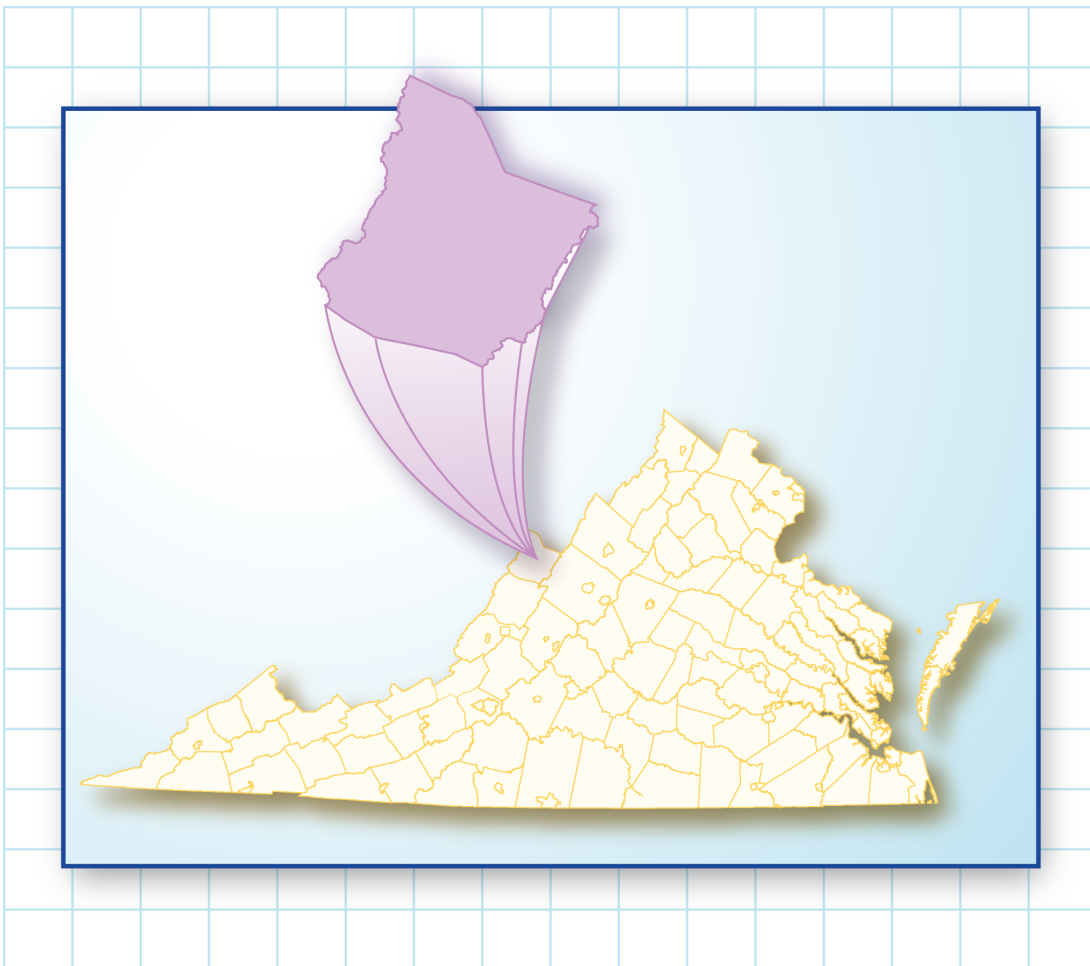


Virginia

COMMUNITY PROFILE

Highland County



Virginia Works

Economic Information & Analytics Division

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<https://www.virginiaworks.com>

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I. Introduction

This report provides a community profile of Highland County. It is intended to complement the information found in our Virginia Workforce Connection application, which can be accessed online at:

www.virginiaworks.com

The report is divided into three major sections. The first contains a profile of regional demographic characteristics and trends, the second supplies similar information for the regional economy, and the third provides a profile of regional education characteristics.

II. Demographic Profile

Overview

This Demographic Profile provides an in-depth analysis of the population in Highland County. Most of the data is produced by the U.S. Census Bureau, and includes demographic characteristics such as age, race/ethnicity, and gender.



Related Terms and Definitions

Ability to speak English

For people who speak a language other than English at home, the response represents the person's own perception of his or her ability to speak English. Because census questionnaires are usually completed by one household member, the responses may represent the perception of another household member.

Age

The age classification is based on the age of the person in complete years as of April 1, 2010. The age of the person usually was derived from their date of birth information. Their reported age was used only when date of birth information was unavailable.

Gender

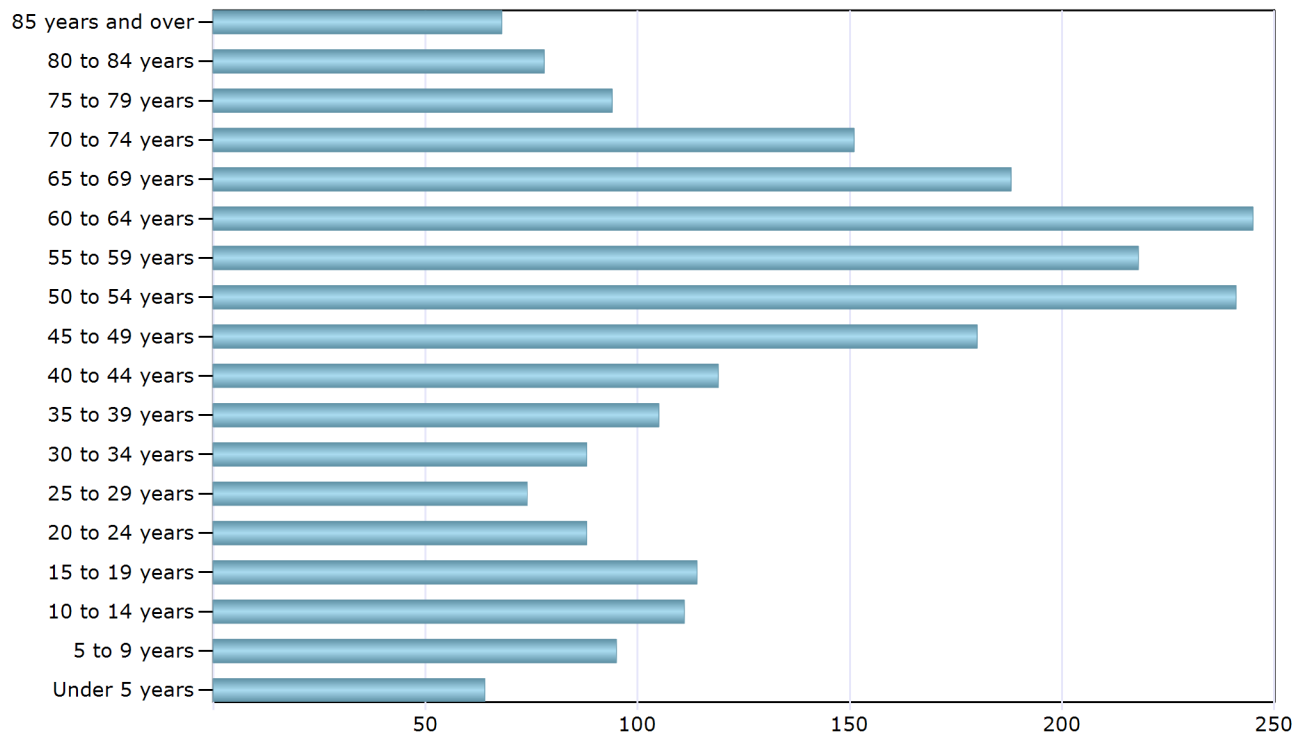
The data on gender were derived from answers to a question that was asked of all people. Individuals were asked to mark either "male" or "female" to indicate their gender. For most cases in which gender was not reported, it was determined by the appropriate entry from the person's given (i.e., first) name and household relationship. Otherwise, gender was imputed according to the relationship to the householder and the age of the person.

Race

The concept of race as used by the Census Bureau reflects self-identification by people according to the race or races with which they most closely identify. The categories are sociopolitical constructs and should not be interpreted as being scientific or anthropological in nature. Furthermore, the race categories include both racial and national-origin groups.

Please note: In the past, our population by race/ethnicity data has always excluded the Hispanic ethnicity from each race category. Starting in January 2013, each race category now includes all ethnicities.

Population by Age



	Highland County	Virginia	United States
Under 5 years	64	509,625	20,201,362
5 to 9 years	95	511,849	20,348,657
10 to 14 years	111	511,246	20,677,194
15 to 19 years	114	550,965	22,040,343
20 to 24 years	88	572,091	21,585,999
25 to 29 years	74	564,342	21,101,849
30 to 34 years	88	526,077	19,962,099
35 to 39 years	105	540,063	20,179,642
40 to 44 years	119	568,865	20,890,964
45 to 49 years	180	621,155	22,708,591
50 to 54 years	241	592,845	22,298,125
55 to 59 years	218	512,595	19,664,805
60 to 64 years	245	442,369	16,817,924
65 to 69 years	188	320,302	12,435,263
70 to 74 years	151	229,502	9,278,166
75 to 79 years	94	173,929	7,317,795
80 to 84 years	78	130,801	5,743,327
85 years and over	68	122,403	5,493,433
	2,321	8,001,024	308,745,538

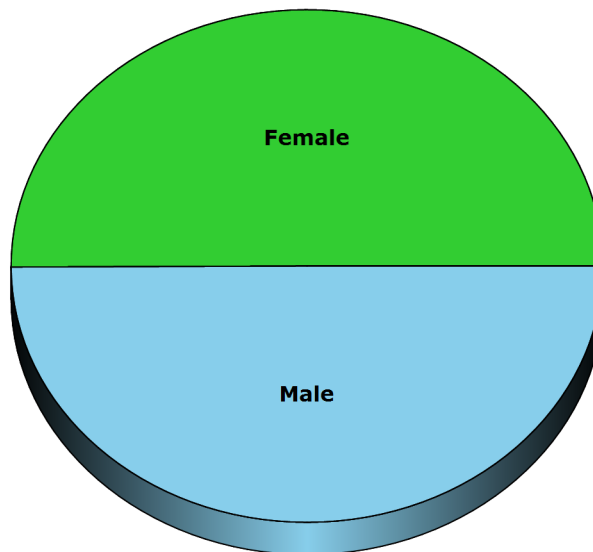
Source: 2010 Census.

Population by Race/Ethnicity

	Highland County	Virginia	United States
Total			
Total Population	2,321	8,001,024	308,745,538
Race			
White	2,289	5,486,852	223,553,265
Black or African American	6	1,551,399	38,929,319
American Indian or Alaska Native	5	29,225	2,932,248
Asian	4	439,890	14,674,252
Native Hawaiian/Pacific Islander		5,980	540,013
Other	12	254,278	19,107,368
Multiple Races	5	233,400	9,009,073
Ethnicity			
Not Hispanic or Latino (of any race)	2,303	7,369,199	258,267,944
Hispanic or Latino (of any race)	18	631,825	50,477,594

Source: 2010 Census.

Population by Gender

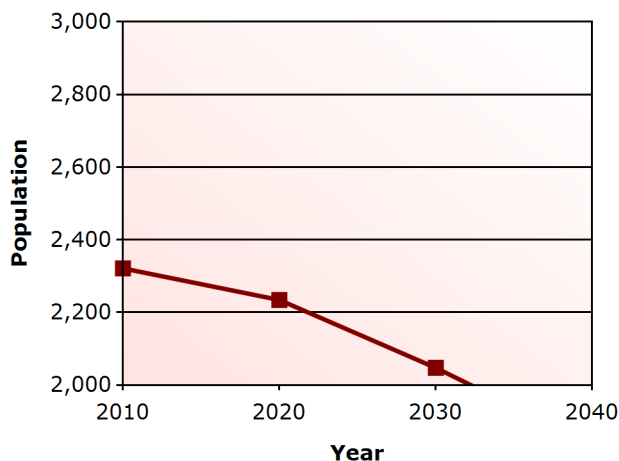


	Highland County	Virginia	United States
Male	1,159	3,925,983	151,781,326
Female	1,162	4,075,041	156,964,212
	2,321	8,001,024	308,745,538

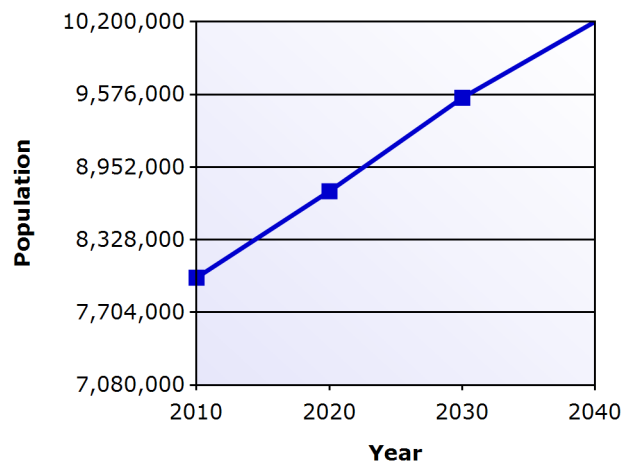
Source: 2010 Census.

Population Change

Highland County



Virginia



	Highland County	Percent change	Number Change	Virginia	Percent change	Number Change
2000	2,536			7,079,030		
2010	2,321	-8.48 %	-215	8,001,024	13.02 %	921994
2020	2,234	-3.75 %	-87	8,744,273	9.29 %	743249
2030	2,047	-8.37 %	-187	9,546,958	9.18 %	802685
2040	1,835	-10.36 %	-212	10,201,530	6.86 %	654572

Source: U.S. Census Bureau, Weldon Cooper Center for Public Service.

Did you know...

you can log on to our website today and see population counts from each Decennial Census all the way back to 1900? Looking for annual population estimates? We have those too, all the way back to the 1970s!

For this data and more, visit us on the web at:

www.VirginiaWorks.com

United States™
Census
2010

Population Projections by Age and Gender

	2020		2030		2040	
	Female	Male	Female	Male	Female	Male
Under 5 years	31	26	29	24	25	20
5 to 9 years	43	37	40	34	34	29
10 to 14 years	45	39	40	36	39	35
15 to 19 years	42	45	36	39	34	37
20 to 24 years	34	30	26	23	25	22
25 to 29 years	32	37	24	29	22	26
30 to 34 years	54	67	40	50	32	40
35 to 39 years	42	43	40	41	32	33
40 to 44 years	40	59	56	83	43	64
45 to 49 years	61	56	50	46	50	46
50 to 54 years	72	70	61	60	89	87
55 to 59 years	96	120	63	79	55	68
60 to 64 years	143	156	86	94	76	83
65 to 69 years	118	102	117	101	78	67
70 to 74 years	102	100	125	123	75	74
75 to 79 years	62	65	72	75	71	74
80 to 84 years	59	39	78	51	95	63
85 years and over	40	25	47	29	55	34
	1,116	1,116	1,030	1,017	930	902
	2,232		2,047		1,832	

Source: Weldon Cooper Center for Public Service.

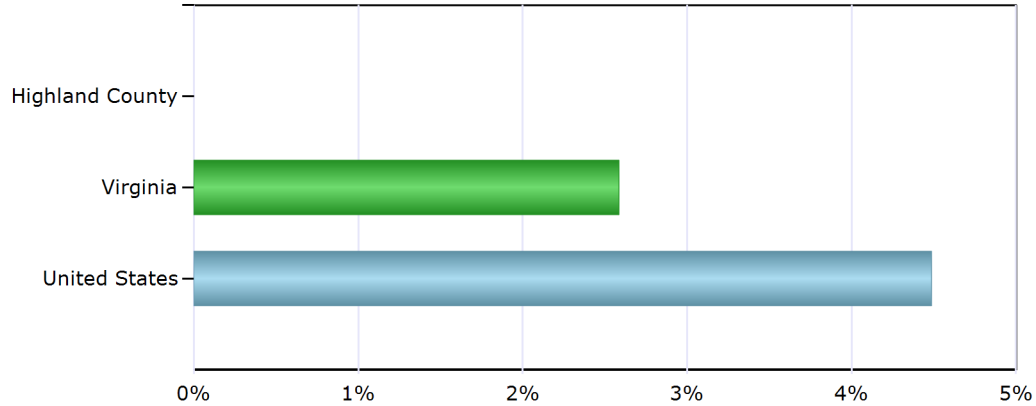
Population Projections by Race/Ethnicity

	2020	2030	2040
Total			
Total Population	2,234	2,047	1,835
Race			
White	2,182	1,975	1,734
Black or African American	6	6	5
Asian	5	6	7
Other	9	11	11
Ethnicity			
Hispanic or Latino (of any race)	32	48	77

Source: Weldon Cooper Center for Public Service.

English Language Skills

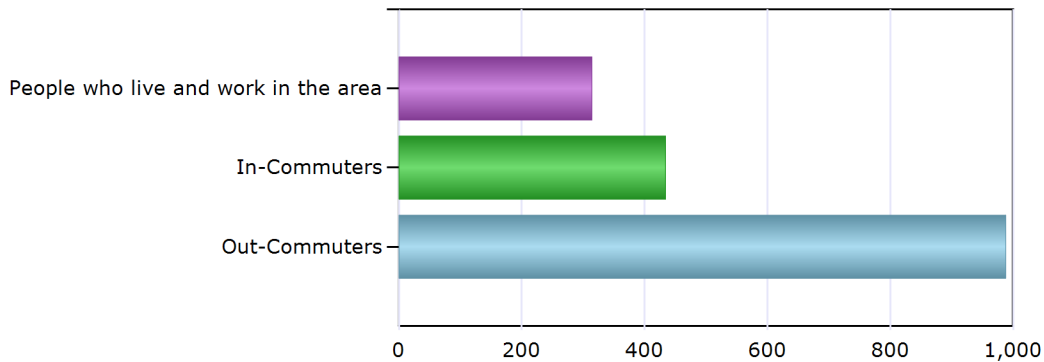
(Age 5 and over that speak English less than well)



	Total	Speak English less than well	Percent
Highland County	2,151		0.00%
Virginia	7,800,044	201,628	2.58%
United States	298,691,202	13,400,003	4.49%

Source: U.S. Census Bureau
American Community Survey, 2012-2016.

Commuting Patterns



Commuting Patterns	
People who live and work in the area	314
In-Commuters	434
Out-Commuters	988
Net In-Commuters (In-Commuters minus Out-Commuters)	-554

Source: U.S. Census Bureau,
OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2014.

Top 10 Places Residents are Commuting To

Area	Workers
Augusta County, VA	167
Bath County, VA	84
Staunton city, VA	76
Rockingham County, VA	67
Harrisonburg city, VA	66
Alleghany County, VA	37
Albemarle County, VA	29
Rockbridge County, VA	28
Roanoke County, VA	27
Lexington city, VA	24

Top 10 Places Workers are Commuting From

Area	Workers
Fairfax County, VA	121
Augusta County, VA	30
Pendleton County, WV	27
Bath County, VA	25
Rockingham County, VA	21
Montgomery County, MD	17
Rockbridge County, VA	16
Chesterfield County, VA	14
Staunton city, VA	10
Harrisonburg city, VA	8
Alleghany County, VA	8

Source: U.S. Census Bureau,
OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2014.

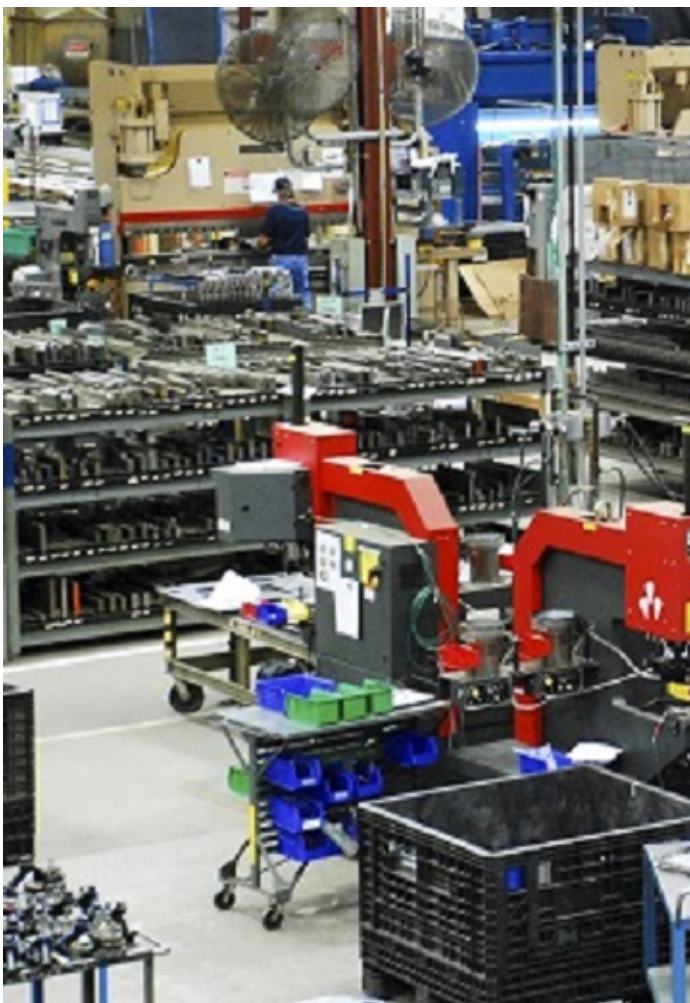
Please Note: Commuting patterns data is no longer produced from the Decennial Census. As an alternative, we are providing commuting data from the U.S. Census Bureau's OnTheMap application and LEHD Origin-Destination Employment Statistics program. Since this data is produced from an entirely different data set, it is not advisable to compare the new data with previously released commuting patterns. For more information about the OnTheMap application or the LEHD program, please visit the following website:

<http://lehd.ces.census.gov>

III. Economic Profile

Overview

The Economic Profile of Highland County consists primarily of data produced by Virginia Works, U.S. Census Bureau, and the Bureau of Labor Statistics.



Related Terms and Definitions

Average Weekly Wage

Computed as average quarterly wages divided by 13.

Consumer Price Index (CPI)

The Consumer Price Index measures the average change over time in the prices paid by urban consumers for a representative market basket of consumer goods and services.

Local Employment Dynamics (LED)

The Local Employment Dynamics Program at the Census Bureau, together with its state partners, provides employment information at the county, city, and Workforce Investment Area level. This information tracks workers in different industries by age and gender and provides statistics on job creation, separation, turnover, and wages.

Quarterly Census of Employment & Wages (QCEW)

A federal/state cooperative program that collects and compiles employment and wage data for workers covered by state unemployment insurance (UI) laws and the federal civilian workers covered by Unemployment Compensation for Federal Employees (UCFE). These data are maintained at the state in micro and macro levels and also sent to BLS quarterly.

Unemployment Insurance (UI)

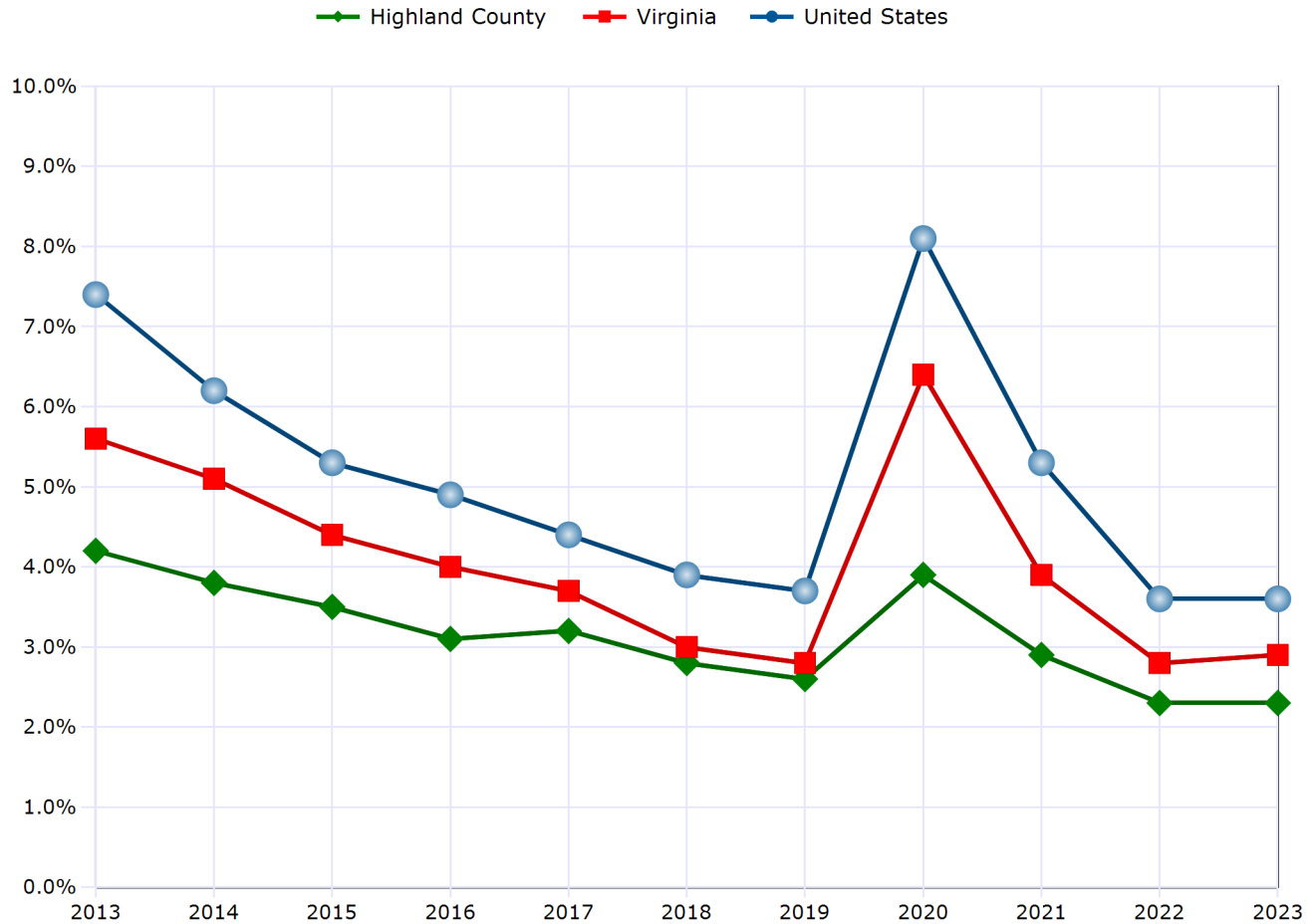
Unemployment insurance is a program for the accumulation of funds paid by employers to be used for the payment of unemployment insurance to workers during periods of unemployment which are beyond the workers' control. Unemployment insurance replaces a part of the worker's wage loss if he becomes eligible for payments.

Unemployment Rate

The number of unemployed people as a percentage of the labor force.

Unemployment Rates

Trends

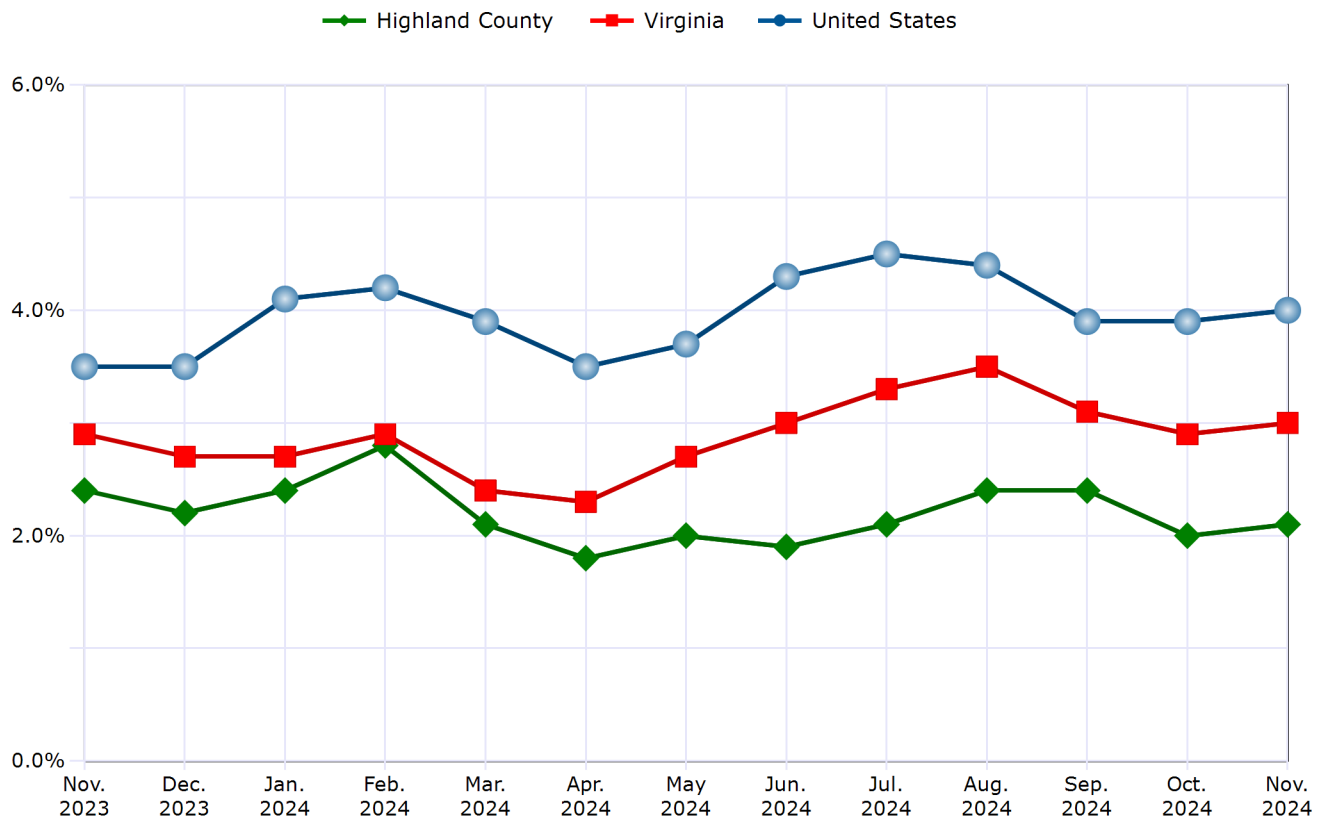


	Highland County	Virginia	United States
2013	4.2%	5.6%	7.4%
2014	3.8%	5.1%	6.2%
2015	3.5%	4.4%	5.3%
2016	3.1%	4.0%	4.9%
2017	3.2%	3.7%	4.4%
2018	2.8%	3.0%	3.9%
2019	2.6%	2.8%	3.7%
2020	3.9%	6.4%	8.1%
2021	2.9%	3.9%	5.3%
2022	2.3%	2.8%	3.6%
2023	2.3%	2.9%	3.6%

Source: Virginia Works, Economic Information & Analytics,
Local Area Unemployment Statistics.

Unemployment Rates

Past 12 Months



	Highland County	Virginia	United States
Nov. 2023	2.4%	2.9%	3.5%
Dec. 2023	2.2%	2.7%	3.5%
Jan. 2024	2.4%	2.7%	4.1%
Feb. 2024	2.8%	2.9%	4.2%
Mar. 2024	2.1%	2.4%	3.9%
Apr. 2024	1.8%	2.3%	3.5%
May 2024	2.0%	2.7%	3.7%
Jun. 2024	1.9%	3.0%	4.3%
Jul. 2024	2.1%	3.3%	4.5%
Aug. 2024	2.4%	3.5%	4.4%
Sep. 2024	2.4%	3.1%	3.9%
Oct. 2024	2.0%	2.9%	3.9%
Nov. 2024	2.1%	3.0%	4.0%

Source: Virginia Works, Economic Information & Analytics, Local Area Unemployment Statistics.

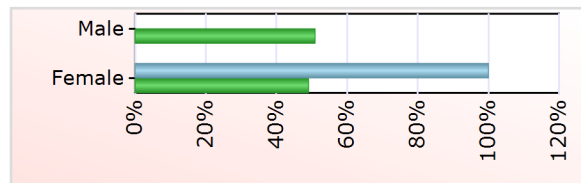
Characteristics of the Insured Unemployed

Total number of claimants: 1

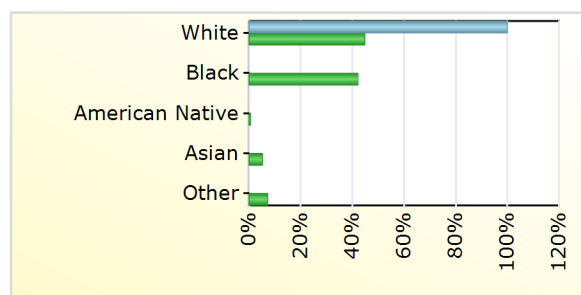
Highland County - (1 claimants)

Virginia - (22,080 claimants)

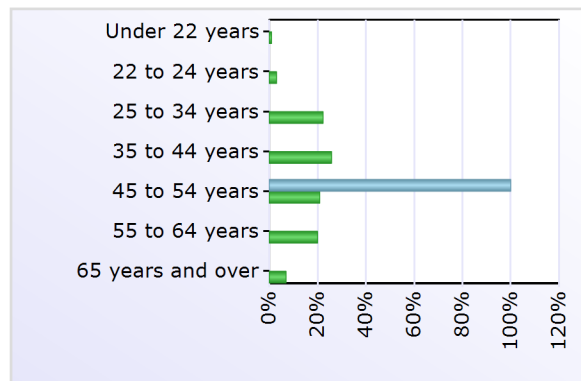
Gender	Highland County	Virginia
Male		11,245
Female	1	10,835
Unspecified		



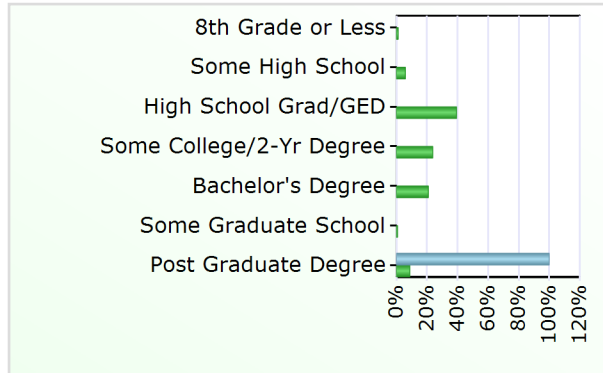
Race	Highland County	Virginia
White	1	9,889
Black		9,318
American Native		136
Asian		1,141
Other		1,596



Age	Highland County	Virginia
Under 22 years		210
22 to 24 years		667
25 to 34 years		4,926
35 to 44 years		5,696
45 to 54 years	1	4,621
55 to 64 years		4,420
65 years and over		1,540
Unknown		



Education	Highland County	Virginia
8th Grade or Less		241
Some High School		1,274
High School Grad/GED		8,676
Some College/2-Yr Degree		5,242
Bachelor's Degree		4,596
Some Graduate School		140
Post Graduate Degree	1	1,911
Unknown		

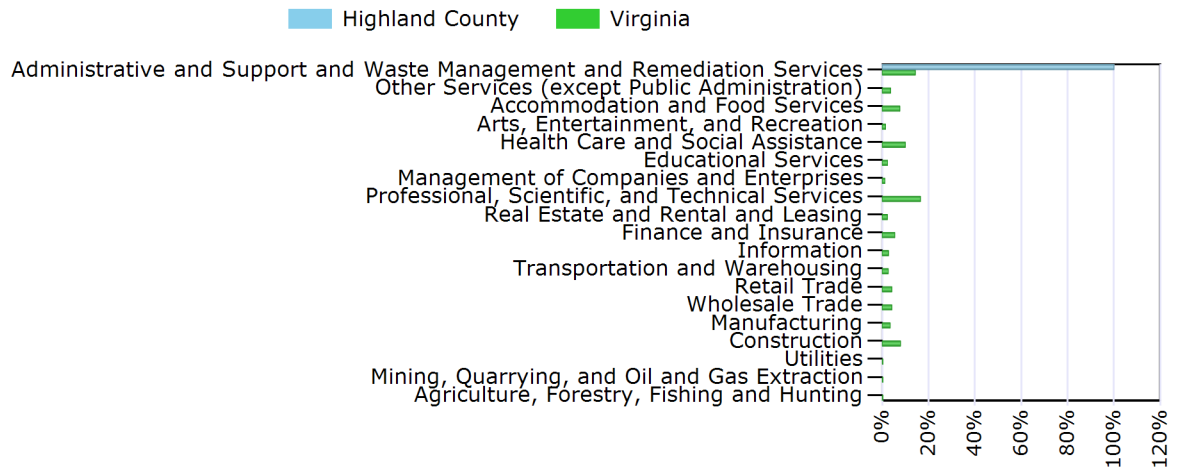


Source: Virginia Works, Economic Information & Analytics, Characteristics of the Insured Unemployed, December 2024.

Characteristics of the Insured Unemployed

Top 5 Industries With Largest Number of Claimants in Highland County

(excludes unclassified)



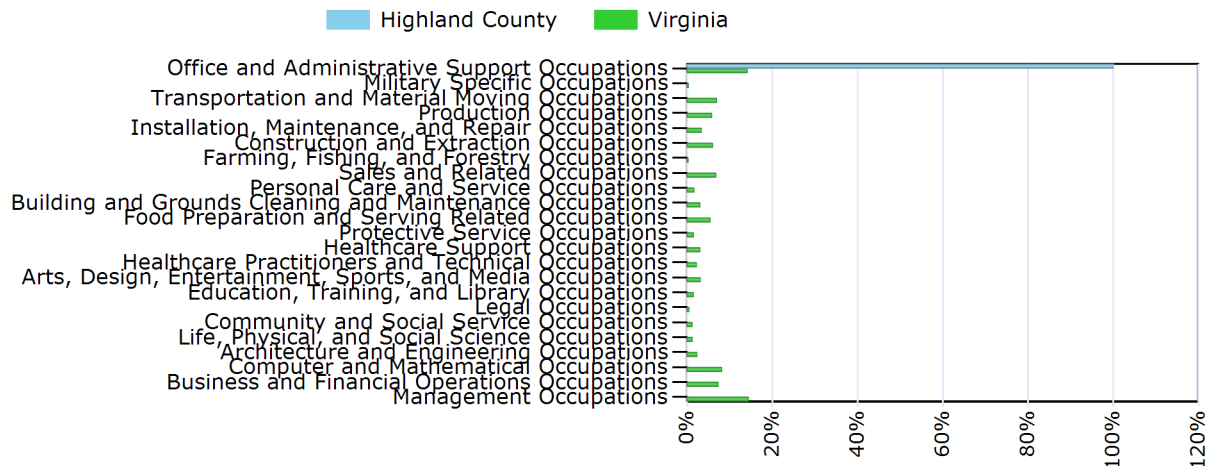
Industry	Highland County	Virginia
Administrative and Support and Waste Management and Remediation Services	1	2,760
Agriculture, Forestry, Fishing and Hunting		56
Mining, Quarrying, and Oil and Gas Extraction		47
Utilities		35
Construction		1,526
Manufacturing		658
Wholesale Trade		791
Retail Trade		790
Transportation and Warehousing		500
Information		521
Finance and Insurance		1,043
Real Estate and Rental and Leasing		425
Professional, Scientific, and Technical Services		3,191
Management of Companies and Enterprises		227
Educational Services		436
Health Care and Social Assistance		1,927
Arts, Entertainment, and Recreation		269
Accommodation and Food Services		1,469
Other Services (except Public Administration)		691
Unclassified		2,017

Source: Virginia Works, Economic Information & Analytics, Characteristics of the Insured Unemployed, December 2024.

Characteristics of the Insured Unemployed

Top 5 Occupation Groups With Largest Number of Claimants in Highland County

(excludes unknown occupations)

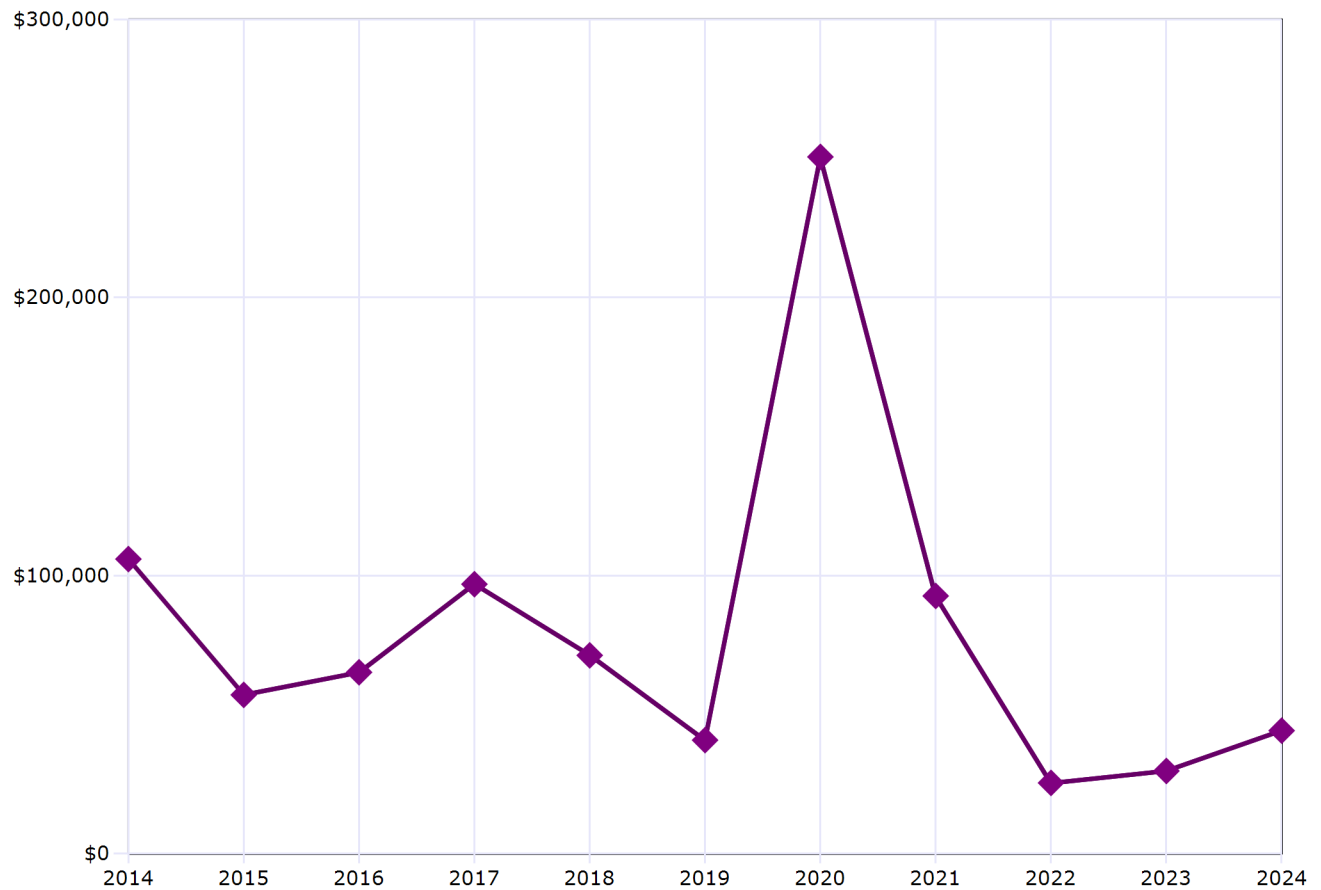


Occupation	Highland County	Virginia
Office and Administrative Support Occupations	1	3,120
Management Occupations		3,179
Business and Financial Operations Occupations		1,612
Computer and Mathematical Occupations		1,800
Architecture and Engineering Occupations		514
Life, Physical, and Social Science Occupations		274
Community and Social Service Occupations		265
Legal Occupations		102
Education, Training, and Library Occupations		325
Arts, Design, Entertainment, Sports, and Media Occupations		682
Healthcare Practitioners and Technical Occupations		484
Healthcare Support Occupations		665
Protective Service Occupations		329
Food Preparation and Serving Related Occupations		1,197
Building and Grounds Cleaning and Maintenance Occupations		670
Personal Care and Service Occupations		361
Sales and Related Occupations		1,494
Farming, Fishing, and Forestry Occupations		58
Construction and Extraction Occupations		1,322
Installation, Maintenance, and Repair Occupations		746
Production Occupations		1,279
Transportation and Material Moving Occupations		1,532
Military Specific Occupations		70
Unknown Occupation Code		

*Source: Virginia Works, Economic Information & Analytics,
Characteristics of the Insured Unemployed, December 2024.*

Unemployment Insurance Payments

Trends

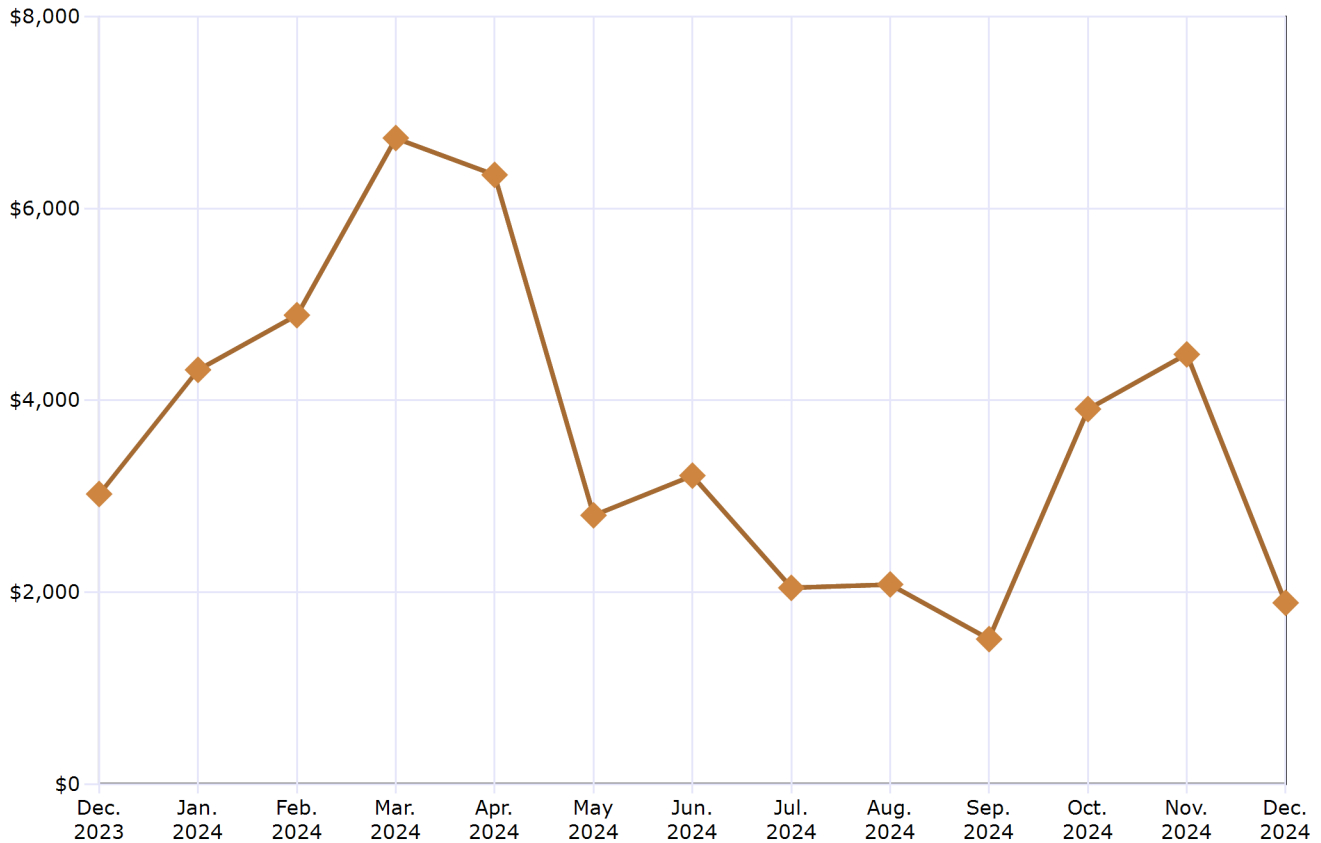


	Highland County		Virginia	
	Weeks Paid	Amount Paid	Weeks Paid	Amount Paid
2014	419	\$105,927	1,684,690	\$490,522,709
2015	217	\$57,085	1,198,476	\$351,290,100
2016	256	\$65,221	1,263,292	\$379,622,081
2017	331	\$96,887	1,114,650	\$336,664,624
2018	238	\$71,295	941,154	\$286,468,017
2019	195	\$40,823	867,371	\$269,014,541
2020	1,005	\$250,560	8,600,869	\$2,279,487,650
2021	359	\$92,661	1,601,885	\$458,078,646
2022	81	\$25,443	485,275	\$154,636,752
2023	84	\$29,724	685,711	\$232,048,074
2024	128	\$44,226	821,464	\$281,948,022

Source: Virginia Employment Commission, Economic Information & Analytics, Unemployment Insurance Program.

Unemployment Insurance Payments

Past 12 Months



	Highland County		Virginia	
	Weeks Paid	Amount Paid	Weeks Paid	Amount Paid
Dec. 2023	8	\$3,024	53,438	\$18,388,408
Jan. 2024	12	\$4,318	70,590	\$24,188,826
Feb. 2024	14	\$4,888	62,778	\$21,583,220
Mar. 2024	20	\$6,734	66,855	\$22,896,885
Apr. 2024	19	\$6,350	75,006	\$25,745,119
May 2024	9	\$2,802	66,516	\$22,761,380
Jun. 2024	9	\$3,216	64,890	\$22,080,282
Jul. 2024	6	\$2,046	80,613	\$27,334,000
Aug. 2024	6	\$2,082	63,203	\$21,616,052
Sep. 2024	4	\$1,512	68,088	\$23,491,779
Oct. 2024	12	\$3,909	67,422	\$23,284,282
Nov. 2024	12	\$4,479	61,340	\$21,217,752
Dec. 2024	5	\$1,890	74,163	\$25,748,445

Source: Virginia Works,
Unemployment Insurance Program.

Employers by Size of Establishment

	Highland County	Virginia
0 to 4 employees	94	203,822
5 to 9 employees	16	40,923
10 to 19 employees	7	30,400
20 to 49 employees	***	22,721
50 to 99 employees	***	7,659
100 to 249 employees	0	4,107
250 to 499 employees	0	1,098
500 to 999 employees	0	365
1000 and over employees	0	270
	122	311,365

Employment by Size of Establishment

	Highland County	Virginia
0 to 4 employees	123	265,127
5 to 9 employees	101	271,975
10 to 19 employees	103	413,114
20 to 49 employees	***	684,395
50 to 99 employees	***	525,857
100 to 249 employees	0	607,274
250 to 499 employees	0	375,907
500 to 999 employees	0	250,288
1000 and over employees	0	718,538
	642	4,112,475

Note: Asterisks (***) indicate non-disclosable data.

'Zero; no employment' typically represents new startup firms or sole-proprietorships.

Source: Virginia Works, Economic Information & Analytics,
Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2024.

50 Largest Employers

- | | |
|---------------------------------------|---|
| 1. Ixl Learning | 26. HAPPY HIGHS LLC |
| 2. Highland County | 27. Lowry Logging LLC |
| 3. Highland County School Board | 28. Montrey Inn LLC |
| 4. Highland Medical Center | 29. Postal Service |
| 5. T N Ward Company | 30. Valley Program Aging Serv Inc |
| 6. Highlander LLC | 31. Alliance Group Rock Tenn |
| 7. Highland Children's House | 32. Blue Grass Mercantile |
| 8. The Blue Grass Valley Bank | 33. Country Mountain Homes LLC |
| 9. Beverage Construction LLC | 34. Grant's Grocery, LLC |
| 10. Obaugh Funeral Home Inc. | 35. Sam Shell Custom Carpenter |
| 11. VDOT | 36. Tonoloway Farm LLC |
| 12. The Highland Center | 37. Wilke Renovation, Inc. |
| 13. Burke & Herbert Bank & Trust | 38. Brightway Inc |
| 14. Highland Welding and Fabi | 39. Highland Outdoor Stoves Llc |
| 15. Big Fish Cider Co. | 40. Integrity Isr LLC |
| 16. Claires Cake CO | 41. Larry E Williams III |
| 17. Highland Telephone Company Co-op | 42. Monterey Auto Parts & Garage |
| 18. Mountaintop Logging Llc | 43. Pj Huffer Plumbing & Heat INC |
| 19. The Recorder | 44. Rexrode Country Store |
| 20. Dolgencorp LLC | 45. Supreme Court of Virginia Combined |
| 21. Mountain View Lawn Service | 46. The Big Lonely |
| 22. Rockingham Co-op Farm Bureau Inc. | 47. Virginia Department of Alcoholic Beverage Control |
| 23. Sugar Tree Country Store LLC | 48. American Immigration Cont |
| 24. Allegheny Instruments Inc | 49. Beast Code LLC |
| 25. Family Dollar Store | 50. Brands Caulking & Sealants |

Source: Virginia Works, Economic Information & Analytics,
Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2024.

Did you know...

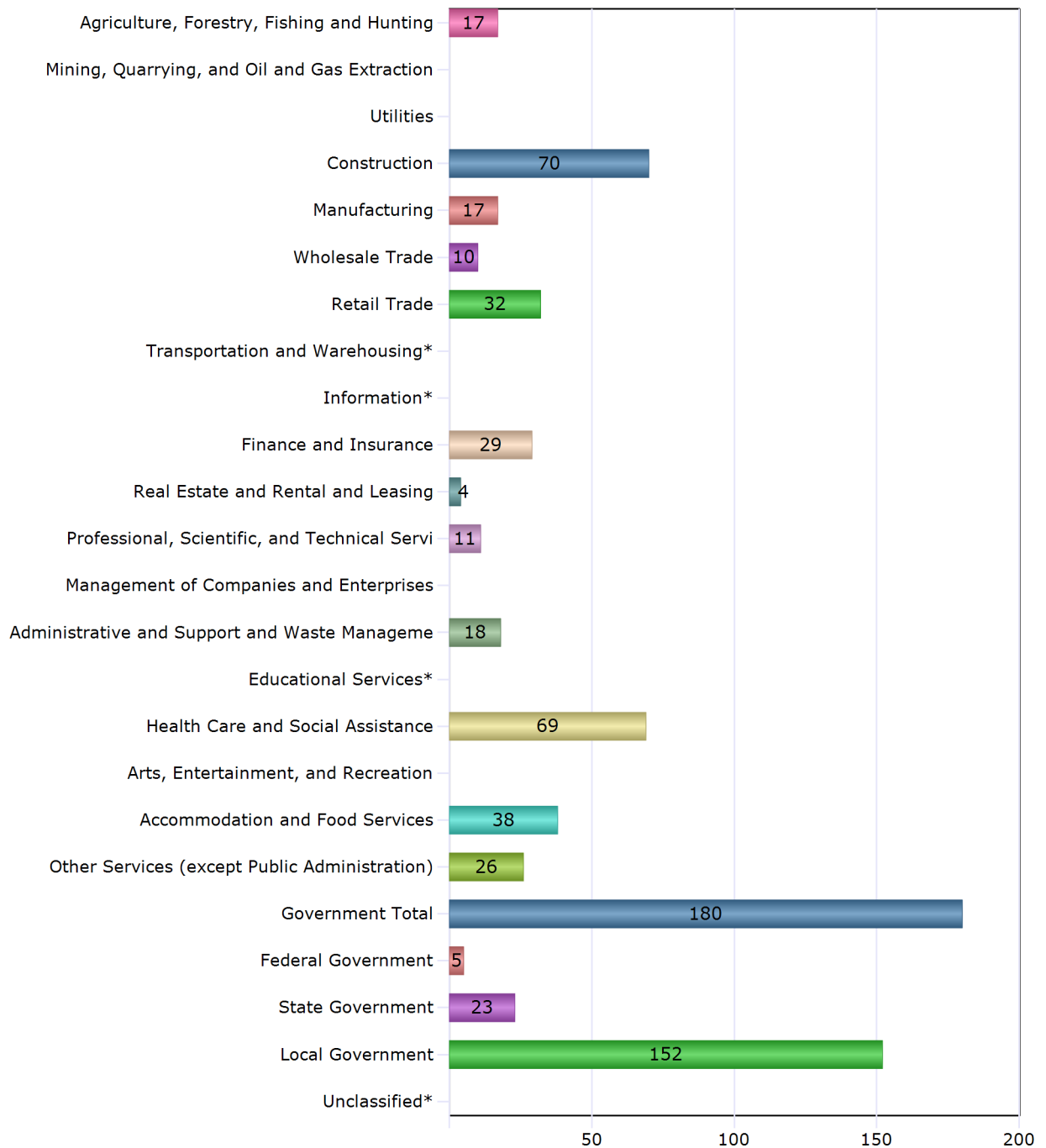
you can search over 300,000 employer listings on our website provided by Infogroup? This easy-to-use feature lets you search for employers by keyword, industry, sales volume, size range, and more!



For this data and more, visit us on the web at:

www.VirginiaWorks.com

Employment by Industry

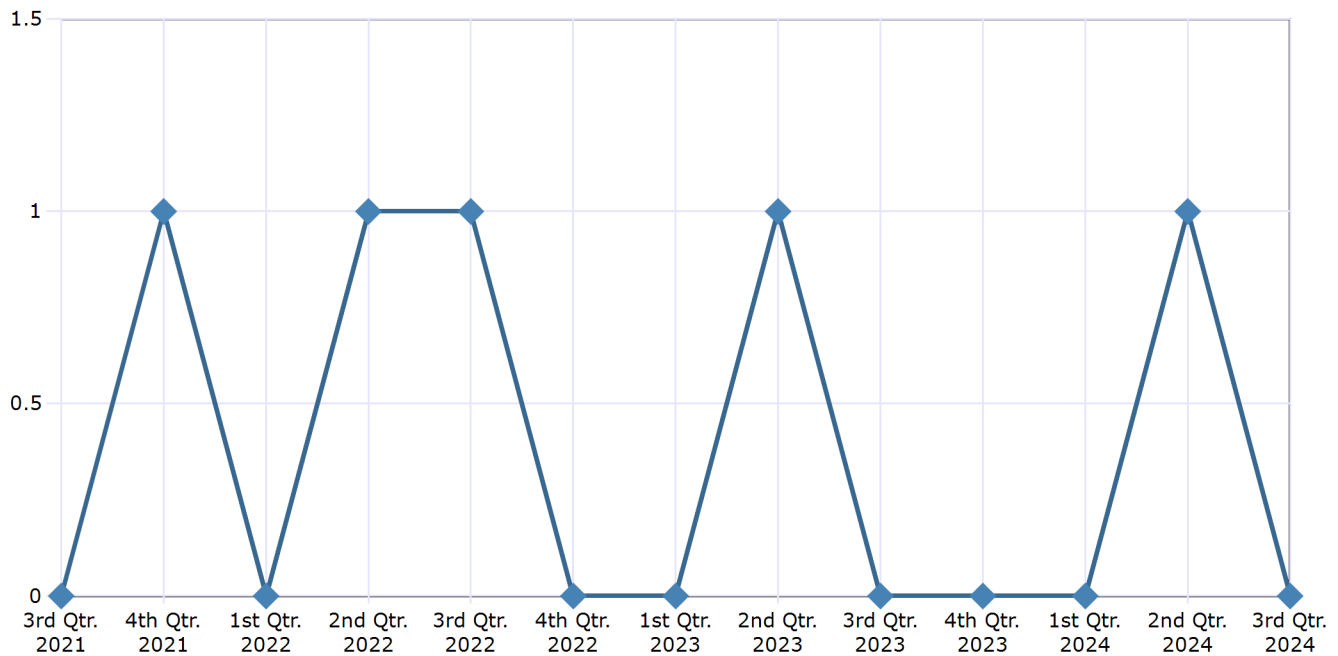


Total: 641

Note: Asterisk (*) indicates non-disclosable data.

Source: Virginia Works, Economic Information & Analytics,
Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2024.

New Startup Firms



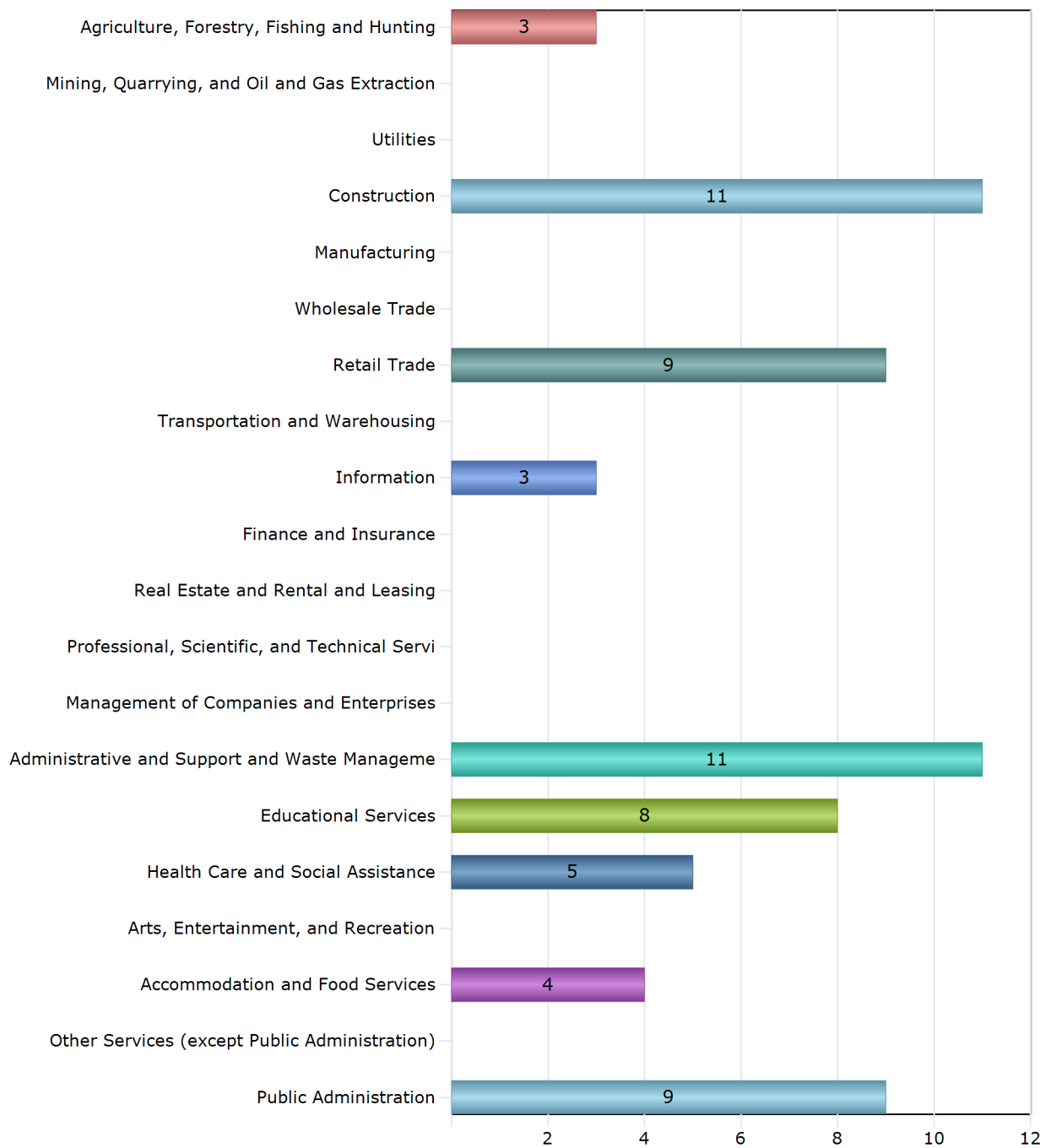
Highland County	Virginia
3rd Qtr. 2021	4,948
4th Qtr. 2021	1 3,960
1st Qtr. 2022	5,291
2nd Qtr. 2022	1 4,993
3rd Qtr. 2022	1 4,839
4th Qtr. 2022	4,162
1st Qtr. 2023	5,308
2nd Qtr. 2023	1 4,204
3rd Qtr. 2023	4,472
4th Qtr. 2023	4,454
1st Qtr. 2024	5,789
2nd Qtr. 2024	1 4,468
3rd Qtr. 2024	3,731

Note: The following criteria was used to define new startup firms:

- 1.) Setup and liability date both occurred during 3rd Quarter (July, August, September) 2024
- 2.) Establishment had no predecessor UI Account Number
- 3.) Private Ownership
- 4.) Average employment is less than 250
- 5.) For multi-unit establishments, the parent company must also meet the above criteria.

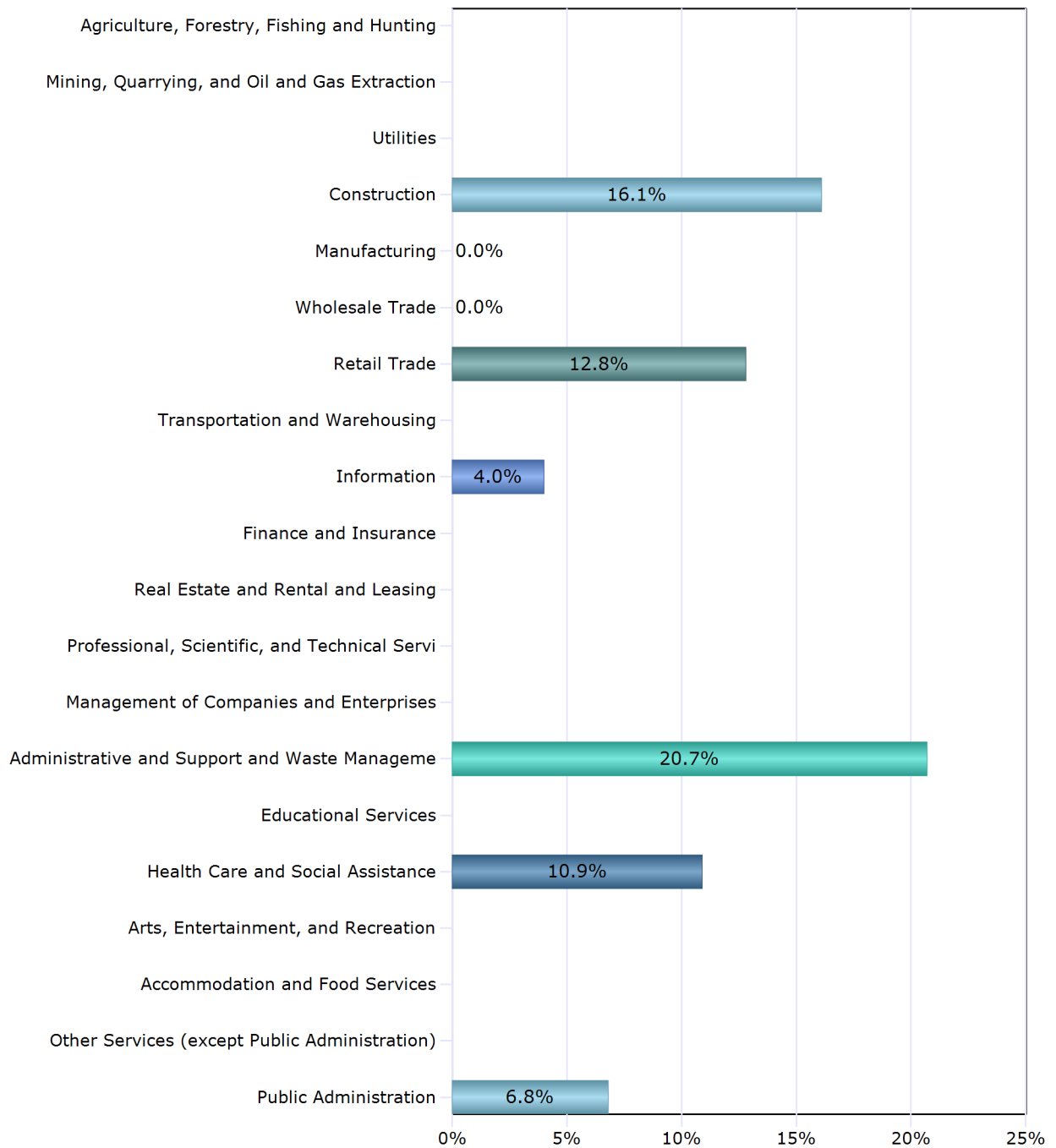
Source: Virginia Works, Economic Information & Analytics,
Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2024.

New Hires by Industry

**Total: 63**

Source: U.S. Census Bureau,
Local Employment Dynamics (LED) Program, 1st Quarter (January, February, March) 2024, all ownerships.

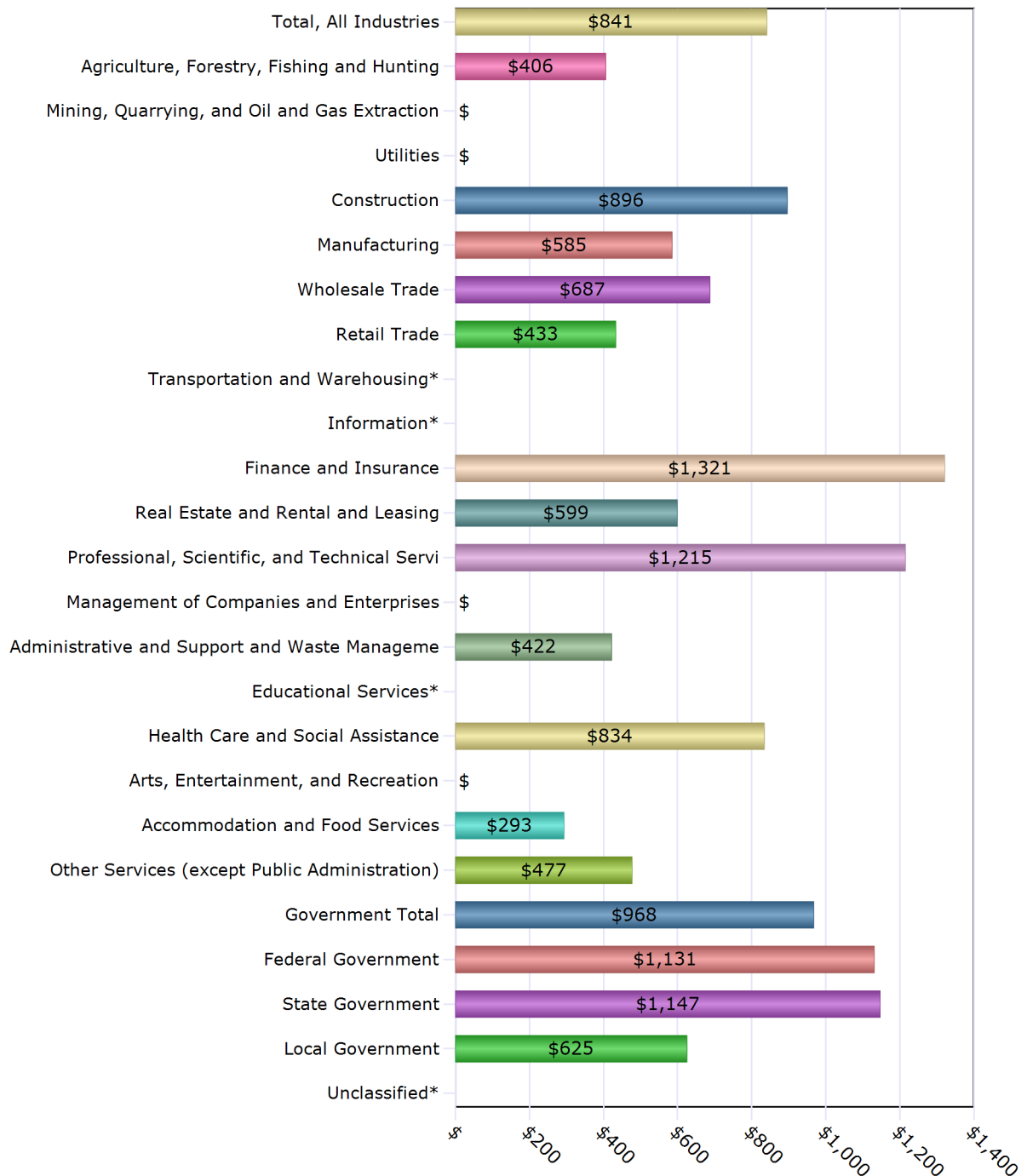
Turnover by Industry



Average: 8.9%

Source: U.S. Census Bureau,
Local Employment Dynamics (LED) Program, 4th Quarter (October, November, December) 2023, all ownerships.

Average Weekly Wage by Industry



Note: Asterisk (*) indicates non-disclosable data.

Source: Virginia Works, Economic Information & Analytics,
Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2024.

Age of Workers by Industry

	14–18	19–21	22–24	25–34	35–44	45–54	55–64	65+
Total, All Industries	14	23	35	125	154	118	123	86
Agriculture, Forestry, Fishing and Hunting						5	4	
Mining, Quarrying, and Oil and Gas Extraction								
Utilities								
Construction			3	13	20	12	11	6
Manufacturing				3			4	3
Wholesale Trade					4	3		
Retail Trade		4		7	11	9	6	8
Transportation and Warehousing								
Information			8	35	42	32	15	5
Finance and Insurance					4	5	14	5
Real Estate and Rental and Leasing								
Professional, Scientific, and Technical Services				3		4	3	
Management of Companies and Enterprises								
Administrative and Support and Waste Management	3		7	20	18	6	5	3
Educational Services				10	17	12	36	20
Health Care and Social Assistance	4			10	17	12	7	8
Arts, Entertainment, and Recreation								
Accommodation and Food Services	3	6		3				
Other Services (except Public Administration)		3			4	4	4	8
Public Administration			7	16	11	11	9	14

Source: U.S. Census Bureau,
Local Employment Dynamics (LED) Program, 1st Quarter (January, February, March) 2024, all ownerships.

What is LED?

Developed by the U.S. Census Bureau, the Local Employment Dynamics (LED) program merges Virginia's Unemployment Compensation wage and employer records with Census demographic data. Read more about LED on the following website:

<http://lehd.did.census.gov/led/>



Industry Employment and Projections

Long Term (Period= 30)

	Employment			Percent	
	Estimated 2020	Projected 2030	Change	Total	Annual
Total, All Industries	238,128	263,329	25,201	10.58%	1.01%
Total Self-Employed and Unpaid Family Workers	15,485	15,488	3	.02%	%
Agriculture, Forestry, Fishing and Hunting	9,420	10,278	858	9.11%	.88%
Mining	236	172	-64	-27.12%	-3.11%
Mining, Quarrying, and Oil and Gas Extraction	236	172	-64	-27.12%	-3.11%
Utilities	***	***	***		***
Construction	12,157	13,090	933	7.67%	.74%
Manufacturing	33,326	37,388	4,062	12.19%	1.16%
Wholesale Trade	***	***	***		***
Retail Trade	23,833	23,738	-95	-.4%	-.04%
Transportation and Warehousing	13,256	16,243	2,987	22.53%	2.05%
Information	2,441	2,203	-238	-9.75%	-1.02%
Finance and Insurance	5,188	5,232	44	.85%	.08%
Real Estate and Rental and Leasing	2,030	2,013	-17	-.84%	-.08%
Professional, Scientific, and Technical Services	6,116	6,825	709	11.59%	1.1%
Management of Companies and Enterprises	3,623	4,104	481	13.28%	1.25%
Administrative and Support and Waste Management and Remediation Services	8,213	9,172	959	11.68%	1.11%
Educational Services	23,781	27,686	3,905	16.42%	1.53%
Health Care and Social Assistance	28,875	33,035	4,160	14.41%	1.36%
Arts, Entertainment, and Recreation	1,634	2,237	603	36.9%	3.19%
Accommodation and Food Services	17,731	21,246	3,515	19.82%	1.83%
Other Services (except Public Administration)	5,275	5,856	581	11.01%	1.05%
Unclassified	19,002	20,374	1,372	7.22%	.7%

Note: Asterisks (***) indicate non-disclosable data.

Projections data is for Shenandoah Valley (LWDA IV). No data available for Highland County.

Source: Virginia Works, Economic Information & Analytics,
Long Term Industry and Occupational Projections, 2020-2030.

Industry Employment and Projections

Short Term (Period= 25)

	Employment			Percent	
	Estimated 2023	Projected 2025	Change	Total	Annual
Total, All Industries	4,226,956	4,296,812	69,856	1.65%	.82%
Total Self-Employed and Unpaid Family Workers	239,513	241,252	1,739	.73%	.36%
Agriculture, Forestry, Fishing and Hunting	***	***	***	***	***
Mining	***	***	***	***	***
Mining, Quarrying, and Oil and Gas Extraction	***	***	***	***	***
Utilities	***	***	***	***	***
Construction	209,584	213,530	3,946	1.88%	.94%
Manufacturing	245,235	247,714	2,479	1.01%	.5%
Wholesale Trade	113,897	116,115	2,218	1.95%	.97%
Retail Trade	392,138	392,340	202	.05%	.03%
Transportation and Warehousing	***	***	***	***	***
Information	70,361	70,652	291	.41%	.21%
Finance and Insurance	146,669	151,031	4,362	2.97%	1.48%
Real Estate and Rental and Leasing	58,218	58,714	496	.85%	.43%
Professional, Scientific, and Technical Services	466,794	481,278	14,484	3.1%	1.54%
Management of Companies and Enterprises	87,697	89,808	2,111	2.41%	1.2%
Administrative and Support and Waste Management and Remediation Services	248,458	255,074	6,616	2.66%	1.32%
Educational Services	371,820	373,352	1,532	.41%	.21%
Health Care and Social Assistance	483,528	506,605	23,077	4.77%	2.36%
Arts, Entertainment, and Recreation	54,620	51,914	-2,706	-4.95%	-2.51%
Accommodation and Food Services	334,821	341,070	6,249	1.87%	.93%
Other Services (except Public Administration)	130,750	132,292	1,542	1.18%	.59%
Unclassified	403,403	407,459	4,056	1.01%	.5%

Note: Asterisks (***) indicate non-disclosable data.
Projections data is for Virginia Statewide. No data available for Highland County.

Source: Virginia Works, Economic Information & Analytics,
Short Term Industry and Occupational Projections, 2023-2025.

Occupation Employment and Projections

Long Term (Period= 30)

	Employment			Openings		
	Estimated 2020	Projected 2030	% Change	Replace -ments	Growth	Total
Total, All Occupations	238,128	263,329	10.58%	281,348	25,201	306,549
Management Occupations	13,528	14,990	10.81%	12,040	1,462	13,502
Business and Financial Operations Occupations	10,358	11,531	11.32%	9,375	1,173	10,548
Computer and Mathematical Occupations	3,657	4,141	13.23%	2,718	484	3,202
Architecture and Engineering Occupations	2,699	3,131	16.01%	2,174	432	2,606
Life, Physical, and Social Science Occupations	2,043	2,291	12.14%	2,084	248	2,332
Community and Social Service Occupations	3,762	4,301	14.33%	3,890	539	4,429
Legal Occupations	1,058	1,082	2.27%	802	24	826
Education, Training, and Library Occupations	15,111	17,729	17.33%	14,022	2,618	16,640
Arts, Design, Entertainment, Sports, and Media Occupations	2,303	2,402	4.3%	2,537	99	2,636
Healthcare Practitioners and Technical Occupations	12,786	14,468	13.16%	7,541	1,682	9,223
Healthcare Support Occupations	8,338	10,072	20.8%	11,116	1,734	12,850
Protective Service Occupations	4,634	5,070	9.41%	5,081	436	5,517
Food Preparation and Serving Related Occupations	17,473	20,841	19.28%	34,916	3,368	38,284
Building and Grounds Cleaning and Maintenance Occupations	9,062	9,813	8.29%	12,161	751	12,912
Personal Care and Service Occupations	5,690	6,689	17.56%	8,623	999	9,622
Sales and Related Occupations	22,572	22,144	-1.9%	29,887	-428	29,459
Office and Administrative Support Occupations	25,157	25,404	.98%	27,871	247	28,118
Farming, Fishing, and Forestry Occupations	6,515	6,908	6.03%	10,417	393	10,810
Construction and Extraction Occupations	11,785	12,669	7.5%	12,085	884	12,969
Installation, Maintenance, and Repair Occupations	11,362	12,827	12.89%	11,370	1,465	12,835
Production Occupations	21,711	24,008	10.58%	25,136	2,297	27,433
Transportation and Material Moving Occupations	26,524	30,818	16.19%	35,502	4,294	39,796

Note: Asterisks (***) indicate non-disclosable data.

Projections data is for Shenandoah Valley (LWDA IV). No data available for Highland County.

Source: Virginia Works, Economic Information & Analytics,
Long Term Industry and Occupational Projections, 2020-2030.

Occupation Employment and Projections

Short Term (Period= 25)

	Employment			Openings		
	Estimated 2023	Projected 2025	% Change	Replace -ments	Growth	Total
Total, All Occupations	4,226,956	4,296,812	1.65%	903,342	69,856	973,198
Management Occupations	271,790	277,047	1.93%	40,622	5,257	45,879
Business and Financial Operations Occupations	396,510	406,369	2.49%	63,465	9,859	73,324
Computer and Mathematical Occupations	253,187	262,168	3.55%	29,623	8,981	38,604
Architecture and Engineering Occupations	72,159	74,140	2.75%	9,599	1,981	11,580
Life, Physical, and Social Science Occupations	44,793	45,957	2.6%	7,291	1,164	8,455
Community and Social Service Occupations	67,587	70,713	4.63%	11,503	3,126	14,629
Legal Occupations	40,254	40,809	1.38%	5,587	555	6,142
Education, Training, and Library Occupations	250,506	252,080	.63%	43,776	1,574	45,350
Arts, Design, Entertainment, Sports, and Media Occupations	65,102	65,340	.37%	12,538	238	12,776
Healthcare Practitioners and Technical Occupations	235,513	244,715	3.91%	26,483	9,202	35,685
Healthcare Support Occupations	146,774	156,357	6.53%	43,310	9,583	52,893
Protective Service Occupations	105,590	107,295	1.61%	24,716	1,705	26,421
Food Preparation and Serving Related Occupations	321,247	328,169	2.15%	123,703	6,922	130,625
Building and Grounds Cleaning and Maintenance Occupations	140,331	142,421	1.49%	37,690	2,090	39,780
Personal Care and Service Occupations	104,727	103,787	-.9%	35,549	-940	34,609
Sales and Related Occupations	384,811	384,834	.01%	99,237	23	99,260
Office and Administrative Support Occupations	461,209	459,848	-.3%	104,749	-1,361	103,388
Farming, Fishing, and Forestry Occupations	6,332	6,395	.99%	1,826	63	1,889
Construction and Extraction Occupations	194,320	198,526	2.16%	33,351	4,206	37,557
Installation, Maintenance, and Repair Occupations	166,854	169,505	1.59%	29,240	2,651	31,891
Production Occupations	173,509	174,336	.48%	37,316	827	38,143
Transportation and Material Moving Occupations	323,851	326,001	.66%	82,168	2,150	84,318

Note: Asterisks (***) indicate non-disclosable data.

Projections data is for Virginia Statewide. No data available for Highland County.

Source: Virginia Works, Economic Information & Analytics,
Short Term Industry and Occupational Projections, 2023-2025.

Growth Occupations

	Employment			Openings			Average Annual Salary
	Estimated 2020	Projected 2030	% Change	Replace-ments	Growth	Total	
Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	354	720	103.39%	538	366	904	\$37,490
Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	***	***	***	***	***	***	N/A
Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	91	166	82.42%	130	75	205	\$47,160
Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	***	***	***	***	***	***	N/A
Maintenance Workers, Machinery	***	***	***	***	***	***	N/A
Grinding and Polishing Workers, Hand	***	***	***	***	***	***	N/A
Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	***	***	***	***	***	***	N/A
Logisticians	321	494	53.89%	350	173	523	\$71,810
Aircraft Mechanics and Service Technicians	***	***	***	***	***	***	N/A
Nurse Practitioners	386	585	51.55%	253	199	452	\$117,950
Cooks, Restaurant	1,290	1,912	48.22%	2,312	622	2,934	\$33,150
Occupational Therapy Assistants	***	***	***	***	***	***	N/A
Amusement and Recreation Attendants	***	***	***	***	***	***	N/A
Chemical Technicians	***	***	***	***	***	***	N/A
Athletic Trainers	***	***	***	***	***	***	N/A
Physician Assistants	136	185	36.03%	88	49	137	\$114,670
Industrial Engineering Technicians	77	104	35.06%	83	27	110	\$60,990
Bartenders	***	***	***	***	***	***	N/A
Industrial Machinery Mechanics	1,302	1,747	34.18%	1,293	445	1,738	\$60,660
Medical and Health Services Managers	437	583	33.41%	386	146	532	\$132,390

Note: Asterisks (***) indicate non-disclosable data.

Projections and OES wage data are for Shenandoah Valley (LWDA IV). No data available for Highland County.

Source: Virginia Works, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2020-2030 Occupational Employment Statistics (OES) Survey, 2023.

Declining Occupations

	Employment			Openings		
	Estimated 2020	Projected 2030	% Change	Replace-ments	Growth	Total
Radio and Television Announcers	***	***	***	***	***	***
Advertising Sales Agents	***	***	***	***	***	***
Door-to-Door Sales Workers, News and Street Vendors, and Related Workers	***	***	***	***	***	***
Print Binding and Finishing Workers	***	***	***	***	***	***
Data Entry Keyers	159	126	-20.75%	153	-33	120
Printing Press Operators	436	353	-19.04%	421	-83	338
Mail Clerks and Mail Machine Operators, Except Postal Service	***	***	***	***	***	***
Tellers	732	619	-15.44%	699	-113	586
Forging Machine Setters, Operators, and Tenders, Metal and Plastic	***	***	***	***	***	***
Executive Secretaries and Executive Administrative Assistants	***	***	***	***	***	***
Cutting and Slicing Machine Setters, Operators, and Tenders	***	***	***	***	***	***
Structural Metal Fabricators and Fitters	***	***	***	***	***	***
Postal Service Mail Carriers	188	167	-11.17%	126	-21	105
Cashiers	6,803	6,222	-8.54%	11,775	-581	11,194
Couriers and Messengers	109	100	-8.26%	100	-9	91
Payroll and Timekeeping Clerks	171	157	-8.19%	168	-14	154
Bill and Account Collectors	***	***	***	***	***	***
Machine Feeders and Offbearers	248	230	-7.26%	311	-18	293
Paper Goods Machine Setters, Operators, and Tenders	***	***	***	***	***	***
Construction and Building Inspectors	***	***	***	***	***	***

Note: Asterisks (***) indicate non-disclosable data.

Projections data is for Shenandoah Valley (LWDA IV). No data available for Highland County.

Source: Virginia Works, Economic Information & Analytics,
Long Term Industry and Occupational Projections, 2020-2030.

Consumer Price Index (CPI)

All Urban Consumers (CPI-U)

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Ann.	% chg
2014	233.916	234.781	236.293	237.072	237.900	238.343	238.250	237.852	238.031	237.433	236.151	234.812	236.736	1.6
2015	233.707	234.722	236.119	236.599	237.805	238.638	238.654	238.316	237.945	237.838	237.336	236.525	237.017	0.1
2016	236.916	237.111	238.132	239.261	240.229	241.018	240.628	240.849	241.428	241.729	241.353	241.432	240.007	1.3
2017	242.839	243.603	243.801	244.524	244.733	244.955	244.786	245.519	246.819	246.663	246.669	246.524	245.120	2.1
2018	247.867	248.991	249.554	250.546	251.588	251.989	252.006	252.146	252.439	252.885	252.038	251.233	251.107	2.4
2019	251.712	252.776	254.202	255.548	256.092	256.143	256.571	256.558	256.759	257.346	257.208	256.974	255.657	1.8
2020	257.971	258.678	258.115	256.389	256.394	257.797	259.101	259.918	260.280	260.388	260.229	260.474	258.811	1.2
2021	261.582	263.014	264.877	267.054	269.195	271.696	273.003	273.567	274.310	276.589	277.948	278.802	270.970	4.7
2022	281.148	283.716	287.504	289.109	292.296	296.311	296.276	296.171	296.808	298.012	297.711	296.797	292.655	8.0
2023	299.170	300.840	301.836	303.363	304.127	305.109	305.691	307.026	307.789	307.671	307.051	306.746	304.702	4.1
2024	308.417	310.326	312.332	313.548	314.069	314.175	314.540	314.796	315.301	315.664	315.493	315.605	313.689	2.9

Urban Wage Earners and Clerical Workers (CPI-W)

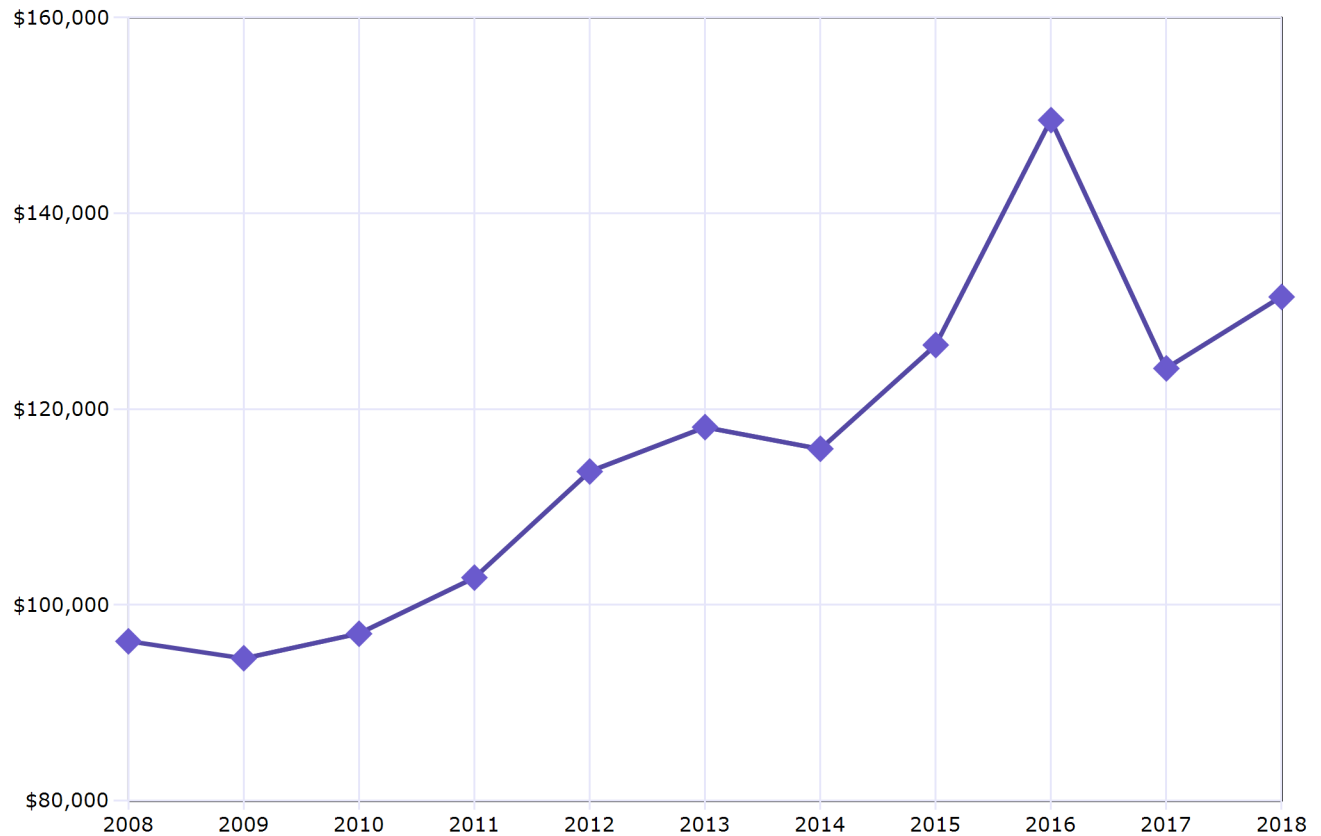
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Ann.	% chg
2014	230.040	230.871	232.560	233.443	234.216	234.702	234.525	234.030	234.170	233.229	231.551	229.909	232.771	1.5
2015	228.294	229.421	231.055	231.520	232.908	233.804	233.806	233.366	232.661	232.373	231.721	230.791	231.810	-0.4
2016	231.061	230.972	232.209	233.438	234.436	235.289	234.771	234.904	235.495	235.732	235.215	235.390	234.076	1.0
2017	236.854	237.477	237.656	238.432	238.609	238.813	238.617	239.448	240.939	240.573	240.666	240.526	239.051	2.1
2018	241.919	242.988	243.463	244.607	245.770	246.196	246.155	246.336	246.565	247.038	245.933	244.786	245.146	2.5
2019	245.133	246.218	247.768	249.332	249.871	249.747	250.236	250.112	250.251	250.894	250.644	250.452	249.222	1.7
2020	251.361	251.935	251.375	249.515	249.521	251.054	252.636	253.597	254.004	254.076	253.826	254.081	252.248	1.2
2021	255.296	256.843	258.935	261.237	263.612	266.412	267.789	268.387	269.086	271.552	273.042	273.925	265.510	5.3
2022	276.296	278.943	283.176	284.575	288.022	292.542	292.219	291.629	291.854	293.003	292.495	291.051	287.984	8.5
2023	293.565	295.057	296.021	297.730	298.382	299.394	299.899	301.551	302.257	302.071	301.224	300.728	298.990	3.8
2024	302.201	304.284	306.502	307.811	308.163	308.054	308.501	308.640	309.046	309.358	308.998	309.067	307.552	2.9

Note: CPI data is for the United States only. No data available for Highland County.

The CPI-U includes expenditures by urban wage earners and clerical workers, professional, managerial, and technical workers, the self-employed, short-term workers, the unemployed, retirees and others not in the labor force. The CPI-W only includes expenditures by those in hourly wage earning or clerical jobs.

*Source: Bureau of Labor Statistics,
Consumer Price Indexes (CPI) Program.*

Local Option Sales Tax

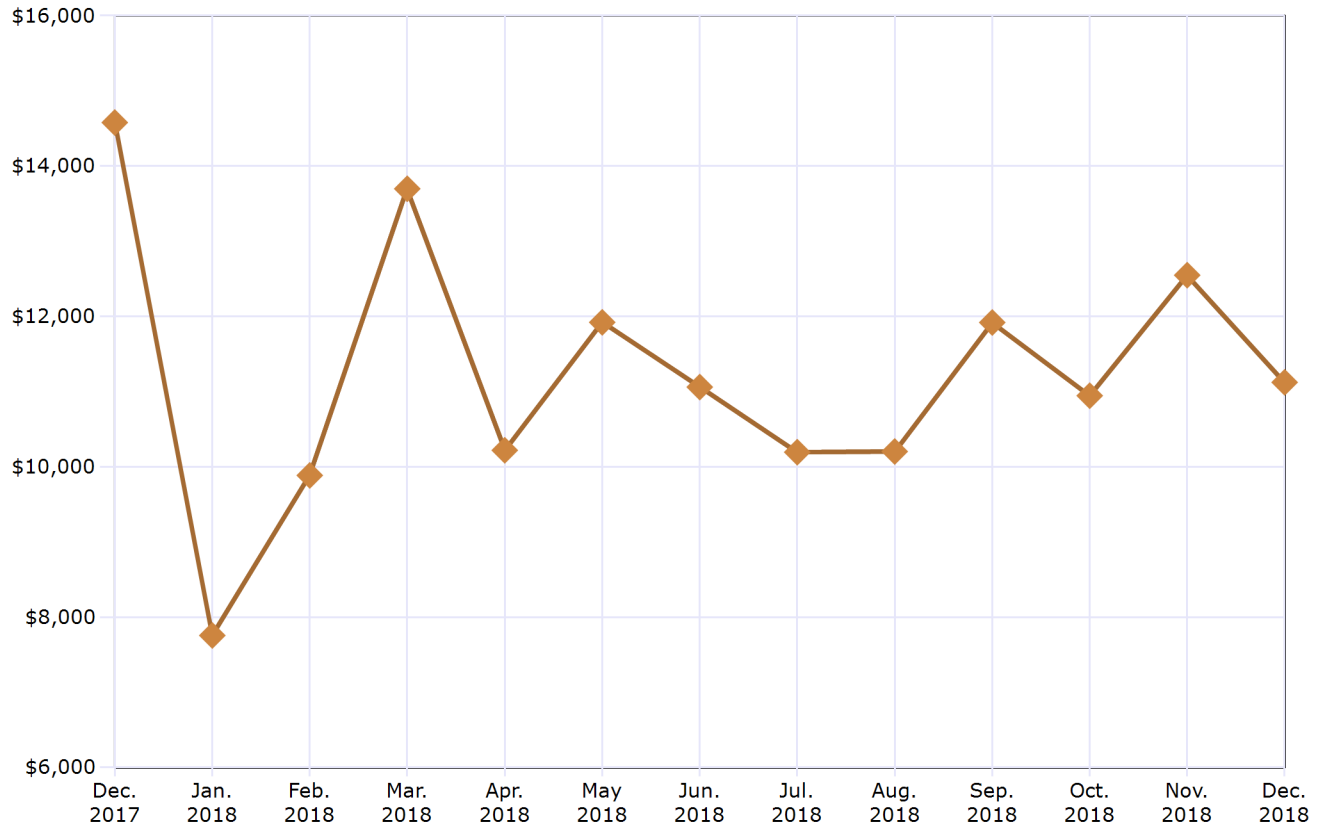
Trends

	Highland County	Virginia
2008	\$96,283	\$1,032,815,078
2009	\$94,559	\$979,594,664
2010	\$97,060	\$992,820,512
2011	\$102,793	\$1,035,981,229
2012	\$113,634	\$1,080,663,042
2013	\$118,170	\$1,093,292,668
2014	\$115,959	\$1,131,194,860
2015	\$126,558	\$1,179,611,271
2016	\$149,536	\$1,202,257,995
2017	\$124,170	\$1,232,981,515
2018	\$131,471	\$1,282,022,261

Note: This data is based on Virginia sales tax revenues deposited, rather than the actual taxable sales figures as reported on a dealer's return.

Source: Virginia Department of Taxation, Revenue Forecasting.

Local Option Sales Tax

Past 12 Months

	Highland County	Virginia
Dec. 2017	\$14,579	\$123,193,863
Jan. 2018	\$7,756	\$90,794,207
Feb. 2018	\$9,885	\$90,576,093
Mar. 2018	\$13,698	\$107,834,402
Apr. 2018	\$10,219	\$102,372,977
May 2018	\$11,921	\$110,211,496
Jun. 2018	\$11,060	\$112,529,037
Jul. 2018	\$10,194	\$107,211,401
Aug. 2018	\$10,203	\$109,428,585
Sep. 2018	\$11,919	\$105,468,340
Oct. 2018	\$10,945	\$107,742,243
Nov. 2018	\$12,548	\$112,348,128
Dec. 2018	\$11,123	\$125,505,352

Note: This data is based on Virginia sales tax revenues deposited, rather than the actual taxable sales figures as reported on a dealer's return.

*Source: Virginia Department of Taxation,
Revenue Forecasting.*

IV. Education Profile

Overview

The Education Profile for Highland County provides an assortment of data collected from the United States Census Bureau and the National Center for Education Statistics (NCES).



Related Terms and Definitions

Associate's degree

An award that normally requires at least two but less than four years of full-time equivalent college work.

Bachelor's degree

An award that normally requires at least four but not more than five years of full-time equivalent college-level work.

Post-baccalaureate certificate

An award that requires completion of an organized program of study equivalent to 18 semester credit hours beyond the bachelor's. It is designed for persons who have completed a bachelor's degree, but do not meet the requirements of a master's degree.

Master's degree

An award that requires the successful completion of a program of study of at least the full-time equivalent of one but not more than two academic years of work beyond the bachelor's degree.

Post-master's certificate

An award that requires completion of an organized program of study equivalent to 24 semester credit hours beyond the master's degree, but does not meet the requirements of academic degrees at the doctor's level.

Doctor's degree

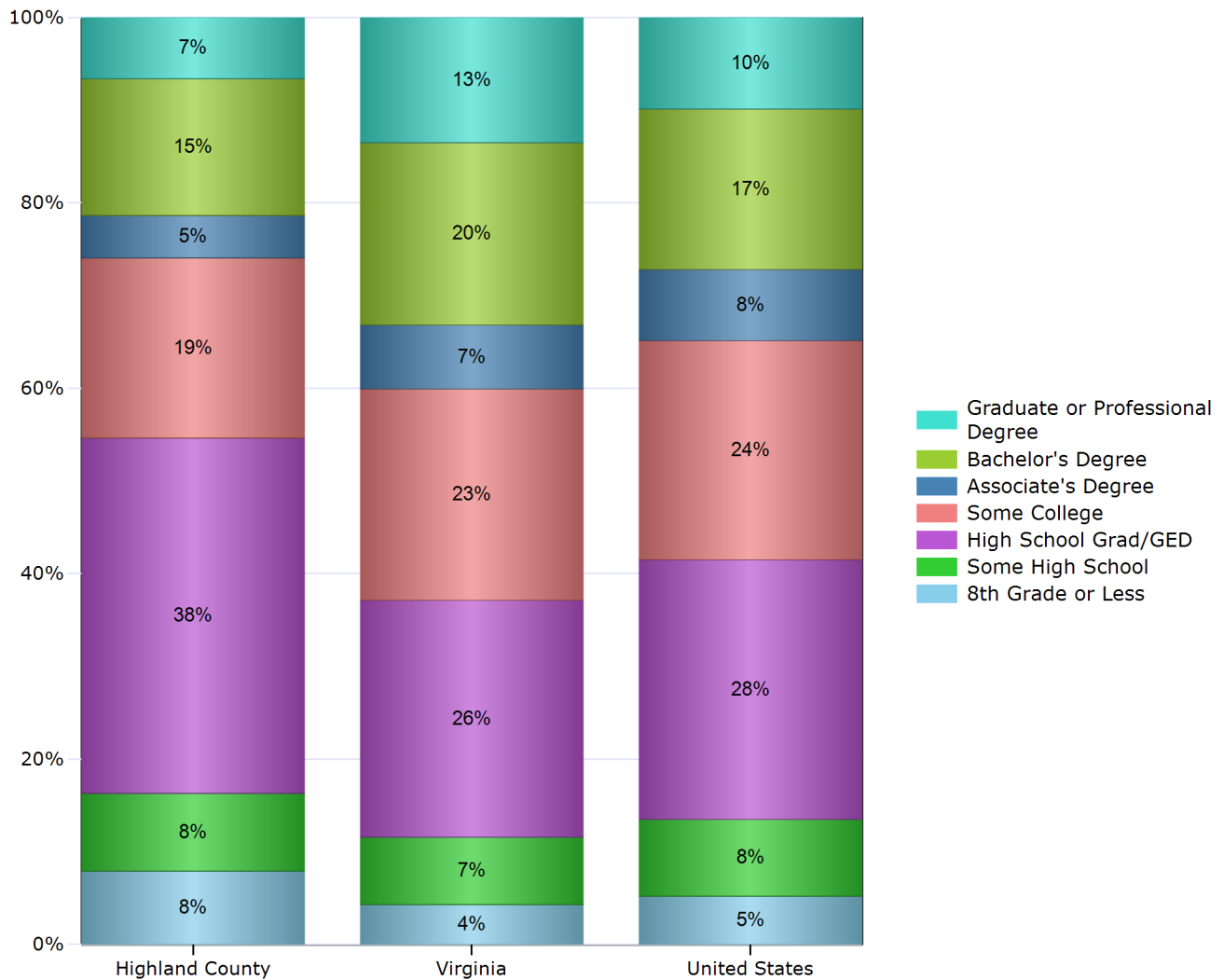
The highest award a student can earn for graduate study.

First-professional degree

An award that requires completion of a program that meets all of the following criteria: (1) completion of the academic requirements to begin practice in the profession; (2) at least two years of college work prior to entering the program; and (3) a total of at least six academic years of college work to complete the degree program, including prior required college work plus the length of the professional program itself.

Educational Attainment

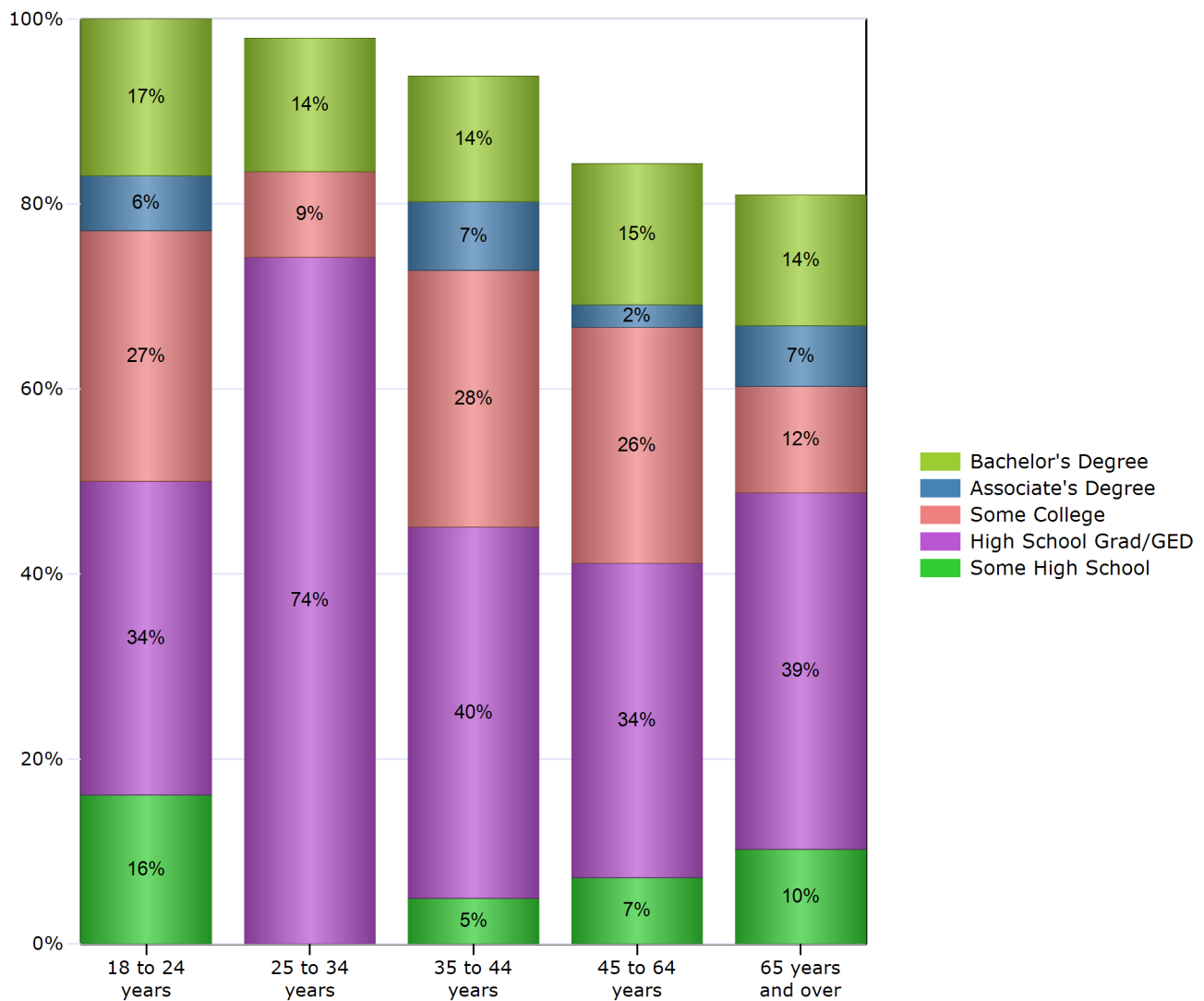
(Population 18 years and over)



	Highland County	Virginia	United States
8th Grade or Less	152	275,329	12,639,425
Some High School	161	464,075	20,093,117
High School Grad/GED	736	1,633,105	68,044,371
Some College	373	1,457,887	57,431,237
Associate's Degree	88	440,219	18,586,866
Bachelor's Degree	283	1,258,661	42,027,629
Graduate or Professional Degree	127	862,686	24,008,551
	1,920	6,391,962	242,831,196

Source: U.S. Census Bureau
American Community Survey, 2011-2015.

Educational Attainment by Age

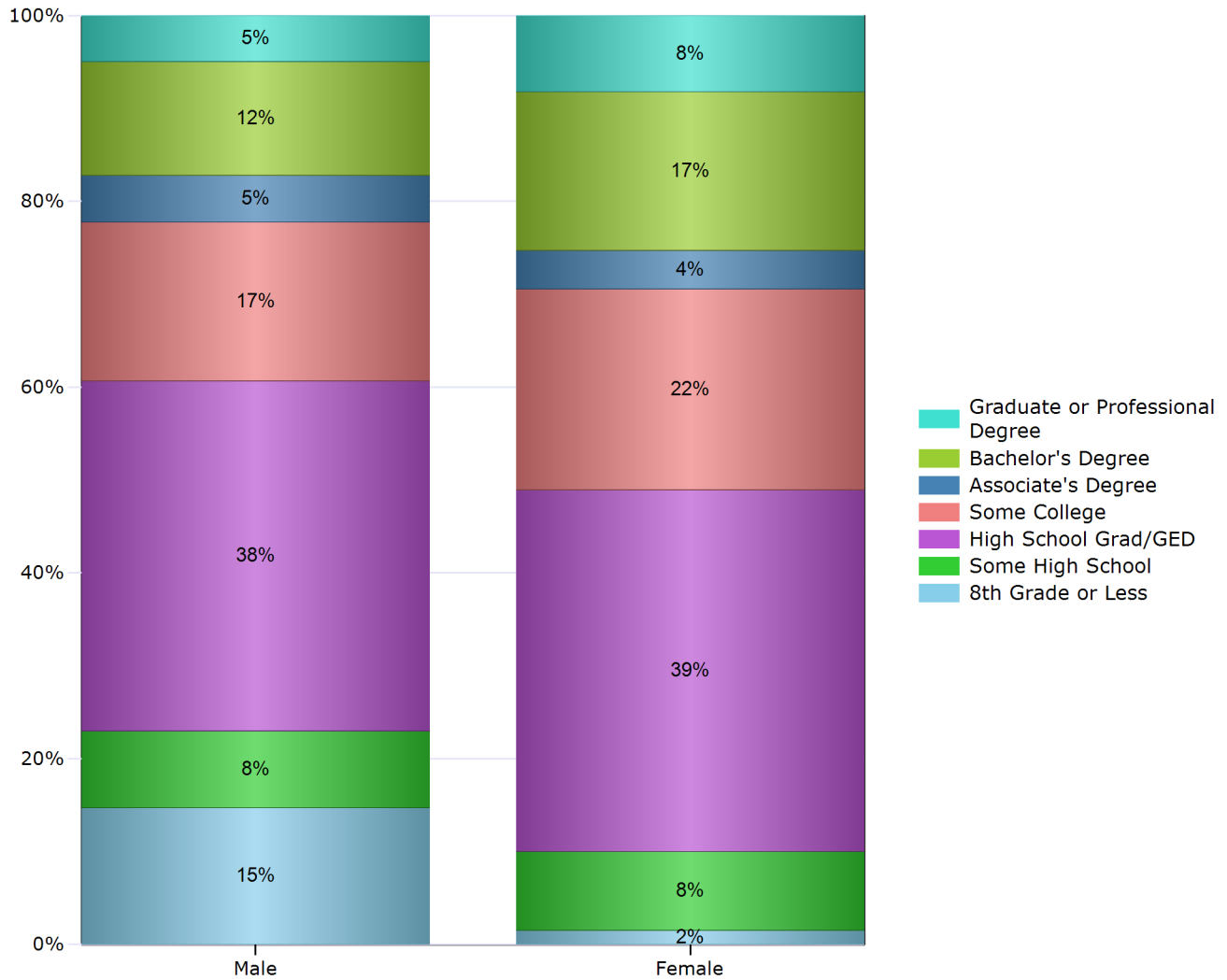


	18 - 24	25 - 34	35 - 44	45 - 64	65+	Total
8th Grade or Less		2	5	71	74	152
Some High School	19		8	56	78	161
High School Grad/GED	40	72	65	265	294	736
Some College	32	9	45	199	88	373
Associate's Degree	7		12	19	50	88
Bachelor's Degree	20	14	22	119	108	283
Graduate or Professional Degree			5	51	71	127
	118	97	162	780	763	1,920

Source: U.S. Census Bureau
American Community Survey, 2011-2015.

Educational Attainment by Gender

(Population 18 years and over)

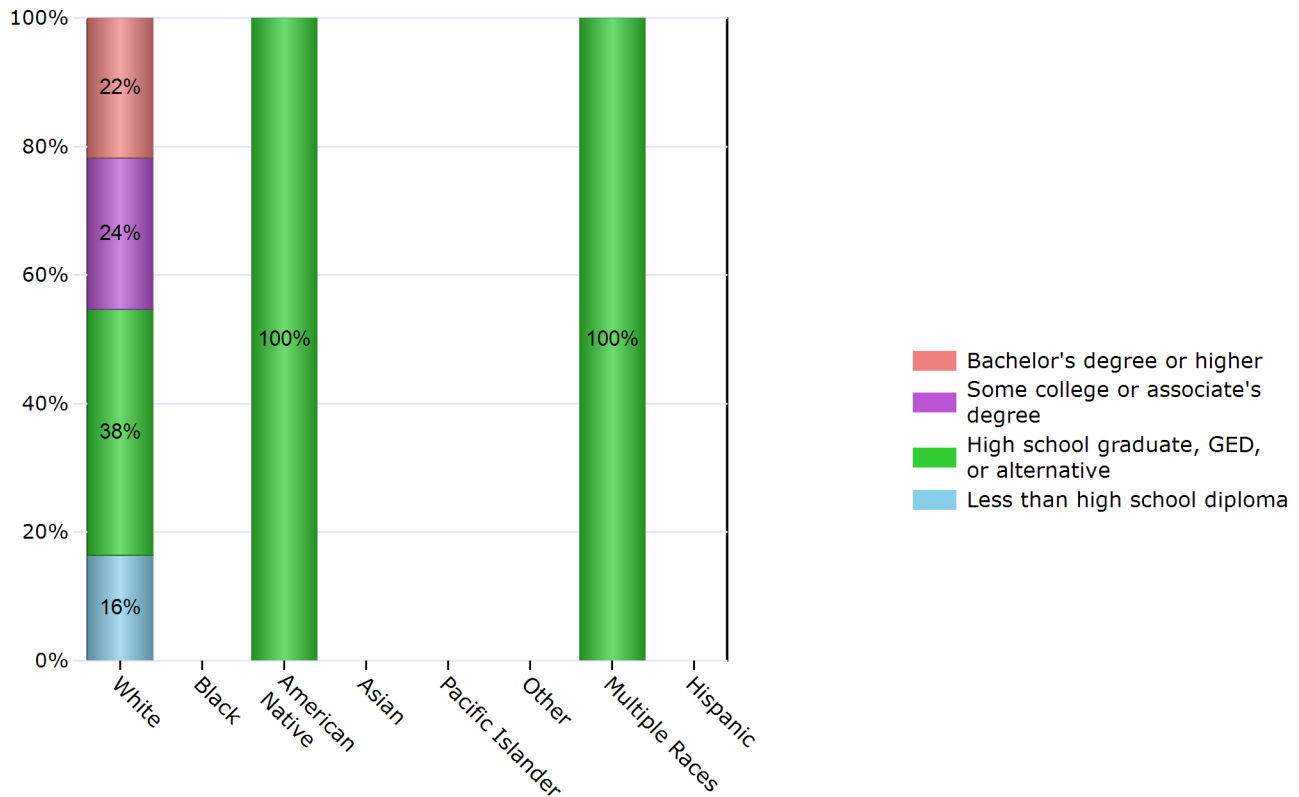


	Male	Female	Total
8th Grade or Less	137	15	152
Some High School	77	84	161
High School Grad/GED	351	385	736
Some College	159	214	373
Associate's Degree	47	41	88
Bachelor's Degree	114	169	283
Graduate or Professional Degree	46	81	127
	931	989	1,920

Source: U.S. Census Bureau
American Community Survey, 2011-2015.

Educational Attainment by Race/Ethnicity

(Population 25 years and over)



	Less than high school diploma	High school grad, GED, or alternative	Some college or associate's degree	Bachelor's degree or higher	Total
Race					
White	294	685	422	390	1,791
Black or African American	0	0	0	0	0
American Indian or Alaska Native	0	8	0	0	8
Asian	0	0	0	0	0
Native Hawaiian/Pacific Islander	0	0	0	0	0
Other	0	0	0	0	0
Multiple Races	0	3	0	0	3
Ethnicity					
Hispanic or Latino (of any race)	0	0	0	0	0
	294	696	422	390	1,802

Source: U.S. Census Bureau
American Community Survey, 2011-2015.

Graduate Data Trends

Highland County

	Cert. <1 yr.	Cert. 1-2 yrs.	Assoc.	Cert. 2-4 yrs.	BA	Cert. Post-BA	MA	Cert. Post-MA	Ph.D.	1st Prof.
2006										
2007										
2008										
2009										
2010										
2011										
2012										
2013										
2016										

Note: This table only reflects degrees completed from institutions within Highland County

Virginia Statewide

	Cert. <1 yr.	Cert. 1-2 yrs.	Assoc.	Cert. 2-4 yrs.	BA	Cert. Post-BA	MA	Cert. Post-MA	Ph.D.	1st Prof.
2006	4,213	4,298	14,431	102	39,247	608	12,429	225	1,440	2,490
2007	4,478	3,686	15,519	116	40,381	650	12,781	252	1,516	2,626
2008	5,197	3,813	16,207	134	39,160	725	13,802	334	1,080	2,168
2009	6,259	4,587	17,179	85	40,233	756	15,445	300	925	2,064
2010	7,648	8,158	21,014	374	45,361	915	18,889	601	2,100	2,598
2011	6,972	12,557	24,306	473	49,109	1,055	20,697	727	2,329	2,658
2012	8,825	12,801	26,199	620	53,051	1,215	21,516	686	2,095	3,298
2013	8,153	12,179	25,854	484	54,778	1,067	22,782	706	2,230	2,963
2016	8,643	11,912	25,125	608	61,852	2,032	24,717	640	2,328	2,931

*Source: U.S. Department of Education,
Institute of Education Sciences (IES).*

Did you know...

you can search over 2,300 school listings online
provided by the U.S. Department of Education?

For this data and more, visit us on the web at:

www.VirginiaWorks.com



Training Providers

James Madison University

800 South Main Street
Harrisonburg, VA 22807

Phone: (540) 568-6211

<http://www.jmu.edu/>

Number of 2016 graduates: 5,551

Eastern Mennonite University

1200 Park Rd
Harrisonburg, VA 22802

Phone: (540) 432-4000

<http://www.emu.edu>

Number of 2016 graduates: 556

Lord Fairfax Community College

173 Skirmisher Lane
Middletown, VA 22645

Phone: (540) 868-7000

<http://https://www.lfcc.edu>

Number of 2016 graduates: 1,536

Bridgewater College

402 E College St
Bridgewater, VA 22812

Phone: (540) 828-8000

<http://https://www.bridgewater.edu/about-us>

Number of 2016 graduates: 447

Blue Ridge Community College

1 College Lane
Weyers Cave, VA 24486

Phone: (540) 234-9261

<http://www.brcc.edu>

Number of 2016 graduates: 1,273

Virginia Military Institute

Vmi Parade
Lexington, VA 24450

Phone: (540) 464-7207

<http://www.vmi.edu>

Number of 2016 graduates: 382

Shenandoah University

1460 University Dr
Winchester, VA 22601

Phone: (540) 665-4500

<http://www.su.edu>

Number of 2016 graduates: 1,128

Mary Baldwin College

318 Prospect Street
Staunton, VA 24401

Phone: (540) 887-7000

<http://www.marybaldwin.edu>

Number of 2016 graduates: 353

Washington and Lee University

204 West Washington Street

Lexington, VA 24450

Phone: (540) 458-8400

<http://www.wlu.edu/>

Number of 2016 graduates: 716

Woodrow Wilson Rehabilitation Center

64 James Anderson Road

Fishersville, VA 22939

Phone: (540) 332-7390

<http://wwrc.virginia.gov>

Number of 2016 graduates: 183

*Source: U.S. Department of Education,
Institute of Education Sciences (IES), 2016.*