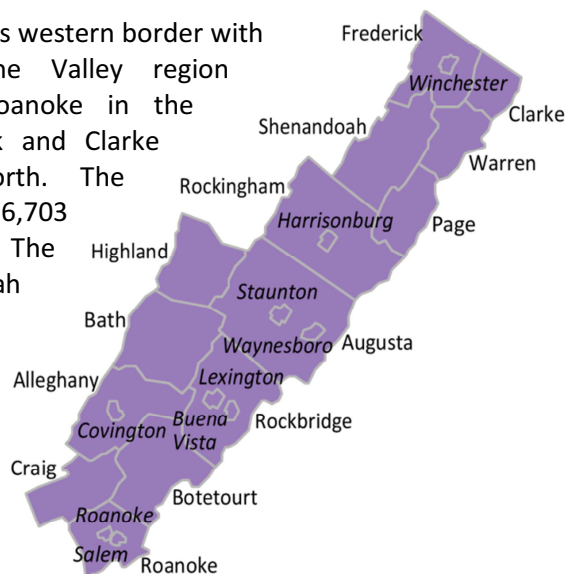


Located on Virginia's western border with West Virginia, the Valley region stretches from Roanoke in the south to Frederick and Clarke counties in the north. The

region's nine cities and fourteen counties cover 6,703 square miles, much of it rural and mountainous. The region includes large portions of the Shenandoah Valley; Shenandoah National Park and the Appalachian Trail are destinations for many outdoor enthusiasts.



Population Trends, 2000-2010

2010 Census for Valley

Total Population	783,692
Growth Rate	10.6%
Population Density (persons/square mile)	117

As a region, the Valley grew less over the past decade than the state as a whole (11% vs. 13%). The Valley region gained 75,000 persons between 2000 and 2010. This growth accounts for 8% of Virginia's total population growth.

Population Growth

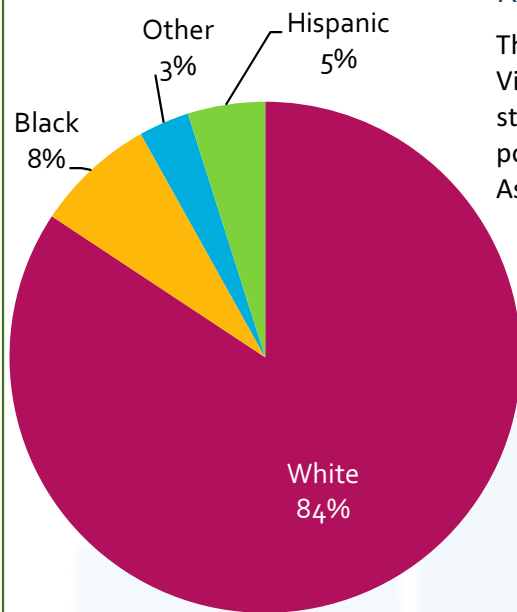
Eighteen of the Valley's 23 localities had population increases over the past decade.

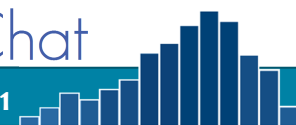
- Migration fueled the majority of this growth (80%).
- Frederick had the largest absolute growth, gaining 19,000 persons, and the highest growth rate: 32%.
 - With greater than 15% growth, Warren, Shenandoah, and Harrisonburg all grew faster than the state's total population.
- Highland, the least populous locality in the state, had the highest percent population loss in the Valley region. Since 2000, Highland County lost more than 200 persons, an 8% reduction.

Race and Ethnicity in the Valley Region

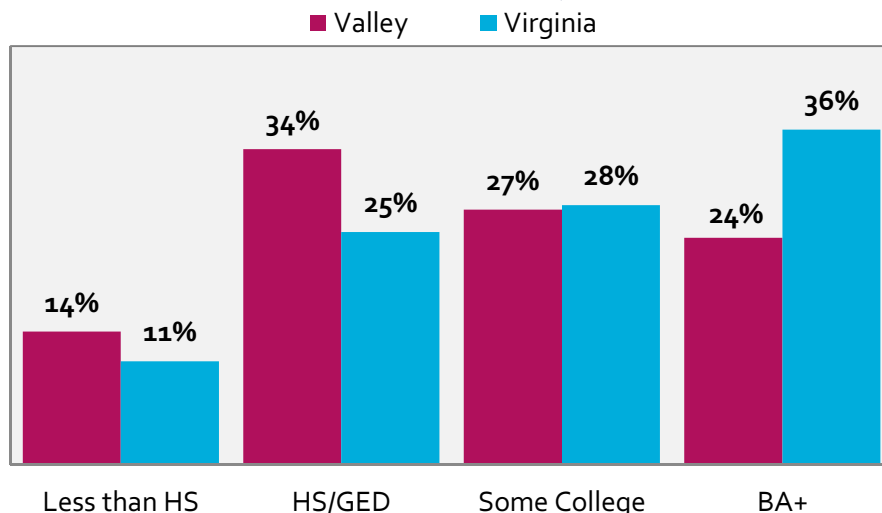
The Valley region is one of the least diverse regions in Virginia; its population is 84% white compared to 65% statewide. Like the state, the Valley's white and black populations grew very little over the past decade while Asian and Hispanic populations grew more rapidly.

- Between 2000 and 2010, the Hispanic population increased in all localities; the Asian population increased in all but three.
- Frederick, Harrisonburg, and Roanoke City each gained 4,000 Hispanics.
- Harrisonburg has one of the highest concentrations of Hispanics in the state: 16% of its population.
- Roanoke County had the largest increase in Asian population in the region, gaining more than 1,000.





Educational Attainment, Adults 25-64



Educational attainment among the Valley's working age population (adults ages 25-64) differs from educational attainment at the state level. The Valley region has

- A higher percentage of adults who only completed high school, compared to the state.
- The second highest percentage of adults with only a high school diploma or GED among Virginia's eight regions.
- A lower percentage of adults with a bachelor's degree or higher, compared to the state.

Labor Force Participation

Labor force statistics for Valley show

- **Unemployment was 7.2% in 2009**, lower than Virginia's unemployment rate (7.5%) and the national average (9.7%).
 - **Rockingham** had the lowest unemployment rate (5.8%) while **Page** had the highest (11.9%).
- **Fifty-one percent of workers commute less than 20 minutes to work** in the Valley, the highest percentage of short commute times for all eight regions.

Income and Poverty

- Nearly a quarter of the Valley's households earn less than \$25,000 per year.
- Twelve percent of households fall below the poverty line in the Valley, higher than the statewide poverty rate of 10%.
- Seven percent of households receive food stamps.

In addition, **27% of Valley region households do not have adequate income** to meet their regular expenditures, such as housing, food, and transportation, without help from government programs, family and friends, or local organizations.

Sources: Data on population trends and race/ethnicity are from the 2000 and 2010 Census. Data on 2009 unemployment rate are from Bureau of Labor Statistics Local Area Unemployment statistics. Data on income adequacy are from a Cooper Center study. All other data are from the 2007-2009 American Community Survey from the U.S. Census Bureau.

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