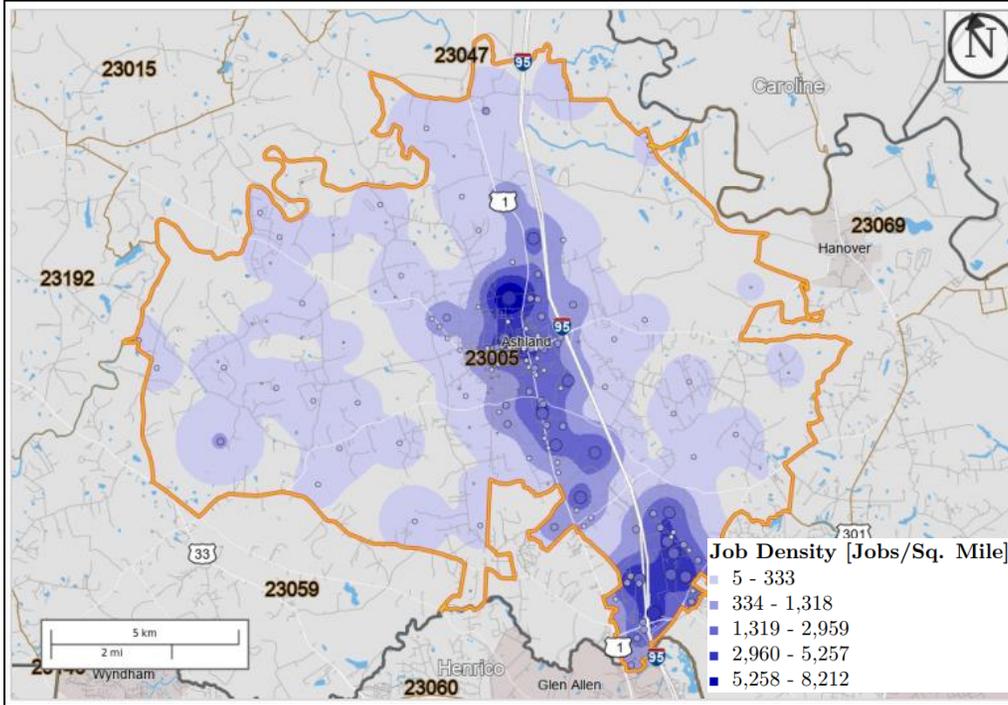
Distance and Direction from Work Census Block to Home Census Block, Employed in Selection Area



- Less than 10 miles
- 10 to 24 miles
- 25 to 50 miles
- Greater than 50 miles

Distance	2017	
	Count	Share
<b>Total All Jobs</b>	11,421	100.0
<b>Less than 10 miles</b>	3,216	28.2
<b>10 to 24 miles</b>	4,890	42.8
<b>25 to 50 miles</b>	1,255	11.0
<b>Greater than 50 miles</b>	2,060	18.0

2017 Employment Density for 23005



2017 Employment Density for the Town

