

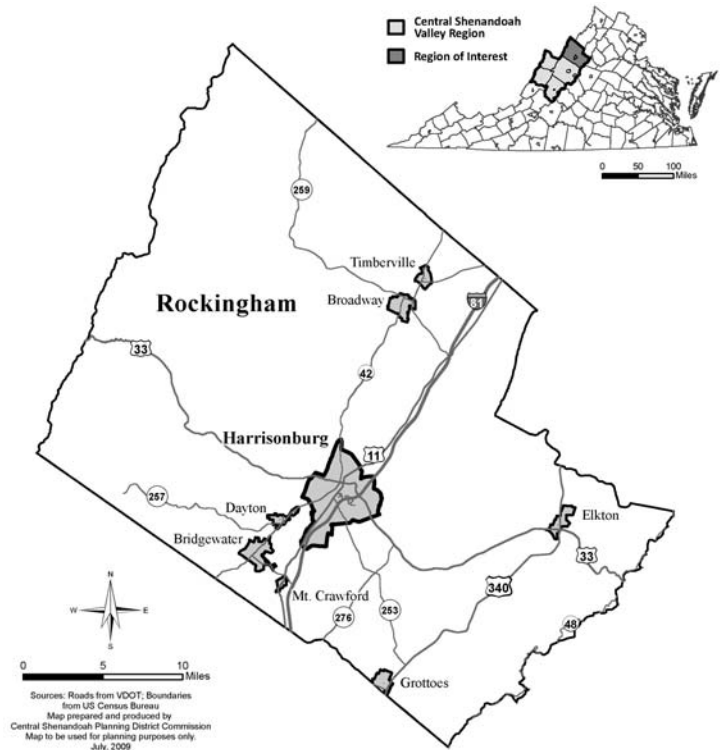
# Central Shenandoah Valley Region

## CITY of HARRISONBURG ROCKINGHAM COUNTY

### Facts and Figures 2010

THE HARRISONBURG-ROCKINGHAM MSA (METROPOLITAN STATISTICAL AREA) is located in the center of the scenic Shenandoah Valley of west-central Virginia. The Harrisonburg-Rockingham MSA covers 871 square miles of land and is home to about 120,500 people. Harrisonburg, founded in 1780, is the County seat and an important education, industry, commercial, technology, and government center. Bridgewater, Broadway, Dayton, Elkton, Grottoes, Mount Crawford, and Timberville are the County's seven incorporated towns.

Formed in 1778 from Augusta County, Rockingham County is bounded on the west by the Allegheny Mountains and on the east by the crest of the Blue Ridge Mountains. Approximately a third of Rockingham County is protected by the Federal Government as National Forest and National Park land. The County is situated at the headwaters of the Shenandoah River and is bisected by Interstate 81. The Harrisonburg-Rockingham MSA is approximately 110 miles north of Roanoke, 125 miles west of Richmond, 125 miles southwest of Washington, D.C., and 68 miles south of the Virginia Inland Port.



#### REGION AT A GLANCE

##### Population

##### Harrisonburg-Rockingham MSA

1990 Census: 88,189

2000 Census: 108,193

2009 Provisional Estimate: 122,858

##### Population by Locality

##### 2009 Provisional Estimate

Harrisonburg: 46,896

Rockingham: 75,962

##### Income

2008 Per Capita: \$31,055

2007 Median Adjusted Gross Income  
for Married Couples

MSA: \$56,593

Harrisonburg: \$55,823

Rockingham: \$56,790

##### Government

Harrisonburg: 5 member City Council

Rockingham: 5 member Board of Supervisors

Incorporated Towns: Town Council

##### Real Estate Tax (per \$100 assessed value)

Harrisonburg: \$0.59

Rockingham: \$0.60

##### Bank Deposits

2009 Total: \$1.803 billion

##### Communications

Fiber optics, ISDN, and DSL capability

##### Transportation

Road – Interstate 81

Rail – CSX, Norfolk Southern, Shenandoah  
Valley Railroad, and Chesapeake Western

Air – Shenandoah Valley Regional Airport

Port – Hampton Roads (225 miles east) and  
Virginia Inland Port (68 miles north)

Sources: Weldon Cooper Center for Public Service and the U.S. Census Bureau

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## POPULATION CHARACTERISTICS

Population	Number		Percent	
	1990	2000	Change	Change
Total Population	88,189	108,193	20,004	22.7%
Male	42,446	52,511	10,065	23.7%
Female	45,743	55,682	9,939	21.7%

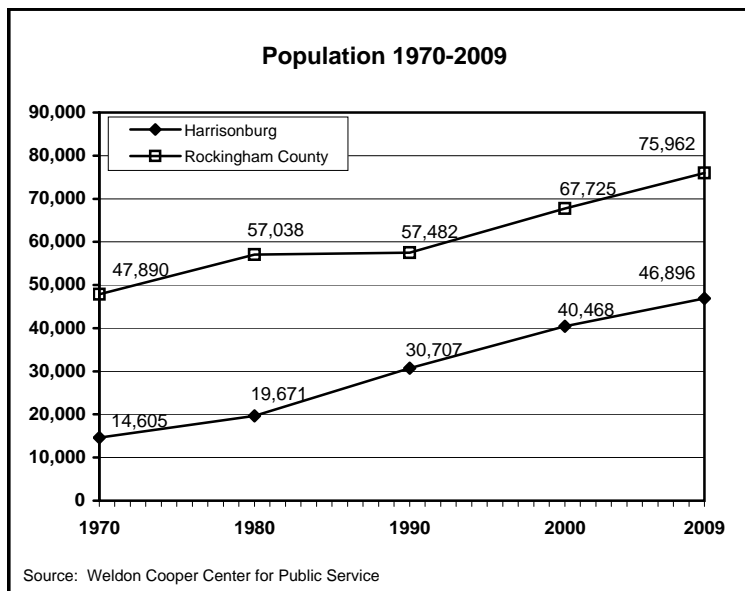
Age	Number		Percent	
	1990	2000	Change	Change
Under 5 years	5,409	6,151	742	13.7%
5 to 17 years	13,429	16,765	3,336	24.8%
18 to 24 years	17,296	22,444	5,148	29.8%
25 to 44 years	25,635	28,149	2,514	9.8%
45 to 64 years	15,605	21,486	5,881	37.7%
65 to 74 years	6,011	6,791	780	13.0%
75 to 84 years	3,597	4,708	1,111	30.9%
85 years and over	1,207	1,699	492	40.8%

Percent under 18 years	21.4%	21.2%	-0.2%	-0.8%
Percent 65 years and over	12.3%	12.2%	-0.1%	-0.5%
Median Age	30.9	31.9	1.0	3.2%

### Education Attainment Highest Level

Persons 25 years and older	1990	2000	Change	Change
Less than high school grad	16,613	16,519	-94	-0.6%
High school graduate	16,468	20,044	3,576	21.7%
Some college, no degree	7,220	9,964	2,744	38.0%
Associate degree	2,147	2,644	497	23.1%
Bachelor's degree	5,884	8,481	2,597	44.1%
Graduate/professional degree	3,778	4,919	1,141	30.2%

Source: U.S. Census Bureau, 1990 and 2000 U.S. Census of Population and Housing



## HOUSING CHARACTERISTICS

Housing	Number		Percent	
	2000	2008	Change	Change
Total Housing Units	41,150	48,041	6,891	16.7%

Source: U.S. Census Bureau, 2008 Housing Units Estimate

### New Single-Family Housing Units Authorized

2000: 557	2006: 886
2001: 540	2007: 902
2002: 763	2008: 565
2003: 665	2009: 469
2004: 1,034	Total 2000-2009: 7,533
2005: 1,152	

Source: Weldon Cooper Center for Public Service

Units in Structure	1990	2000	Change	Change
1-unit, detached	21,785	26,011	4,226	19.4%
1-unit, attached	1,263	2,441	1,178	93.3%
2 to 4 units	3,108	3,292	184	5.9%
5 or more units	3,546	5,603	2,057	58.0%
Manufactured home, trailer, and other	3,812	3,670	-142	-3.7%

Occupancy and Tenure	1990	2000	Change	Change
Occupied Units	31,060	38,488	7,428	23.9%
Owner Occupied	20,560	24,912	4,352	21.2%
Percent	66.2%	64.7%	-1.5%	-2.2%
Average Household Size	2.68	2.62	-0.06	-2.2%
Renter Occupied	10,500	13,576	3,076	29.3%
Average Household Size	2.42	2.50	0.08	3.3%
Vacant Units	2,454	2,529	75	3.1%
Homeowner Vacancy Rate	1.39%	1.37%	-0.02%	-1.4%
Renal Vacancy Rate	5.03%	4.37%	-0.66%	-13.1%

Value	1990	2000	Change	Change
Specified owner-occupied units				
Median (\$)	75,500	112,818	37,318	49.4%

Contract Rent	1990	2000	Change	Change
Specified renter-occupied units				
Median (\$)	315	482	167	53.0%

Households by Type	1990	2000	Change	Change
Total Households	31,060	38,488	7,428	23.9%
Family Households	21,754	25,341	3,587	16.5%
Non-family Households	9,306	13,147	3,841	41.3%
Percent of Total	30.0%	34.2%	4.2%	14.0%

Average Household Size	2.59	2.58	-0.01	-0.4%
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Source: U.S. Census Bureau, 1990 and 2000 U.S. Census of Housing

## ECONOMIC CHARACTERISTICS

			Number	Percent
<b>Civilian Labor Force</b>	<b>2000</b>	<b>2009</b>	<b>Change</b>	<b>Change</b>
Civilian Labor Force	55,446	65,743	10,297	18.6%
Number Employed	54,398	61,750	7,352	13.5%
Number Unemployed	1,048	3,993	2,945	281.0%
Unemployment Rate	1.9%	6.1%	4.2%	221.1%

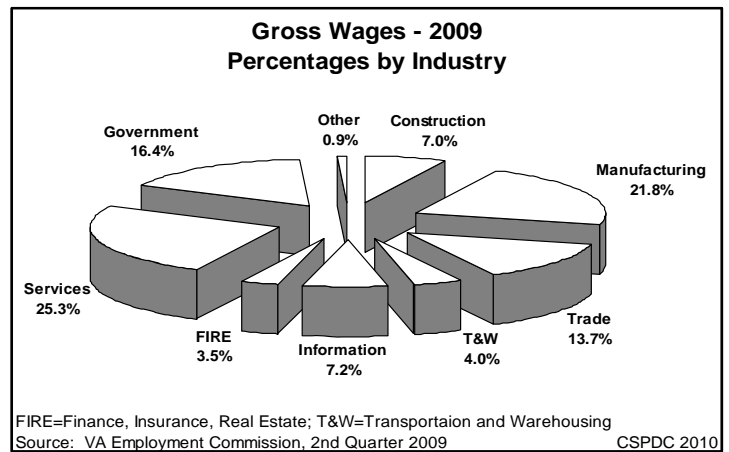
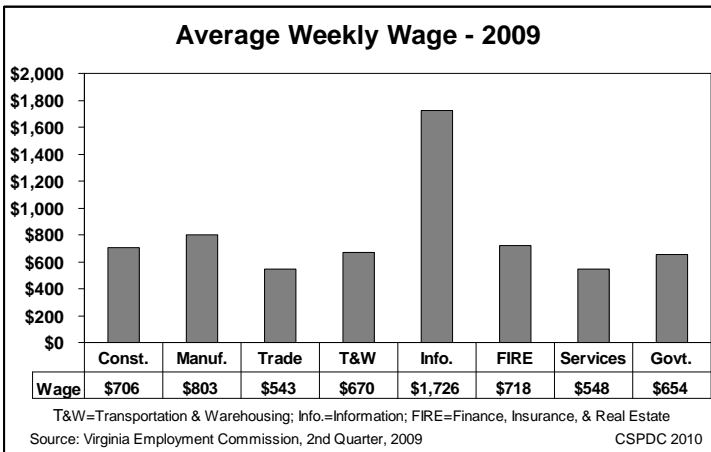
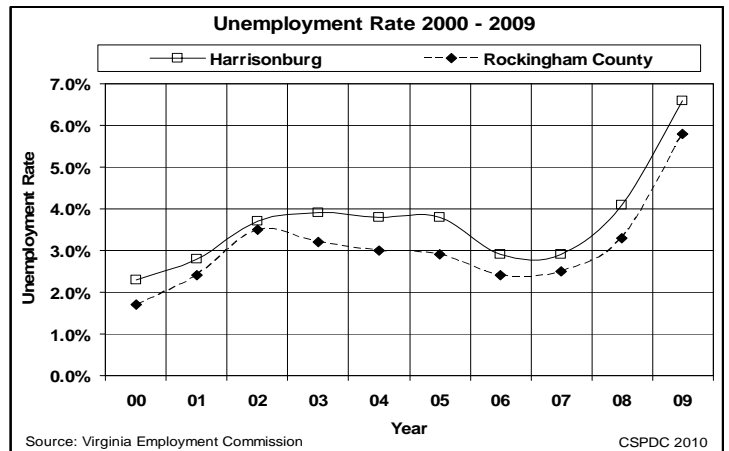
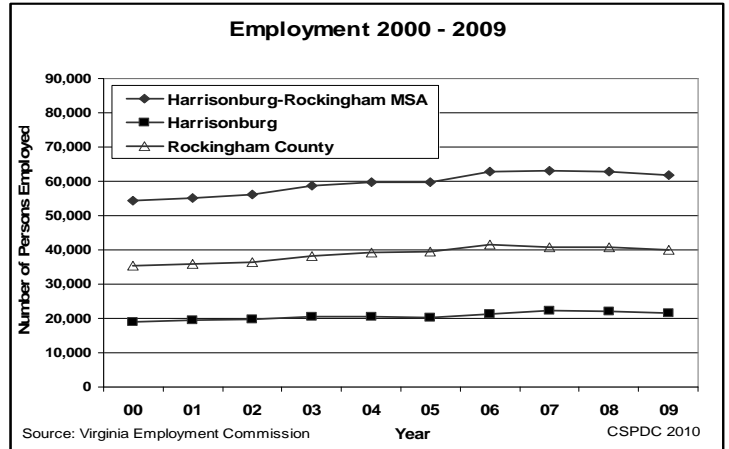
Source: Virginia Employment Commission, 2010

<b>Agriculture</b>	<b>2002</b>	<b>2007</b>
Number of Farms	2,043	1,970
Land in Farms (acres)	248,578	233,087
Average Size of Farms (acres)	122	118
Market Value of Products Sold (\$000)	\$446,663	\$534,142
Number of Farm Operators	3,219	3,094
Number of Hired Farm Workers	2,564	1,602
Payroll of Hired Farm Workers (\$000)	\$17,799	\$14,315

Source: U.S. Census of Agriculture, 2002 and 2007

<b>Tourism/Travel</b>	<b>2008</b>
Total Travel Expenditures	\$244,073,494
Travel Related Payroll	\$46,075,222
Travel Generated Employment	2,739
Local Tax Receipts	\$7,801,436

Source: Virginia Tourism Corporation



Employment by Industry Classification - 2009					
	Harrisonburg	Rockingham	H-R MSA	% of MSA	% of VA
Agricultural, Forestry	78	452	530	0.9%	0.3%
Mining & Quarrying	*	81	97	0.2%	0.2%
Utilities	*	34	34	0.1%	0.3%
Construction	1,157	2,681	3,837	6.6%	5.4%
Manufacturing	2,924	7,551	10,475	18.0%	6.7%
Trade, Wholesale & Retail	6,159	3,603	9,762	16.8%	14.3%
Transportation & Warehousing	432	1,893	2,325	4.0%	2.7%
Information	1,542	79	1,620	2.8%	2.3%
Finance, Insurance & Real Estate	1,092	783	1,875	3.2%	4.9%
Services	10,942	6,900	17,842	30.7%	43.3%
Government	6,025	3,677	9,702	16.7%	19.5%
<b>TOTAL</b>	<b>30,368</b>	<b>27,732</b>	<b>58,100</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Virginia Employment Commission, 2nd Quarter, 2009

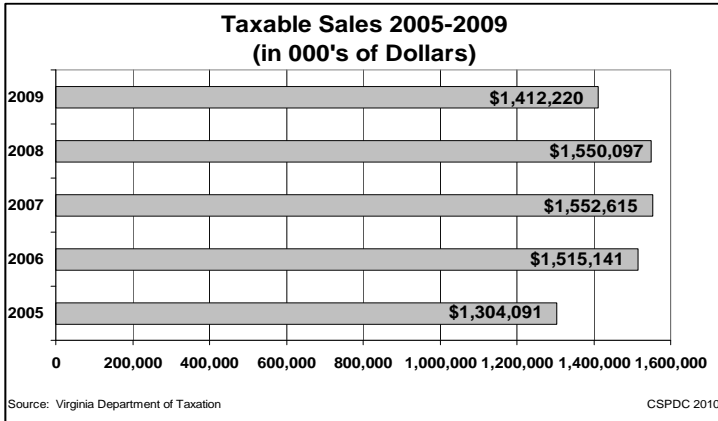
\* Data is withheld, but included in total. Columns may not total due to rounding & withheld data.

CSPDC 2010

Number of Business Establishments: All Industries					
	2005	2006	2007	2008	2009
Harrisonburg	1,507	1,546	1,582	1,590	1,557
Rockingham County	1,441	1,524	1,543	1,567	1,557
Harrisonburg-Rockingham MSA	2,948	3,070	3,125	3,157	3,114

Source: Virginia Employment Commission  
Covered Employment and Wages, 2nd Quarter

CSPDC 2010



Public Schools		2008-2009
Average Daily Membership		15,809
Total Expenditures per Pupil		\$10,885
Local Share		\$4,572
Ratio of Pupils per Classroom Teacher		
Elementary (K-7)		12.3
Secondary (8-12)		9.3
Total Graduates		1,185
Percent Continuing Education		71.6%

Source: Virginia Department of Education

## COMMUNITY

**Recreation:** Washington-Jefferson National Forest, Skyline Drive, Shenandoah National Park, Appalachian Trail, Natural Chimneys Regional Park, and Massanutten Resort. Local parks and recreation programs, golf and tennis courts, swimming pools and ball fields are abundant.

**Attractions:** Hardesty-Higgins House, Court Square Theater, Virginia Quilt Museum, Dayton Farmers' Market, Green Valley Book Fair, Harrisonburg Children's Museum, Fort Harrison House, Shenandoah Heritage Farmers' Market, and the New Market Battlefield. Local colleges and universities sponsor lectures, concerts, art exhibits, and athletic events in addition to housing museums, planetariums, and observatories.

**Events:** Rockingham County Fair, Virginia Mennonite Relief Sale, Shenandoah Valley Bach Festival, Dayton Days, and ValleyFest are just a few of the region's many events.

**Colleges:** James Madison University, Bridgewater College, and Eastern Mennonite University. Other regional schools include Washington and Lee University, Virginia Military Institute, Southern Virginia University, Mary Baldwin College, Dabney S. Lancaster Community College, and Blue Ridge Community College. Virginia Tech and the University of Virginia are nearby.

**Healthcare:** Rockingham Memorial Hospital provides healthcare services.

## ADDITIONAL INFORMATION

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**Central Shenandoah Valley's Regional Data Center**  
An extensive database of regional demographic and economic data may be accessed by following the links on the Central Shenandoah Planning District Commission website ([www.cspdc.org](http://www.cspdc.org)) or the Shenandoah Valley Partnership website ([www.shenandoah-valley.biz](http://www.shenandoah-valley.biz)).

