

# Roanoke Regional Community Indicators

Area of Study:  
Household Economic Indicators

October 2008



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## About the Council of Community Services

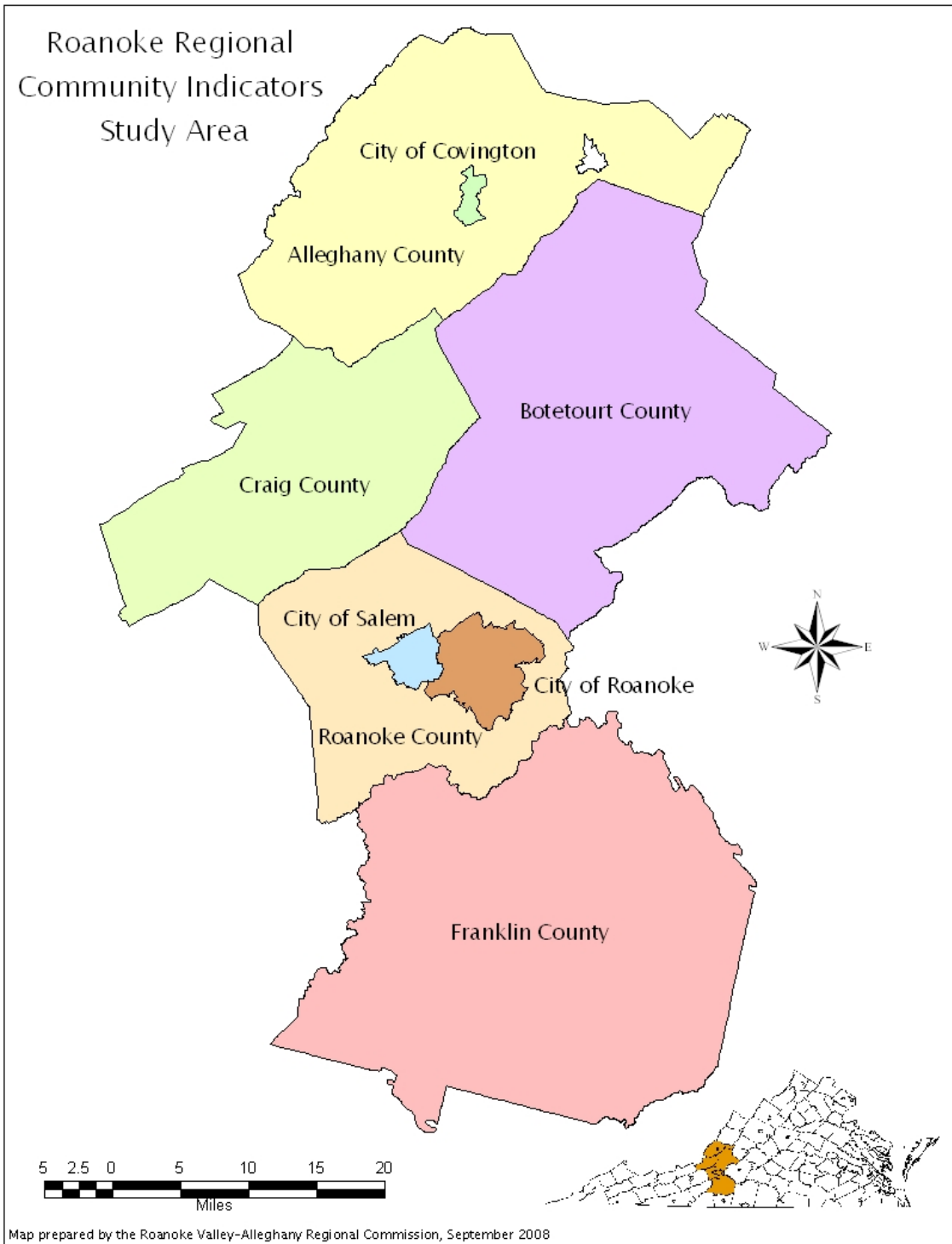
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Since its inception in 1960, the Council of Community Services has steadily grown as a human services planning organization and has contributed greatly to the growth of the health and human services community in the Roanoke Region. Beginning with a small staff of two in 1960, the Council has grown to an organization of more than 40 as it has maintained its focus on identifying needs in the community and bringing the community together to determine how to meet those needs.

Today, the mission of the Council of Community Services is to provide all people access to human service information, and use its resources to assist organizations and decision makers in planning for and meeting emerging human needs to improve the quality of life in the community.

The research, planning and consultation functions of the Council include conducting research that informs reports such as the *2007 Charting Our Future: A report on the community visioning process of United Way of Roanoke Valley*. The Council's research and writing team synthesizes data collected by the Blue Ridge Continuum of Care and produces the annual Point in Time Survey and Report of Homelessness in the Roanoke Valley-Alleghany Region. The Council collects data on community needs through 2-1-1 VIRGINIA and publishes an annual Community Needs File: Report to the Community, highlighting caller needs and problems as well as referrals made in response to requests for information. The Council is currently assisting the City of Roanoke, Roanoke County and Alleghany County with Community Needs Assessments to satisfy the requirements of the Promoting Safe and Stable Families Program.

# Map of the Roanoke Region



# Indicators Steering Committee

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Paul Phillips-Freedom First Federal Credit Union  
Chairman

Ray Bemis	Blue Ridge Behavioral Healthcare
Jane Conlin	City of Roanoke Department of Social Services
Sharon Day	Commonwealth Catholic Charities of VA
Lisa Denny	Children's Trust
Maggie Gray	CCS - Senior Citizens Coordinating Council
Courtney Grohs	Foundation for Roanoke Valley
Robin Haldiman	CHIP Roanoke Valley
Nancy Hans	Roanoke County Prevention Planning Team
Cheri Hartman	Family Service of Roanoke Valley
Amy Hatheway	TAP Head Start
Stephanie Hoer	Goodwill Industries of the Valley
Denny Huff	Council of Community Services
Emily Jewett	Legal Aid Society of Roanoke Valley
Pam Kestner-Chappelear	Council of Community Services
Norma McCrosky	Local Office on Aging – Area Agency on Aging
Brooks Michael	Carilion Clinic
Karen Michalski-Karney	Blue Ridge Independent Living Center
Carly Oliver	Foundation for Roanoke Valley
Vickie Price	Bethany Hall
Paula Prince	Jefferson College of Health Sciences
Marilyn Rigby	Radford University
Frank Rogan	United Way of Roanoke Valley
Shane Sawyer	Roanoke Valley Alleghany Regional Commission
Krystal Thompson	Commonwealth Catholic Charities of VA
Juanita Thornton	Brain Injury Resource and Development Center, Inc.
Keri Thornton	Carilion Clinic
John Turbyfill Jr.	Norfolk Southern Corporation
Abby Verdillo	United Way of Roanoke Valley
Doloris Vest	Western Virginia Workforce Development Board
Christine Visscher	Goodwill Industries of the Valley
Mary Wells-Garland	Department of Rehabilitative Services
Susan Williams	Local Office on Aging – Area Agency on Aging
Melissa W. Woodson	YWCA of Roanoke Valley

## **Council of Community Services - Research and Writing Staff**

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## Foreword

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In June 2007 the Council of Community Services convened a group of leaders from the Roanoke Region to discuss identification and tracking of key human and social services indicators for the Roanoke Region. The Council brought a nationally known expert, Ben Warner, Deputy Director, Jacksonville Community Council, Florida, to explain why indicators are important as measures of success and how Jacksonville and other communities across the nation are using indicators to inspire action by tracking and reporting data on key issues in their communities.

As a follow-up to the June meeting, the Council of Community services brought together a group of 38 Roanoke Region leaders representing 26 organizations and agencies to consider the development of a Roanoke Region Indicators Report. Members of this group became the steering committee that guided the development of this first Report of Indicators for the Roanoke Region. Because of my company's strong belief that successful business is dependent on successful communities, I agreed to chair the Indicators Steering Committee. The Council of Community Services provided the staff support to research and to write the report. By December 2007, the Indicators Steering Committee was meeting on a monthly basis. Research subcommittees met more frequently to facilitate the work of the full committee.

The Steering Committee quickly learned that Indicators were not a new concept to the region. In 1992, the New Century Council, a group of Roanoke Region business and community leaders, formed with the purpose of developing a collaborative approach in the region that would identify and track indicators important to quality of life in the New Century Region. Over a seven year period the New Century Council produced three comprehensive reports on the economy, quality of life and the environment. In 1999 the New Century Council completed its work, ceased operations and turned its work over to the Center for Innovative Leadership. This report takes into account the work of the New Century Council in the Roanoke Region and other indicator projects in cities throughout the United States.

The Indicators Steering Committee set the entire Roanoke Region as the geographic focus of this project. From the beginning there was a strong consensus that multi-jurisdictional planning and Valley-wide action would be stimulated if data were researched and presented that addressed the needs of the entire region.

The indicators included in this report were selected based on existing research of identified human service needs in the Roanoke Region. No new needs assessments, surveys or questionnaires were conducted. Data on needs reviewed by the Steering Committee included an analysis of 2-1-1 calls received in the Roanoke Region for the past 12 months; the 2006-2007 Council of Community Services' Community Needs File; the 2007 Charting Our Future: A report on the Community Visioning process of United Way of Roanoke Valley; and the 2008 Funding Priorities of the City of Roanoke's Human Services Committee.

The data from these sources and others confirmed what most of the steering committee already knew, that a lack of financial resources, poverty, is the underlying cause of the need for most human and social services in the Roanoke Region. Because lack of financial resources or poverty is the underlying cause of the need for services, the Steering Committee decided to identify and track those indicators that most closely relate to poverty. Categories of indicators identified by the Steering Committee for inclusion in this report are: job related; income/asset related; housing related; public assistance and education related. The title of Household Economic Indicators was given to the entire constellation of indicators in this first report.

Indicators related to economic self sufficiency were researched by staff and presented to the Steering Committee for consideration. To determine which indicators would be included in the report, the Steering Committee developed and approved a screen of fourteen criteria (Appendix A) through which each indicator was sifted before consideration and inclusion. Criteria included factors such as whether the data were credible, measurable, accessible and affordable to collect.

While indicator data are reported in cycles of three periods to show movement over time, it is important to note that the indicators in this report do not, by themselves, explain why trends move as they do or what should

be done to make improvements. These indicators are intended to provide the information needed to encourage a dialogue, increase involvement and to facilitate decision making in efforts to improve the quality of life in the Roanoke Region.

This report has been long-in-the-making and is a prototype for future indicator work. Consider this a first chapter in an indicator book focusing on the Roanoke Region. The report represents days of meetings and hours of work by a dedicated group who provided leadership through service on the Steering Committee, the Criteria Sub-committee and the Research Committee. I consider myself fortunate to call these leaders my colleagues and thank them for their time and hard work. A special thanks to Pam Kestner-Chappelear and her team of researchers and writers at the Council of Community Services who have made this report possible.

Sincerely,

Paul Phillips  
Chairman, Indicators Steering Committee  
President and CEO  
Freedom First Federal Credit Union

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## Introduction

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The purpose of this Roanoke Regional Community Indicators Report of Household Economic Indicators is to identify and track key human services indicators for the Roanoke Region. Indicators are presentations of valuable data that show changes over time. They help to answer important questions such as how well the economy is functioning; whether children in the Roanoke Region are performing to standards in school or to what extent the teen pregnancy rate is decreasing. Indicators are powerful tools for measuring and tracking the overall quality of life and comparing performance against goals or benchmarks. The measurements help communities monitor changes or give them a baseline against which future changes can be measured.

Not all data in this report are new but there are several key aspects of this report that are entirely new and of great interest. First, indicator data are reported for the entire Roanoke Region; defined in this report to include Alleghany County, Botetourt County, Covington City, Craig County, Franklin County, the City of Roanoke, Roanoke County and the City of Salem. There is no other single source of data for this combined area for the indicators included in this report. Second, indicator data are presented with a purpose of showing trends over time while comparing the performance of the Roanoke Region to that of the Commonwealth of Virginia overall. Finally, the constellation of indicators selected by those leaders involved in the development of the report paint a unique picture of the well being of people in the Roanoke Region.

This report measures and tracks economic well being rather than outcomes of individual programs. The report provides separate jurisdictional data but steps away from comparisons of one jurisdiction to another. The data presentations encourage the reader to view the Roanoke Region as one geographic community of people bonded by a common history while moving toward an increasingly interconnected future.

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## Methodology

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The primary focus of the research and data collection team was to find the most recent, credible, locality-specific data available that could be used to calculate an aggregate regional figure for each indicator. This aggregate regional figure was then used as a comparison to state data to provide the reader with a point of reference as to where the region stands. It was also decided that, wherever possible, three cycles of data would be tracked to provide a trend line measuring change over time; with no data cycles prior to 1990 to be included. As the project moved forward, difficulties were encountered regarding the inclusion of old data, the inclusion of data gathered from sources with a relatively high margin of error and the calculation of regional figures for some indicators.

The inclusion of relatively old data was an initial concern as the research and data collection process began. The challenge arose as it was found that to get locality-specific data for a significant number of indicators, either old data would have to be used, primarily from the U.S. Census Bureau with 2000 being the most recent cycle available, or those indicators for which more recent data could not be located would have to be dropped from the report. It was determined that while the 1990 and 2000 Census data cycles were not optimal, it was all that was available to compile a truly comprehensive regional report with locality-specific data and that it would be included.

The inclusion of data with a relatively high margin of error was another issue that was confronted as the report was being compiled. The American Community Survey (ACS) of the U.S. Census was found to be a possible supplement to some of the older data for Roanoke County and the City of Roanoke for a number of the Census-sourced indicators (Roanoke County and the City of Roanoke are the only localities in the region covered by the ACS as only localities with populations of 65,000 or more are tracked). The Small Area Income and Poverty Estimates (SAIPE) of the Census were also found to be a more recent set of data for several of the indicators. Unlike the American Community Survey, the SAIPE was available for all localities in the region. The reliability of these sources was, however, a concern as the margin of error for some of the indicators was significant. This concern was taken into consideration and it was decided that the ACS data would be included for Roanoke County and the City of Roanoke in the tables, but would not be graphed or used in any calculations of regional figures. The SAIPE would also be included in the report and would be used as the primary data source for those indicators

for which they were available. Because data was accessible for all localities in the region through the SAIPE, an aggregate regional figure was able to be calculated using consistent data for all localities. It was thought that even with the reliability issues associated with the ACS and the SAIPE that this data may still be useful to community leaders when seeking data for grant applications or in other instances where more recent data may be needed.

Calculating a regional figure<sup>1</sup> for some indicators was also a challenge. Since all the data necessary to compile a regional figure for the indicators was not always accessible, an aggregate regional figure could not be calculated for several of the indicators. For instance, for the births to mothers with less than a high school education indicator, the data for total births and the total number of births to mothers that did not have a high school education for the given year were not available through the Virginia Department of Health. The only number available was the percentage of total births that were to mothers with less than a high school education. Therefore, without the numbers of total births and the total number of births to mothers with less than a high school education, a regional figure could not be calculated. Because of this deficiency of data with several indicators, the numbers for the individual localities was included as a comparison to the state with no regional figure being calculated.

The indicators for which no regional figure could be calculated include: median family income, median income – seniors aged 65-74, median income – seniors aged 75 and over, affordability of a single-family home, births to mothers with less than a high school diploma and typical monthly household utility costs. These indicators have been included in a separate appendix (Appendix C) as it was felt that even though these indicators contain valuable data and are worth including, their inclusion with the indicators for which regional data could be calculated would detract from the regional approach that has been a primary focus of this report.

While the methodology that was used in compiling this report was by no means perfect or optimal, the intention was to create a sense of community and interconnectedness within the region. It was felt that this intention was best served by using the chosen methods. In the future, as conversations within the community take place and as cooperation amongst agencies and organizations within the region increases, more recent and relevant data will, hopefully, be made available through indicator reports similar to this.

## Why These Indicators and This Region

The Steering Committee selected the indicators included in this report for several important reasons. First, when viewed as a constellation of data points, these indicators provide a realistic description of the household economy in the region. Second, each indicator included in the report was subjected to a screen of criteria adopted by the committee to insure its validity, reliability and relevance to the issue of household economic well being.<sup>2</sup> Finally, as stated by the Chair of the Steering Committee, “These indicators are intended to provide the information needed to encourage a dialogue, increase involvement and to facilitate decision making in efforts to improve the quality of life in the Roanoke Region.”

The eight jurisdictions included in the report were selected based on the Steering Committee’s perception that people in these jurisdictions receive services from agencies located in neighboring jurisdictions. Additionally, the geographic connections of the jurisdictions to and among each other are such that services are readily available across boundaries. Finally, inclusion of all eight jurisdictions provides regional data that sheds light on the assets and deficits of the region as a whole. By including all eight jurisdictions in the report the data sparks future regional dialogue and encourages data driven decision making on a regional basis.

## The Regional Indicators

A total of 39 indicators are listed on the following page. The indicators are subdivided into seven categories. Indicators under each of the seven categories are presented in tables and graphs in separate sections of this report. Data trends on each indicator are presented for each jurisdiction with region and state data included for

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<sup>1</sup> Regional figures for the indicators for which all the necessary data was available and accessible was done as a simple calculation of the aggregate compilation of data for all localities in the region; no weighted average calculations were made.

<sup>2</sup> See Appendix A for the complete listing of indicator criteria adopted by the Steering Committee.

comparative purposes. A brief statement of “where we stand” as a region is included for each indicator. No regional and state comparison was possible for six of the 39 indicators. Because jurisdictional data were available for these six, they are covered separately in Appendix C.

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## Household Economic Indicators

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### Education

- Third grade proficiency assessments; history; math; reading; science
- Percent graduating high school
- Educational attainment
  - High School diploma
  - Bachelors degree or higher

### Job Related

- Unemployment rate
- Unemployment insurance payments
- Net employment growth
- Job growth by industry and salary band

### Income/Asset Related

- Per capita income
- Median income for seniors: aged 65-74; 75 years and over
- Median family income
- Consumer price index
- Number of chapter 7 and chapter 13 bankruptcies filings
- Annual average wage

### Housing Related

- Average rental costs
- Housing units lacking complete plumbing facilities

### Housing Related (continued)

- Typical monthly household utility costs – (water and electric)
- Affordability of a single-family home
- Length of residency
- Owner-occupied housing units
- Renter-occupied housing units
- Single-family residential building permits

### Public Assistance/Low Income

- Children in free/reduced lunch
- Supplemental Security Income Recipients (SSI)
- TANF recipients
- Food Stamp recipients
- Poverty rate
- Poverty rate for seniors
- Poverty rate for people with disabilities
- Childcare subsidy recipients
- Poverty rate for children
- Births to mothers with less than a high school education

### Other

- Percent of households with no vehicle
- Food bank distributions (lbs.)
- Number of people without health insurance

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## History of the Roanoke Region<sup>3</sup>

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The history that binds the people of the Roanoke Region sets a context for understanding the demographics in the Region today. That history begins when the first pioneers explored the Roanoke Region as early as the 17th century. An exploration party's report in 1671 told of the "blue mountains and a snug flat valley beside the upper Roanoke River." For the next seventy years, after this initial exploration, the region remained undisturbed by settlers.

As the land to the east of the mountains became developed, pioneers began moving into the western regions of [Virginia](#). These early settlers from eastern Virginia were joined by people from Pennsylvania seeking new lands in the rich Shenandoah Valley. The newcomers began farming in the Roanoke Valley by 1740.

As tradesmen and farmers moved into the region, new counties and communities were established. [Botetourt County](#) was created in 1769, with the town of Fincastle as its seat. For a short period, the vast county stretched westward to the Mississippi River. [Roanoke County](#) was separated from Botetourt in 1838. [Craig County](#) was formed in 1851 from Botetourt County, Roanoke County, Giles and Monroe Counties, with New Castle as its seat.

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<sup>3</sup> City of Roanoke Website

Towns formed within what is now the city of Roanoke in the first decades of the 19th Century. Antwerp was subdivided in 1801 followed by Gainesborough in 1825 (the present Gainsboro neighborhood) and Old Lick in 1834. The Gainesborough settlement remained the most populous community until 1874 when the Town of Big Lick was chartered. This tiny village of less than five hundred people was to become the town of Roanoke in 1882 and in 1884, the city of Roanoke. The new town was located along the old Atlantic, Mississippi and Ohio Railroad, later to become the Norfolk & Western.

The completion of the Shenandoah Valley Railroad from Hagerstown, Maryland to its junction with the newly formed Norfolk & Western Railway in 1882, marked the start of rapid growth. The adjacent town of [Vinton, VA](#) was also incorporated at this time.

The town of [Salem, VA](#), established in 1806, became the county seat for Roanoke County. Salem, Virginia was the largest town within the area during these formative years and was located on two stage lines. Salem remained the major center of activity in the Roanoke area until the mid 1880's and then became an independent city in 1968.

[Alleghany County](#) was established on January 5, 1822 from parts of Botetourt, Bath, and Monroe counties. It was named for the Allegheny Mountains in which it is located. During the Civil War, the iron for the Merrimac came from Longdale Furnace in the county. Regiments from Alleghany County were at the surrender at Appomattox.

[Franklin County](#), geographically the largest county in the Roanoke Region, was formed in 1785 from parts of Bedford County and Henry County. It was named for Benjamin Franklin. This county was home to Confederate General Jubal Anderson Early, and Booker T. Washington, a slave who became one of the main civil rights activists of his era.

The Roanoke Valley's geographic location west of the Blue Ridge Mountains and midway of the "great valley" between Maryland and Tennessee has been a key to its growth.

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## Demographics of the Roanoke Region

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Today, the Roanoke Region covers an expanse of more than 2,320 square miles, a land mass larger than the states of Rhode Island or Delaware. It is composed of the following counties: Alleghany, Botetourt, Craig, Franklin, and Roanoke; and cities: Covington, Roanoke, and Salem. Each county has a board of supervisors and county administrator, and each city has a city council and city manager. There are nine incorporated towns in the Roanoke Region.

To understand the demographics of the Roanoke Region, it is important to reflect on changes taking place world-wide. According to the Central Intelligence Agency, July 2001 report: *Long Term Global Demographic Trends; Reshaping the Geopolitical Landscape*, the population will be very different by 2050 than what it is today.<sup>4</sup> Demographic trends from the report show an aging, more urbanized, multi colored planet, with "youth bulges" in developing countries like Pakistan, Afghanistan, Saudi Arabia, and Iraq. Because of these future global demographic trends there will be an increase in migration and health and environmental issues.

The population is aging worldwide and by 2050 over 16% of the planet's population will be 65 and older, compared to 6.9% in 2000 according to the United Nations *World Population Prospects*.<sup>5</sup> The United States will surpass this projection by 2020, when 16.3% of the population will be 65 years or over. In Virginia, the 65 + age group comprised 11.6% of the population in 2006, and will make up 12.2% in the year 2010. By 2020, 15.5% of Virginians will be 65 and over. By the year 2030, 18.5% of Virginia's population will be of that age group. In 2000,

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<sup>4</sup>Long Term Global Demographic Trends: Reshaping the Geopolitical Landscape. Washington DC: Central Intelligence Agency, July 2001.

<sup>5</sup> Population division of the Department of Economic and Social Affairs of the United Nations Secretariat, *World Population Prospects: The 2006 Revision Population Database*.

the Roanoke Region’s population in the 65 and older age group was 16%. By 2020, 20% of the Roanoke Region’s population will be age 65 or older, and by 2030, 23% of Roanoke Region residents will be 65 years of age or older, far exceeding the world and state projections (see Table 1).

Table 1

% Of Population age 65 and over							
	1990	2000	2006	2010***	2020***	2030***	2050
Region **	15.0%	16.0%	16.0%	16.4%	20.0%	23.0%	
Virginia**	10.7%	11.2%	11.6%	12.2%	15.5%	18.5%	
United States *	12.5%	12.4%	12.4%	13.0%	16.3%	20.0%	
World*	6.1%	6.9%	7.0%	7.7%	9.4%	11.7%	16.2%

Source:  
 \* Population division of the Department of Economic and Social Affairs of the United Nations Secretariat, World Population Prospects: The 2006 Revision and World Urbanization Prospects: The 2005 Revision.  
 \*\*CDC WONDER On-line database  
 \*\*\* Virginia Employment Commission, Virginia Workforce Connection

Further evidence of an aging population is the median age. In 2000, the median age of the population world-wide was 26.7 years. In the United States, the median age was 35.3. The median age in Virginia in 2000 was 35.7. As shown in Table 2, all of the Roanoke Region jurisdictions had a median age well over the state median in 2000. The lowest median age was in the City of Roanoke at 37.6 years and the highest median age was in Alleghany County at 41.1 years.

Table 2

Median Age 2000					
Alleghany	41.1	Roanoke County	40.9	Virginia	35.7
Botetourt	40.7	Covington	40.5	**United States	35.3
Craig	39.6	Roanoke City	37.6	**World	26.7
Franklin	39.7	Salem	39.2		

Table 2: U.S. Census Bureau, Factfinder 2000;  
 \*\*Population division of the Department of Economic and Social Affairs of the United Nations Secretariat, World Population Prospects: The 2006 Revision and World Urbanization Prospects: The 2005 Revision.

As can be seen in Table 3, in the year 2000 the total population of the Roanoke Region was 311,905. By the year 2006, the population had grown to 317,723. Population growth over the six-year period was 2% as compared to an 8% growth for the Commonwealth of Virginia. The Region shows a marginal growth of .73% from 2006 to 2010 with a total population of 320,040. Individual population tables by age cohorts can be found in Appendix B.

The demographics of the population in the Roanoke Region suggest two emerging trends. First is the significant increase in the 50 and over age groups and the second is the decreasing number of the younger cohorts. The aging population is growing and the younger populations are not growing. The 85+ age group has the greatest percentage increase from 1990 to 2010 in the Roanoke Region. According to the Census Bureau National Projections, this age group is growing the fastest and is predicted to increase 389% from 2000 to 2050. Clearly, how the Region deals with its aging population as well as its decreasing younger population will greatly impact its future.

Table 3

Roanoke Region Population by Age Group						
Age In Years	1990 Census	2000 Census	2006 Census	Percent Change 1990 - 2006	*Total Projected Population 2010 Est.	Percent Change 1990 - 2010
<1	3,790	3,566	3,667	-3.25%		
1-4	14,375	14,289	14,384	0.06%	19,153	33.24%
5-9	17,777	19,928	18,115	1.90%	19,121	7.56%
10-14	17,604	20,457	19,714	11.99%	18,507	5.13%
15-19	19,927	19,313	20,118	0.96%	20,922	4.99%
20-24	19,594	16,445	18,376	-6.22%	19,922	1.67%
25-29	22,108	18,747	19,585	-11.41%	18,498	-16.33%
30-34	23,753	20,639	18,863	-20.59%	18,175	-23.48%
35-39	23,400	23,990	21,163	-9.56%	19,068	-18.51%
40-44	22,699	25,329	23,692	4.37%	20,818	-8.29%
45-49	17,763	24,364	25,121	41.42%	23,574	32.71%
50-54	14,739	23,335	23,971	62.64%	24,667	67.36%
55-59	14,043	17,952	23,159	64.91%	23,465	67.09%
60-64	14,698	14,394	17,034	15.89%	21,696	47.61%
65-69	13,929	13,187	13,515	-2.97%	15,451	10.93%
70-74	10,969	12,470	11,677	6.45%	11,711	6.76%
75-79	8,248	10,450	10,296	24.83%	9,803	18.85%
80-84	5,630	6,986	8,008	42.24%	7,710	36.94%
85+	4,532	6,064	7,265	60.30%	7,779	71.65%
Total	289,578	311,905	317,723	9.72%	320,040	10.45%
Source: CDC WONDER On-line Database						
*Virginia Employment Commission, Virginia Workforce Connection.						

Further illustration in Table 4 shows the percentage of the population 50 and over compared to the percentage of population between the ages of 25-44. This table indicates that the Region's population is aging and that there has been a decrease in the younger age groups. The data mirrors these same demographic changes in the Commonwealth and the country; however, the Region starts with a greater percentage of its population over 50. By the year 2030, 40% of the population in the Roanoke Region will be over 50 while only 23% will be in the 25-44 age group.

Table 4

Population by Age							
% Population 50+				Population Ages 25-44			
	Region	Virginia	U.S.		Region	Virginia	U.S.
1990	30%	24%	26%	1990	32%	34%	32%
2000	34%	27%	27%	2000	28%	32%	30%
2006	36%	30%	30%	2006	26%	29%	28%
2010	38%	32%	32%	2010	24%	27%	27%
2020	40%	35%	35%	2020	25%	27%	26%
2030	40%	35%	36%	2030	23%	26%	25%

Source: CDC WONDER ON-line Database

The Roanoke Region's population by gender is shown in Table 5 below. While the male population is growing at a faster rate, projections by the U.S. Census Bureau through 2010 indicate that the ratio of females to males will remain constant.

Table 5

Roanoke Region by Gender						
Area	1990 Census	2000 Census	2006 Census	Percent Change 1990-2006	*Total Projected Population – 2010 Estimate	Percent Change 1990-2010
Males	138,045	149,272	152,765	11.00%	153,958	12%
Females	151,533	162,633	164,958	9.00%	166,082	10%
Total	289,578	311,905	317,723	10%	320,040	11%

Source: CDC WONDER On-line Database.  
\* Virginia Employment Commission, Virginia Workforce Connection

The racial composition of the Roanoke Region in 2006 was overwhelmingly white (84%) with twelve percent (12%) being African-American and 2% being of Hispanic origin. In the Commonwealth of Virginia, the racial composition was 73.3% white, 20% African American, and 6.3% Hispanic. Appendix B contains racial demographics for each jurisdiction within the Region. Table 6 below illustrates the Region's population and percentage by race and ethnicity.

Table 6

Roanoke Region by Race								
	1990		2000		2006		2010	
	Population	Percent of Total	Population	Percent of Total	Population	Percent of Total	Population	Percent of Total
Black/African American	33,281	(11%)	38,018	(12%)	39,524	(12%)	40,517	(13%)
White	252,868	(87%)	266,520	(85%)	268,073	(84%)	269,621	(84%)
American Ind./ Alaska Native	293	(<1%)	526	(<1%)	547	(<1%)	473	(<1%)
Asian	1,670	(<1%)	3,350	(1%)	4,164	(1.3%)	4,349	(1.4%)
Hispanic/Latin	1,466	(<1%)	3,491	(1%)	5,415	(1.7%)	5,080	(1.6%)
Total Population	289,578		311,905		317,723		320,040	
Source: CDC WONDER On-Line Database								
* Virginia Employment Commission, Virginia Workforce Connection								

The unique characteristics of the Roanoke Region present challenges for those seeking to plan and take action on a regional basis. It covers a large landmass with widely ranging demographics from Roanoke City with a high-density population of 2213.2 persons per square mile to Craig County with a density of 15.4 per square mile. There are eight separate jurisdictions in the Roanoke Region, each with its own governance structure, rules and regulations. The combination of urban and rural areas in the Roanoke Region results in vastly different representations of ethnic and racial compositions (see Appendix B). Population growth also varies significantly among the jurisdictions, and as will be evident in the indicator data, so do the needs of the people who reside in each.

Despite these differences and the challenges they present, it is important to identify and track indicators of well being for the region itself when seeking economic, education and human service strategies to improve the quality of life for all in the Roanoke Region. The interconnectedness of the localities becomes increasingly important when developing strategy to attract private enterprise. The interdependence should also be recognized when considering state and federal support to provide education, workforce development and human services across jurisdictional boundaries.

The indicators on the following pages are clustered by content area. Each indicator cluster is presented on a separate cover page which outlines the indicators in that cluster. Individual indicators within each cluster follow the cover page. The indicator data in each table are presented for the locality and aggregated for the region. The region's aggregate performance is then compared to performance at the state level.

## Education Related Indicators

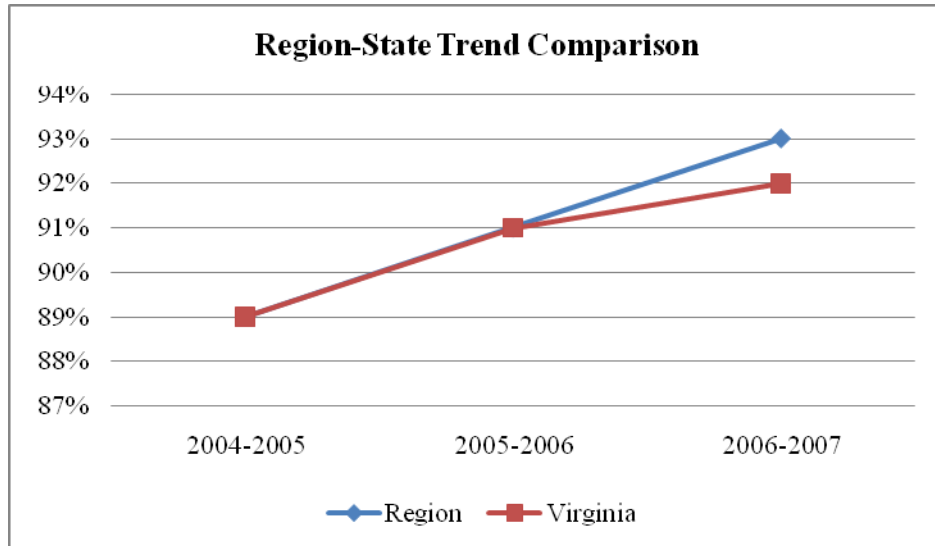
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- Third Grade Proficiency Assessments
  - History and Social Science
  - Mathematics
  - Reading
  - Science
- Percent Graduating High School
- Educational Attainment – High School Diploma or Higher
- Educational Attainment – Bachelor’s Degree or Higher

*Education and the economy are inextricably linked. The Steering Committee identified the indicators above as particularly important predictors of economic well being.*

## Third Grade Proficiency Assessments - History and Social Science

**Definition:** Percentage of students within school district that passed the third grade SOL tests and other statewide assessments for history and social science.



**Where we stand:** The percentage of third grade students passing the proficiency assessments for history and social science increased 4% in the region from 89% in 2004-2005 to 93% in 2006-2007

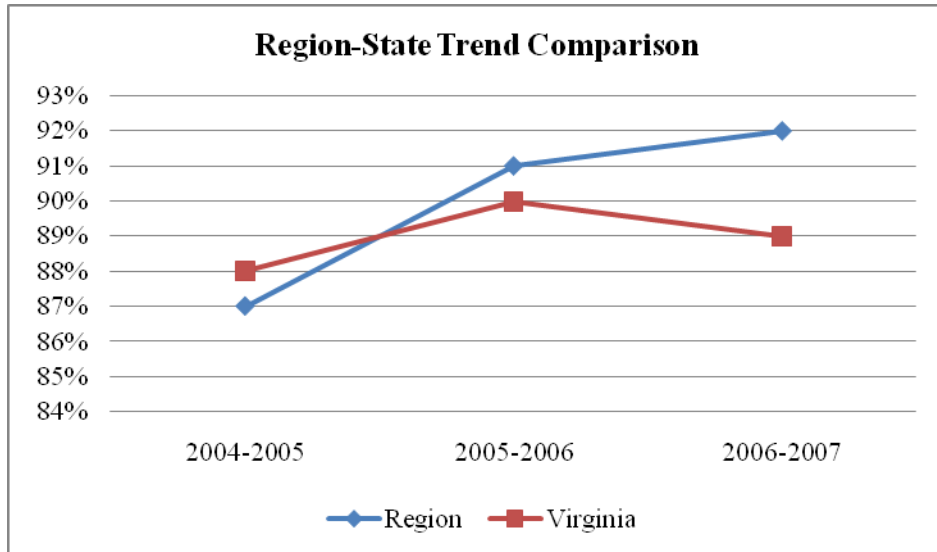
### Area Data

Area	2004 - 2005	2005-2006	Change	2006-2007	Change from 2004-2005 to 2006-2007
Alleghany County	84%	88%	+4%	92%	+8%
Botetourt County	95%	95%	No Change	95%	No Change
Craig County	94%	94%	No Change	96%	+2%
Franklin County	94%	96%	+2%	97%	+3%
Roanoke County	90%	92%	+2%	94%	+4%
Covington City	95%	89%	-6%	100%	+5%
Roanoke City	83%	86%	+3%	89%	+6%
Salem City	95%	97%	+2%	95%	No Change
Region	89%	91%	+2%	93%	+4%
Virginia	89%	91%	+2%	92%	+3%

Source: Virginia Department of Education

## Third Grade Proficiency Assessments - Mathematics

**Definition:** Percentage of students within school district that passed the third grade SOL testing and other statewide assessments for mathematics.



**Where we stand:** The percentage of third grade students passing the proficiency assessments for mathematics increased 5% in the region from 87% in 2004-2005 to 92% in 2006-2007.

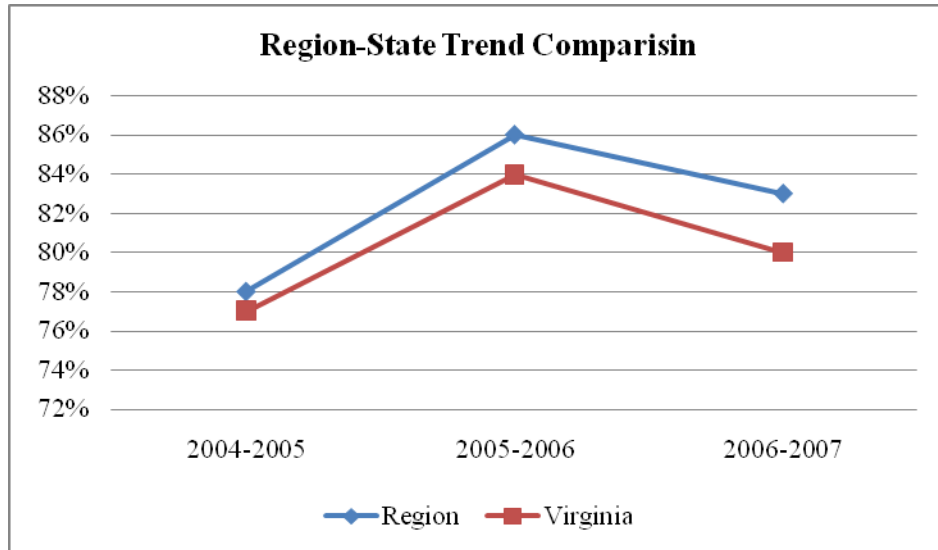
### Area Data

Area	2004-2005	2005-2006	Change	2006-2007	Change from 2004-2005 to 2006-2007
Alleghany County	85%	94%	+9%	90%	+5%
Botetourt County	94%	95%	+1%	94%	No Change
Craig County	84%	94%	+10%	85%	+1%
Franklin County	94%	94%	No Change	95%	+1%
Roanoke County	89%	91%	+2%	95%	+6%
Covington City	97%	85%	-12%	100%	+3%
Roanoke City	77%	85%	+8%	85%	+8%
Salem City	94%	97%	+3%	93%	-1%
Region	87%	91%	+4%	92%	+5%
Virginia	88%	90%	+2%	89%	+1%

Source: Virginia Department of Education

## Third Grade Proficiency Assessments - Reading

**Definition:** Percentage of students within school district that passed the third grade SOL tests and other statewide assessments for reading.



**Where we stand:** The percentage of third grade students passing the proficiency assessments for reading increased 5% in the region from 78% in 2004-2005 to 83% in 2006-2007

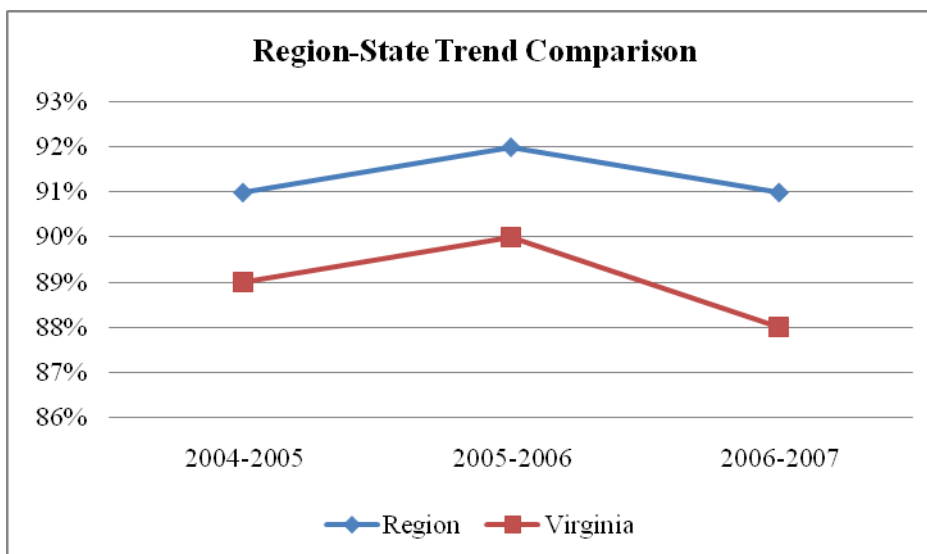
### Area Data

Area	2004-2005	2005-2006	Change	2006-2007	Change from 2004-2005 to 2006-2007
Alleghany County	73%	87%	+14%	82%	+9%
Botetourt County	86%	90%	+4%	89%	+3%
Craig County	69%	88%	+19%	73%	+4%
Franklin County	84%	92%	+8%	89%	+5%
Roanoke County	78%	88%	+10%	88%	+10%
Covington City	88%	80%	-8%	94%	+6%
Roanoke City	69%	76%	+7%	71%	+2%
Salem City	84%	92%	+8%	86%	+2%
Region	78%	86%	+8%	83%	+5%
Virginia	77%	84%	+7%	80%	+3%

Source: Virginia Department of Education

## Third Grade Proficiency Assessments – Science

**Definition:** Percentage of students within school district that passed the third grade SOL tests and other statewide assessments for science.



**Where we stand:** The percentage of third grade students passing the proficiency assessments for science in the region remained at 91% from 2004-2005 to 2006-2007.

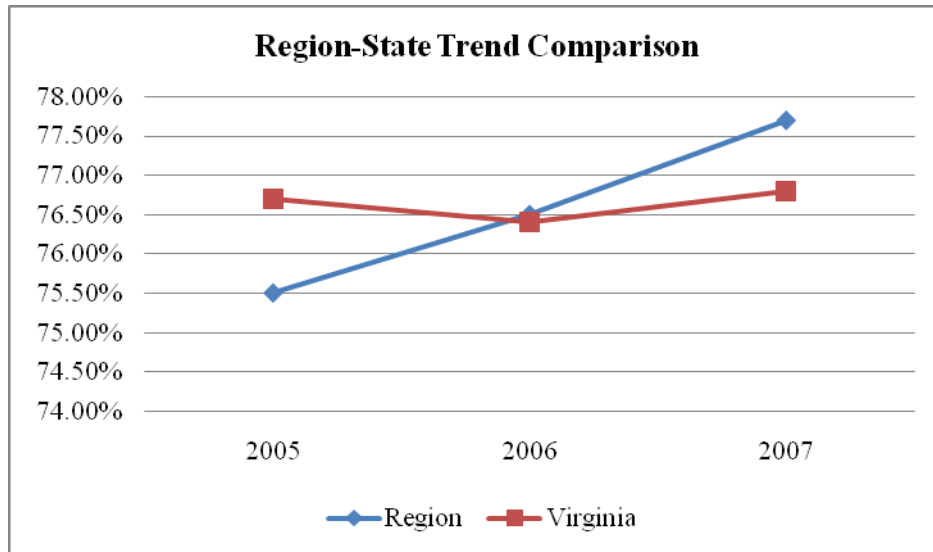
### Area Data

Area	2004-2005	2005-2006	Change	2006-2007	Change from 2004-2005 to 2006-2007
Alleghany County	89%	90%	+1%	90%	+1%
Botetourt County	96%	96%	No Change	95%	-1%
Craig County	88%	90%	+2%	88%	No Change
Franklin County	95%	95%	No Change	95%	No Change
Roanoke County	92%	92%	No Change	93%	+1%
Covington City	97%	84%	-13%	100%	+3%
Roanoke City	85%	88%	+3%	85%	No Change
Salem City	94%	96%	+2%	94%	No Change
Region	91%	92%	+1%	91%	No Change
Virginia	89%	90%	+1%	88%	-1%

Source: Virginia Department of Education

## Percent Graduating High School

**Definition:** Diploma graduates and completers as percent of ninth grade membership four years earlier.



**Where we stand:** The graduation rate in the region increased 2.2% from 75.5% in 2004-2005 to 77.7% in 2006-2007.

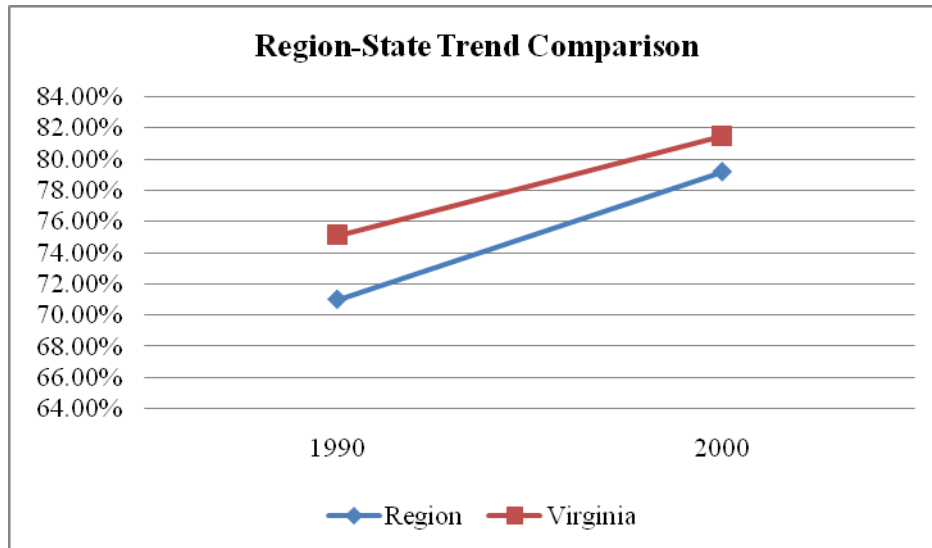
### Area Data

Area	2004-2005	2005-2006	Change	2006-2007	Change from 2004-2005 to 2006-2007
Alleghany County	76.1%	82.0%	+5.9%	75.9%	-0.2%
Botetourt County	82.2%	79.0%	-3.2%	91.0%	+8.8%
Craig County	77.4%	82.5%	+5.1%	67.6%	-9.8%
Franklin County	74.6%	74.1%	-0.5%	74.3%	-0.3%
Roanoke County	89.9%	90.3%	+0.4%	92.2%	+2.3%
Covington City	72.9%	85.3%	+12.4%	69.0%	-3.9%
Roanoke City	58.3%	59.9%	+1.6%	59.1%	+0.8%
Salem City	77.6%	80.5%	+2.9%	83.6%	+6.0%
Region	75.5%	76.5%	+1.0%	77.7%	+2.2%
Virginia	76.7%	76.4%	-0.3%	76.8%	+0.1%

Source: Virginia Department of Education

## Educational Attainment – High School Diploma or Higher

**Definition:** Percentage of individuals within locality aged 25 and over with a high school diploma or higher.



**Where we stand:** The percentage of individuals in the region aged 25 and over with a high school diploma or higher increased 8.2% from 71.0% in 1990 to 79.2% in 2000.

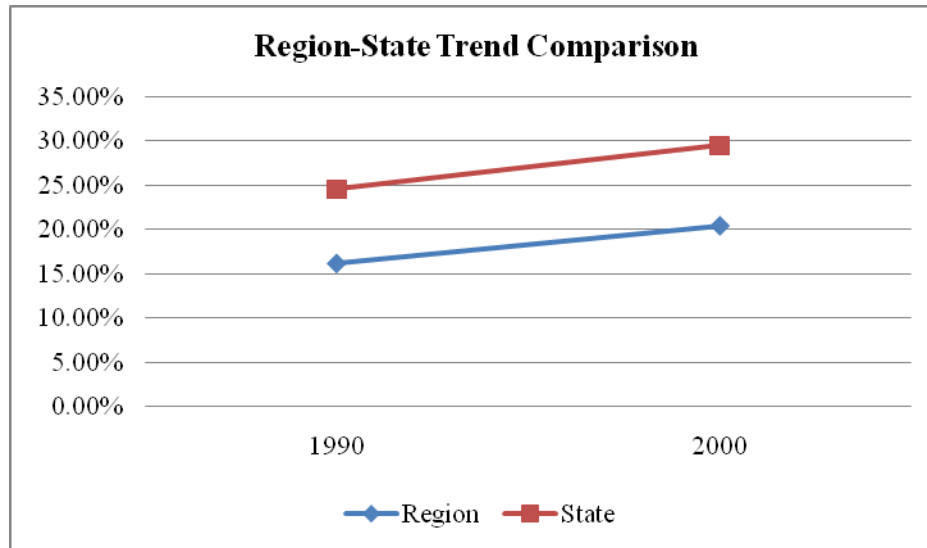
### Area Data

Area	1990	2000	Change	2005 ACS	2006 ACS	Change from 1990 to 2006
Alleghany County	67.4%	77.5%	+10.1%			
Botetourt County	72.9%	81.4%	+8.5%			
Craig County	68.4%	76.6%	+8.2%			
Franklin County	59.8%	72.2%	+12.4%			
Roanoke County	79.4%	85.8%	+6.4%	89.0%	89.5%	+10.1%
Covington City	64.8%	71.4%	+6.6%			
Roanoke City	67.9%	76.0%	+8.1%	81.9%	79.3%	+11.4%
Salem City	76.0%	82.0%	+6.0%			
Region	71.0%	79.2%	+8.2%			
Virginia	75.1%	81.5%	+6.4%	85.4%	85.4%	+10.3%

Source: U.S. Census Bureau; American Community Survey (ACS)

## Educational Attainment – Bachelor’s Degree or Higher

**Definition:** Percentage of individuals within locality aged 25 and over with a Bachelor’s degree or higher.



**Where we stand:** The percentage of individuals aged 25 and over with a Bachelor’s degree or higher increased 4.2% from 16.2% in 1990 to 20.4% in 2000.

### Area Data

Area	1990	2000	Change	2005 ACS	2006 ACS	Change from 1990 to 2006
Alleghany County	9.3%	13.6%	+4.3%			
Botetourt County	13.6%	19.6%	+6.0%			
Craig County	7.7%	10.8%	+3.1%			
Franklin County	10.1%	14.8%	+4.7%			
Roanoke County	22.6%	28.2%	+5.6%	32.0%	31.6%	+9.0%
Covington City	6.9%	6.4%	-0.5%			
Roanoke City	15.7%	18.7%	+3.0%	21.7%	20.2%	+4.3%
Salem City	17.9%	19.8%	+1.9%			
Region	16.2%	20.4%	+4.2%			
State	24.6%	29.5%	+4.9%	33.1%	32.8%	+8.2%

Source: U.S. Census Bureau; American Community Survey (ACS)

## Job Related Indicators

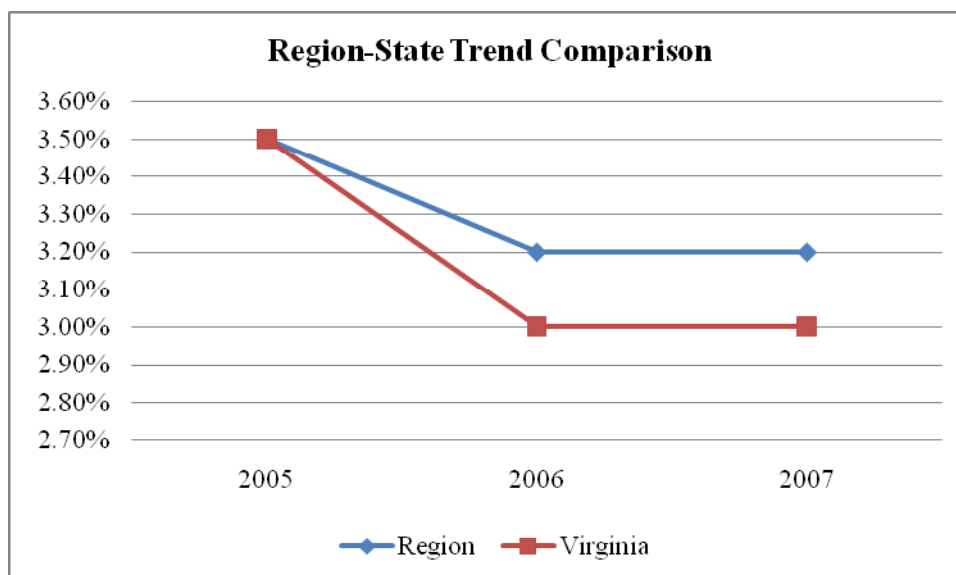
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- Unemployment Rate
- Unemployment Insurance Payments
- Net Employment Growth
- Job Growth by Industry and Salary Band

*Job related indicators are key to describing and understanding the well being of the household economy.*

## Unemployment Rate

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



**Where we stand:** The unemployment rate decreased 0.3% in the region from 3.5% in 2005 to 3.2% in 2007.

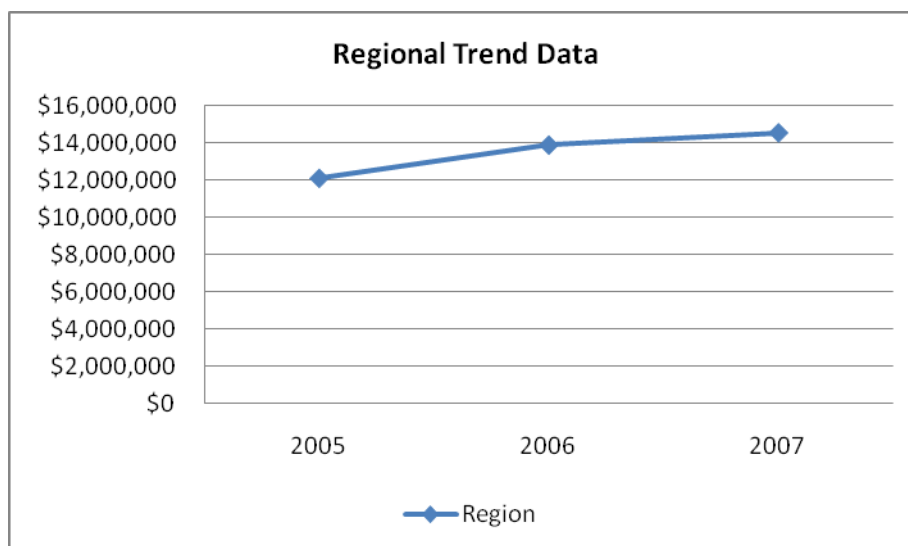
### Area Data

Area	2005	2006	Change	2007	Change from 2005 to 2007
Alleghany County	4.6%	4.8%	+0.2%	4.3%	-0.3%
Botetourt County	3.0%	2.6%	-0.4%	2.6%	-0.4%
Craig County	3.8%	3.4%	-0.4%	3.7%	-0.1%
Franklin County	3.6%	3.1%	-0.5%	3.3%	-0.3%
Roanoke County	2.9%	2.6%	-0.3%	2.5%	-0.4%
Covington City	5.6%	7.1%	+1.5%	5.8%	+0.2%
Roanoke City	4.1%	3.7%	-0.4%	3.8%	-0.3%
Salem City	3.1%	2.9%	-0.2%	3.0%	-0.1%
Region	3.5%	3.2%	-0.3%	3.2%	-0.3%
Virginia	3.5%	3.0%	-0.5%	3.0%	-0.5%

Source: Virginia Employment Commission

## Unemployment Insurance Payments

**Definition:** Total amount of unemployment insurance paid to individuals within the locality.



**Where we stand:** Unemployment insurance payments increased in the region 20.4% from \$12,075,024 in 2005 to \$14,532,574 in 2007.

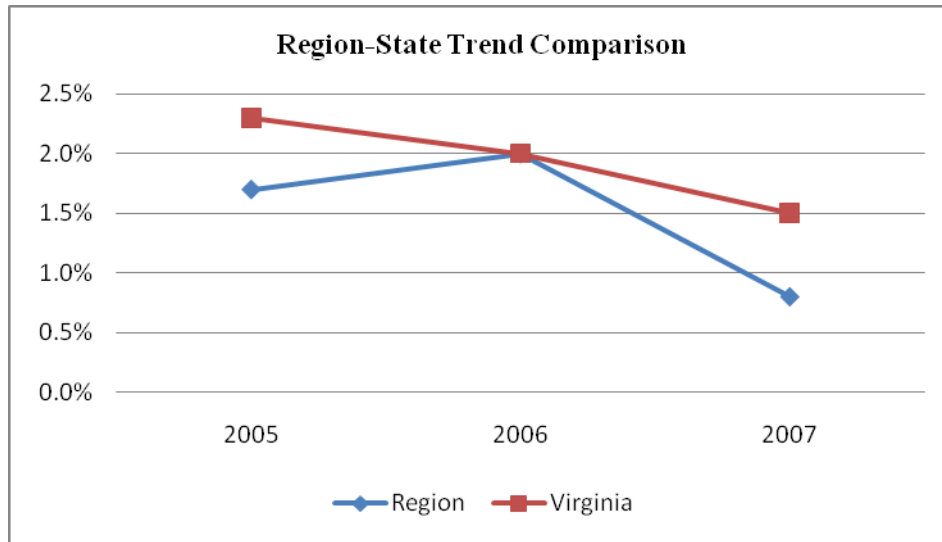
### Area Data

Area	2005	2006	Percent Change	2007	Change from 2005 to 2007
Alleghany County	\$885,820	\$1,233,825	+39.3%	\$768,015	-13.3%
Botetourt County	\$967,030	\$906,548	-6.3%	\$1,144,381	+18.3%
Craig County	\$226,216	\$233,379	+3.2%	\$293,021	+29.5%
Franklin County	\$1,862,779	\$2,096,046	+12.5%	\$2,576,580	+38.3%
Roanoke County	\$2,620,922	\$2,673,706	+2.0%	\$2,797,159	+6.7%
Covington City	\$572,921	\$980,012	+71.0%	\$506,997	-11.5%
Roanoke City	\$4,278,185	\$4,909,435	+14.8%	\$5,485,320	+28.2%
Salem City	\$661,151	\$833,576	+26.1%	\$961,101	+45.4%
Region	\$12,075,024	\$13,866,527	+14.8%	\$14,532,574	+20.4%
Virginia	\$280,130,941	\$287,935,814	+2.8%	\$316,060,906	+12.8%

Source: Virginia Employment Commission

## Net Employment Growth

**Definition:** Annual change of employment in civilian labor force.



**Where we stand:** The region experienced a 4.4% growth in net employment from 2004 to 2007.

### Area Data

Area	Change from 2004 to 2005		Change from 2005 to 2006		Change from 2006 to 2007		Change from 2004 to 2007	
	Count	%	Count	%	Count	%	Count	%
Alleghany County	+18	(+0.2%)	-234	(-3.2%)	-111	(-1.6%)	-327	(-4.5%)
Botetourt County	+293	(+1.8%)	+375	(+2.2%)	+170	(+1.0%)	+838	(+5.1%)
Craig County	+43	(+1.8%)	+39	(+1.6%)	+25	(+1.0%)	+107	(+4.5%)
Franklin County	+433	(+1.8%)	+672	(+2.7%)	+251	(+1.0%)	+1,356	(+5.6%)
Roanoke County	+805	(+1.8%)	+1868	(+4.1%)	+474	(+1.0%)	+3,147	(+7.0%)
Covington City	+6	(+0.2%)	-144	(-5.2%)	-41	(-1.6%)	-179	(-6.5%)
Roanoke City	+773	(+1.8%)	-39	(-.1%)	+437	(+1.0%)	+1,171	(+2.7%)
Salem City	+218	(+1.8%)	+352	(+2.8%)	+126	(+1.0%)	+696	(+5.7%)
Region	+2,589	(+1.7%)	+2,889	(+2.0%)	+1,331	(+0.8%)	+6,809	(+4.4%)
Virginia	+84,967	(+2.3%)	+76,245	(+2.0%)	+57,009	(+1.5%)	+218,221	(+5.9%)

Sources: Virginia Employment Commission, LAUS Unit and Bureau of Labor Statistics

## Job Growth by Industry and Salary Band

**Definition:** Top 20 growth industries calculated as percent change from 2004 industry estimates to 2014 industry projections.

Industry	Estimated 2004	Projected 2014	Net Change	Percent Change	Average Annual Salary
Computer Software Engineers, Systems Software	453	727	+274	+60.5%	\$89,846
Home Health Aides	389	662	+273	+70.2%	\$21,136
Computer Systems Analysts	475	669	+194	+40.8%	\$65,406
Network and Computer Systems Administrators	277	394	+177	+42.2%	\$63,263
Child, Family and School Social Workers	407	574	+167	+41.0%	\$32,770
Network Systems & Data Communications Analysts	340	498	+158	+46.5%	\$63,605
Medical Assistants	263	384	+121	+46.0%	\$23,646
Veterinary Assistants & Laboratory Animal Caretakers	151	251	+100	+66.2%	\$19,593
Social and Human Service Assistants	172	259	+87	+50.6%	\$24,573
Personal Financial Advisors	206	292	+86	+41.8%	\$88,477
Personal and Home Care Aides	186	262	+76	+40.9%	\$16,496
Paralegals and Legal Assistants	146	205	+59	+40.4%	\$42,904
Veterinarians	90	145	+55	+61.1%	\$74,307
Database Administrators	89	131	+42	+47.2%	\$51,654
Physical Therapist Assistants	99	139	+40	+40.4%	\$45,401
Physician Assistants	59	86	+27	+45.8%	\$63,259
Health Educators	58	80	+22	+37.9%	\$43,332
Compensation and Benefits Managers	35	50	+15	+42.9%	\$56,095
Political Science Teachers, Postsecondary	13	18	+5	+38.5%	\$68,508
Loan Counselors	10	14	+4	+40.0%	\$32,791

Source: Virginia Employment Commission

\*Note: Data are for the Virginia Employment Commission's Workforce Investment Area III which encompasses the entire Roanoke Region.

**Where we stand:** According to the Virginia Employment Commission's estimates and projections, the computer software industry is the fastest growing occupational field in the region. The industry is expected to experience a net increase of 274 jobs from 2004 to 2014

## Income and Asset Related Indicators

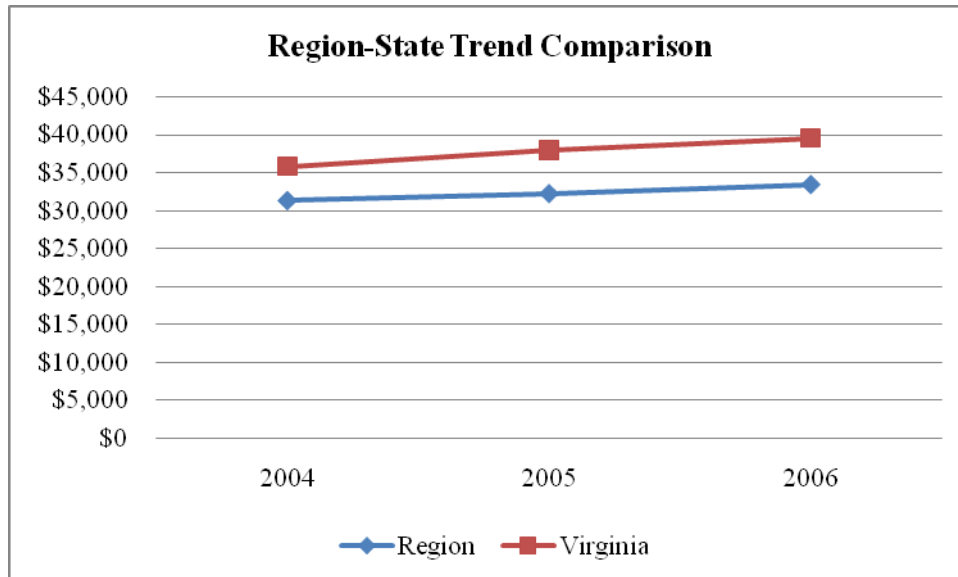
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- Per Capita Income
- Consumer Price Index
- Number of Chapter 7 and 13 Bankruptcy Filings
- Annual Average Wage

*This cluster of income and asset related indicators paints a picture of the income and purchasing power of households in the region. As such, they are helpful in assessing the state of the regional household economy.*

## Per Capita Income

**Definition:** Total personal income of locality's residents divided by the locality's total population.



**Where we stand:** Per capita income increased 6.8% in the region from \$31,305 in 2004 to \$33,447 in 2006.

### Area Data

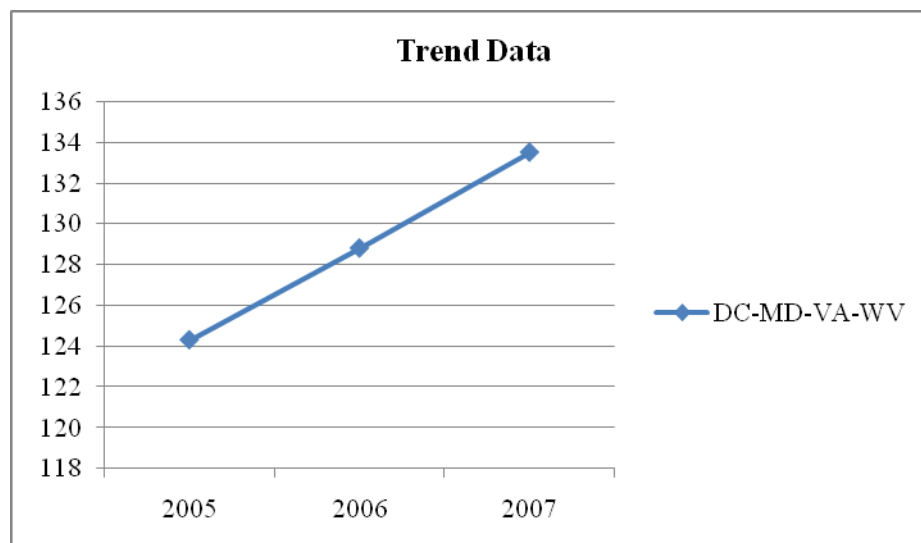
Area	2004	2005	Change	2006	Change from 2004 to 2006
Alleghany County & Covington City*	\$24,702	\$25,685	+4.0%	\$26,466	+7.1%
Botetourt County	\$31,012	\$33,641	+8.5%	\$35,070	+13.1%
Craig County	\$24,319	\$25,963	+6.8%	\$27,158	+11.7%
Franklin County	\$26,873	\$27,674	+3.0%	\$28,893	+7.5%
Roanoke County & Salem City*	\$34,296	\$34,823	+1.5%	\$35,978	+4.9%
Roanoke City	\$30,693	\$31,616	+3.0%	\$33,358	+8.7%
Region	\$31,305	\$32,250	+3.0%	\$33,447	+6.8%
Virginia	\$35,841	\$37,968	+5.9%	\$39,540	+10.3%

Source: U.S. Department of Commerce, Bureau of Economic Analysis

\*No separate data available for noted localities. Data for the two localities has been combined in the Bureau of Economic Analysis' figures.

## Consumer Price Index – All Urban Consumers (CPI-U)

**Definition:** A measure of the average change in prices over time of goods and services purchased by householders.



**Where we stand:** The prices of goods and services increased 9.2% from 2005 to 2007 for all urban consumers in the U.S. Department of Labor's Washington-Baltimore region.

### Area Data

Area	2005	2006	Change	2007	Change from 2005 to 2007
DC-MD-VA-WV	124.3	128.8	+4.5%	133.5	+9.2%

Source: U.S. Department of Labor, Bureau of Labor Statistics

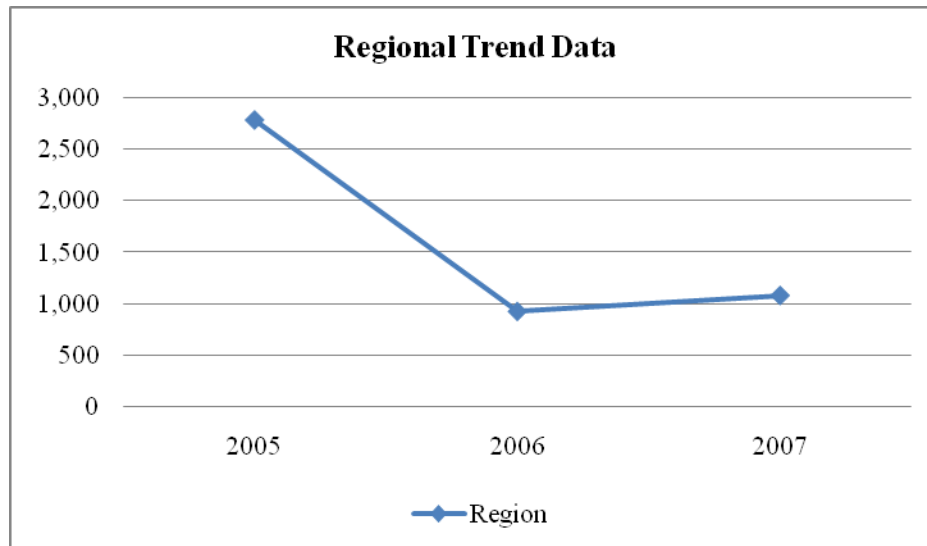
Note: CPI-U data is for the DC-MD-VA-WV Area. No data available for the localities within the Roanoke Region.

CPI-U includes expenditures by urban wage workers 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 index measures price change from a designed reference date. For the CPI-U, the reference base is November 1996 equals 100. An increase of 16.5 percent from the reference base, for example, is shown as 116.5 (Bureau of Labor Statistics).

## Number of Chapter 7 and 13 Bankruptcy Filings

**Definition:** Total number of combined business and non-business Chapter 7 and 13 bankruptcy filings within locality.



**Where we stand:** Spurred in part by legislative changes, the total number of Chapter 7 and 13 bankruptcy filings decreased 61% in the region from 2,779 in 2005 to 1,083 in 2007.

### Area Data

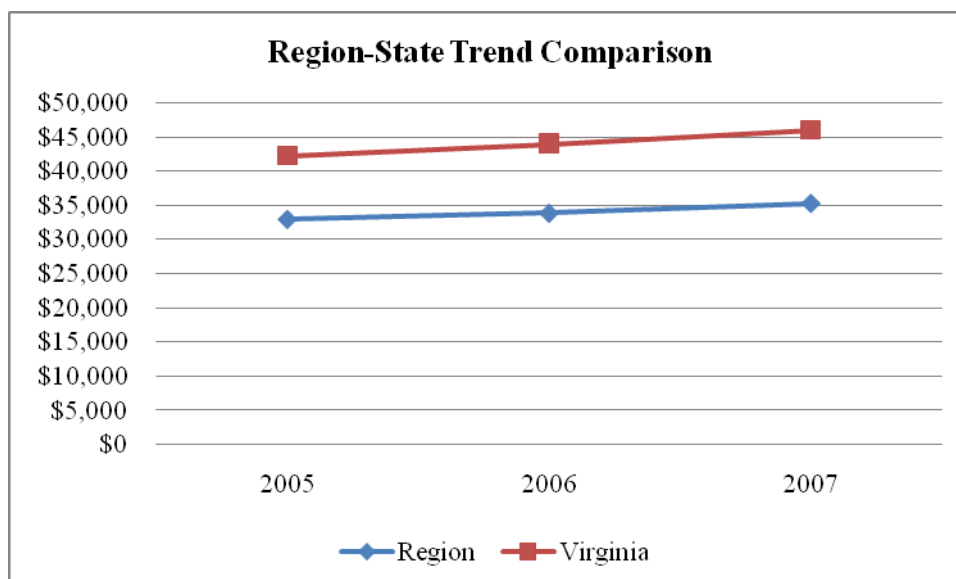
Area	2005	2006	Change	2007	Change from 2005 to 2007
Alleghany County	114	15	-86.8%	23	-80.0%
Botetourt County	192	56	-70.8%	73	-62.0%
Craig County	38	6	-84.2%	8	-79.0%
Franklin County	400	154	-61.5%	180	-55.0%
Roanoke County	709	238	-66.4%	285	-60.0%
Covington City	10	15	+50.0%	19	+90.0%
Roanoke City	1,111	387	-65.2%	410	-63.1%
Salem City	205	58	-71.7%	85	-58.5%
Region	2,779	929	-66.6%	1,083	-61.0%
Virginia	44,972	13,097	-70.9%	19,349	-57.0%

Source: U.S. Bankruptcy Court

Note: In October of 2005, the Bankruptcy Abuse Prevention and Consumer Protection Act was enacted to create a new system that increases the proof necessary to qualify for filing for bankruptcy (Georgetown Law Library). Data in the above bankruptcy filing table may reflect this legislative change.

## Annual Average Wage

**Definition:** Annual average wage of workers within locality.



**Where we stand:** The annual average wage for the region increased 7.1% from \$32,968 in 2005 to \$35,308 in 2007.

### Area Data

Area	2005	2006	Change	2007	Change from 2005 to 2007
Alleghany County	\$29,224	\$29,952	+2.5%	\$29,952	+2.5%
Botetourt County	\$32,032	\$33,020	+3.1%	\$33,124	+3.4%
Craig County	\$23,972	\$24,232	+1.1%	\$25,844	+7.8%
Franklin County	\$26,780	\$27,248	+1.8%	\$27,768	+3.7%
Roanoke County	\$30,940	\$31,460	+1.7%	\$34,528	+11.6%
Covington City	\$36,244	\$36,504	+0.7%	\$37,908	+4.6%
Roanoke City	\$33,904	\$34,996	+3.2%	\$36,088	+6.4%
Salem City	\$37,544	\$39,104	+4.2%	\$41,080	+9.4%
Region	\$32,968	\$33,852	+2.7%	\$35,308	+7.1%
Virginia	\$42,276	\$44,044	+4.2%	\$46,020	+8.9%

Source: Labor Market Statistics, Covered Employment and Wages Program

## Housing Related Indicators

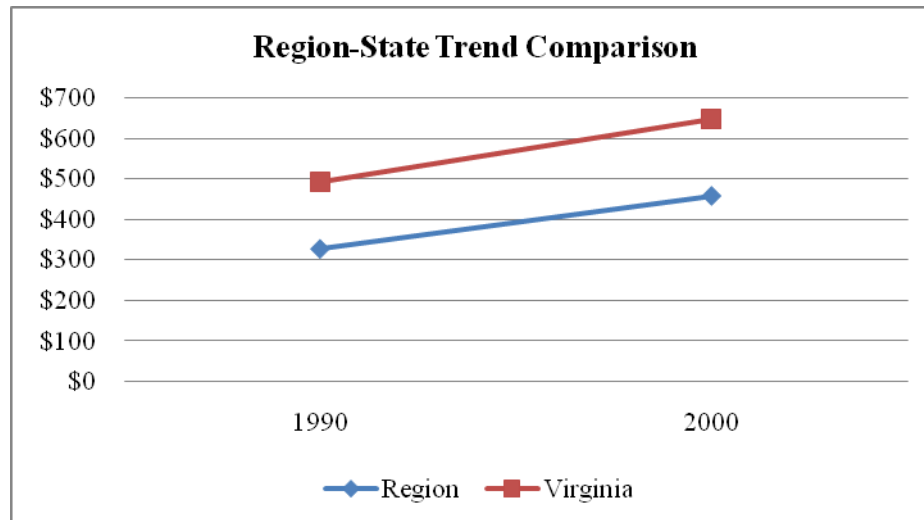
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- Average Rental Costs
- Length of Residency
- Owner-Occupied Housing Units
- Renter-Occupied Housing Units
- Single-Family Residential Building Permits
- Housing Units Lacking Complete Plumbing Facilities

*These housing related indicators help provide insight into the status of the regional household economy.*

## Average Rental Costs

**Definition:** Aggregate monthly gross rent divided by total number of renter occupied housing units within locality.



**Where we stand:** Average monthly rental costs increased 39.5% in the region from \$329 in 1990 to \$459 in 2000.

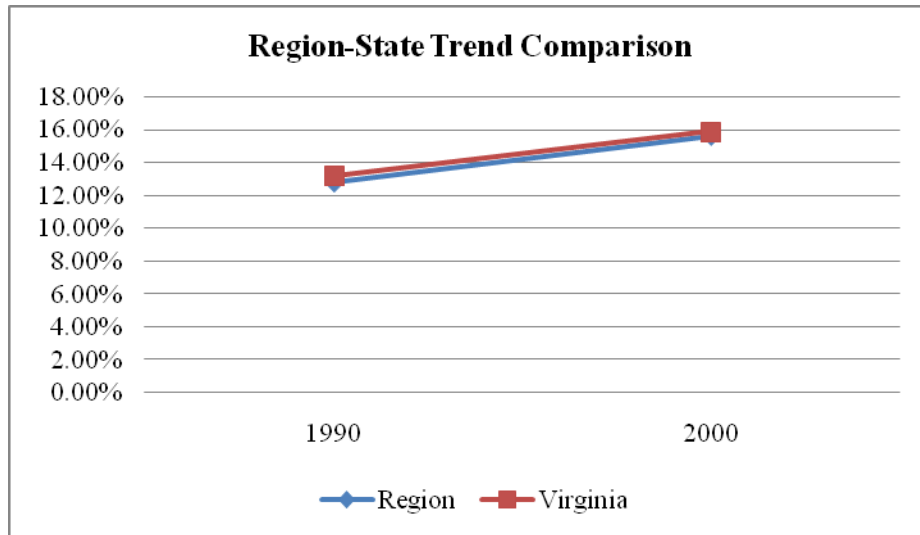
### Area Data

Area	1990	2000	Change	2005 ACS	2006 ACS	Change from 1990 to 2006
Alleghany County	\$217	\$268	+23.5%			
Botetourt County	\$232	\$383	+65.1%			
Craig County	\$182	\$284	+56.0%			
Franklin County	\$213	\$300	+40.9%			
Roanoke County	\$395	\$549	+40.0%	\$593	\$662	+67.6%
Covington City	\$300	\$385	+28.3%			
Roanoke City	\$328	\$460	+40.2%	\$569	\$610	+86.0%
Salem City	\$389	\$525	+35.0%			
Region	\$329	\$459	+39.5%			
Virginia	\$493	\$648	+31.4%	\$829	\$872	+76.9%

Source: U.S. Census Bureau; American Community Survey (ACS)

## Length of Residency

**Definition:** Percentage of householders within locality that have resided in the same unit for ten years or more.



**Where we stand:** The percentage of householders in the region that have resided in the same unit for ten years or more has increased 2.8% from 12.8% in 1990 to 15.6% in 2000.

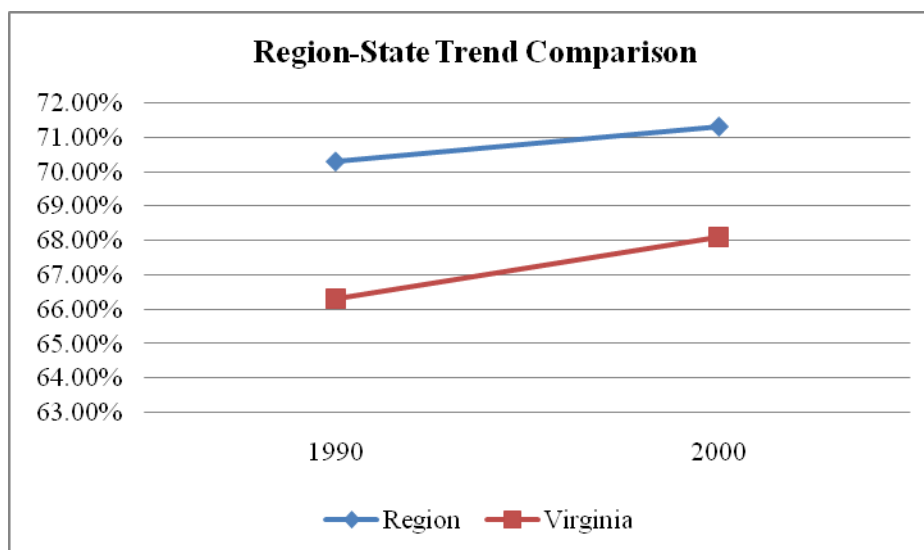
### Area Data

Area	1990	2000	Change	2005 ACS	Change from 1990 to 2005
Alleghany County	12.8%	13.0%	+0.2%		
Botetourt County	13.9%	20.0%	+6.1%		
Craig County	14.9%	16.7%	+1.8%		
Franklin County	13.8%	17.5%	+3.7%		
Roanoke County	13.2%	16.0%	+2.8%	15.9%	+2.7%
Covington City	9.9%	11.9%	+2.0%		
Roanoke City	11.9%	14.0%	+2.1%	14.8%	+2.9%
Salem City	14.1%	15.1%	+1.0%		
Region	12.8%	15.6%	+2.8%		
Virginia	13.2%	15.9%	+2.7%	16%	+2.8%

Source: U.S. Census Bureau; American Community Survey (ACS)

## Owner-Occupied Housing Units

**Definition:** Percentage of total occupied housing units within locality that are owner-occupied.



**Where we stand:** The percentage of owner-occupied housing units increased 1.0% in the region from 70.3% in 1990 to 71.3% in 2000.

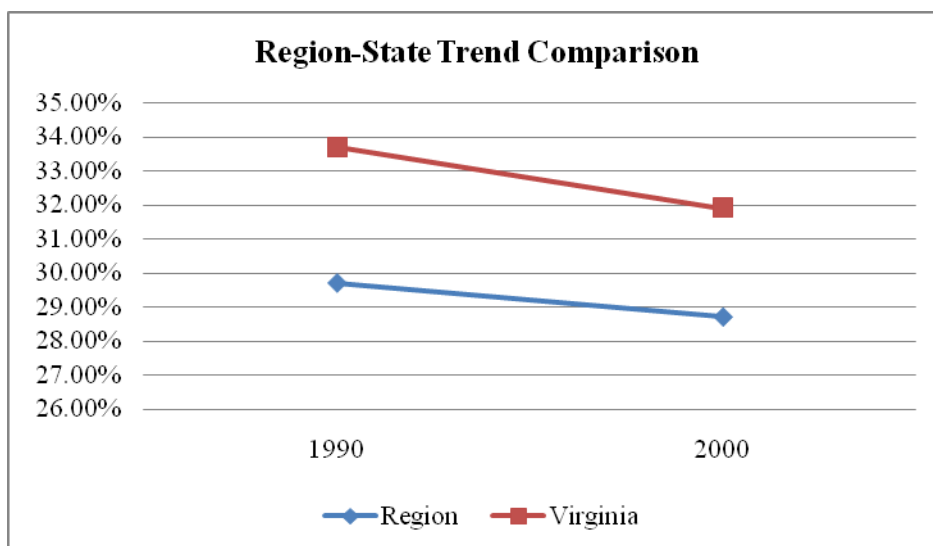
### Area Data

Area	1990	2000	Change	2005 ACS	2006 ACS	Change from 1990 to 2006
Alleghany County	82.1%	84.9%	+2.8%			
Botetourt County	85.7%	87.8%	+2.1%			
Craig County	83.1%	81.2%	-1.9%			
Franklin County	81.2%	81.1%	-0.1%			
Roanoke County	77.3%	77.2%	-0.1%	81.9%	80.8%	+3.5%
Covington City	69.2%	69.7%	+0.5%			
Roanoke City	56.6%	56.3%	-0.3%	60.8%	59.5%	+2.9%
Salem City	67.4%	67.6%	+0.2%			
Region	70.3%	71.3%	+1.0%			
Virginia	66.3%	68.1%	+1.8%	69.6%	69.9%	+3.6%

Source: U.S. Census Bureau; American Community Survey (ACS)

## Renter-Occupied Housing Units

**Definition:** Percentage of total occupied housing units within locality that are renter-occupied.



**Where we stand:** The percentage of renter-occupied housing units in the region declined 1.0% from 29.7% in 1990 to 28.7% in 2000.

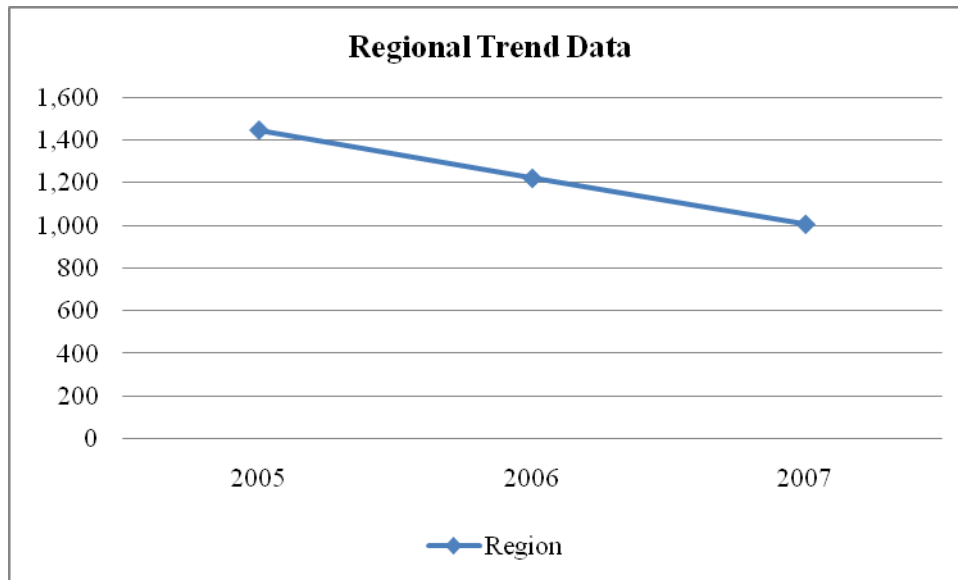
### Area Data

Area	1990	2000	Change	2005 ACS	2006 ACS	Change from 1990 to 2006
Alleghany County	17.9%	15.1%	-2.8%			
Botetourt County	14.3%	12.2%	-2.1%			
Craig County	16.9%	18.8%	+1.9%			
Franklin County	18.8%	18.9%	+0.1%			
Roanoke County	22.7%	22.8%	+0.1%	18.1%	20.0%	-2.7%
Covington City	30.8%	30.3%	-0.5%			
Roanoke City	43.4%	43.7%	+0.3%	39.2%	40.5%	-2.9%
Salem City	32.6%	32.4%	-0.2%			
Region	29.7%	28.7%	-1.0%			
Virginia	33.7%	31.9%	-1.8%	30.4%	30.1%	-3.6%

Source: U.S. Census Bureau; American Community Survey (ACS)

## Single-Family Residential Building Permits

**Definition:** Total number of new, privately-owned, single-family residential housing units authorized by building permits.



**Where we stand:** The number of single-family residential building permits authorized in the region declined 30.5% from 1,447 in 2005 to 1,005 in 2007.

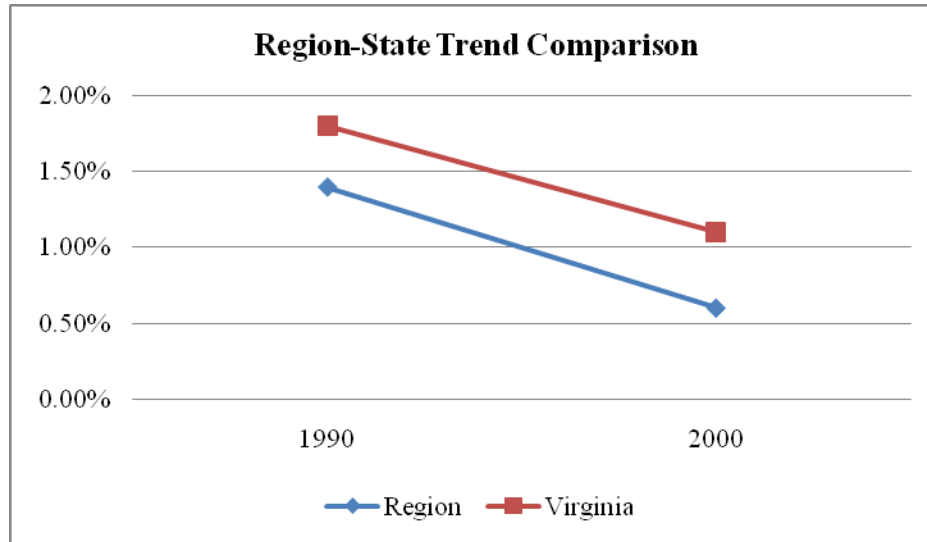
### Area Data

Area	2005	2006	Change	2007	Change from 2005 to 2007
Alleghany County	31	29	-6.5%	21	-32.3%
Botetourt County	273	194	-28.9%	137	-49.8%
Craig County	34	34	No Change	26	-23.5%
Franklin County	509	475	-6.7%	374	-26.5%
Roanoke County	381	396	+3.9%	347	-8.9%
Covington City	6	3	-50.0%	3	-50.0%
Roanoke City	151	80	-47.0%	89	-41.1%
Salem City	62	10	-83.9%	8	-87.1%
Region	1,447	1,221	-15.6%	1,005	-30.5%

Source: U.S. Census Bureau

## Housing Units Lacking Complete Plumbing Facilities

**Definition:** Percentage of occupied housing units within locality that lack complete plumbing facilities.



**Where we stand:** The percentage of occupied housing units that lack complete plumbing facilities in the region declined 0.8% from 1.4% in 1990 to 0.6% in 2000.

### Area Data

Area	1990	2000	Change	2005 ACS	2006 ACS	Change from 1990 2006
Alleghany County	6.0%	1.5%	-4.5%			
Botetourt County	4.0%	0.8%	-3.2%			
Craig County	6.5%	1.8%	-4.7%			
Franklin County	2.5%	0.8%	-1.7%			
Roanoke County	0.6%	0.3%	-0.3%	0.5%	0.0%	-0.6%
Covington City	0.2%	0.5%	+0.3%			
Roanoke City	0.4%	0.5%	+0.1%	0.3%	0.0%	-0.4%
Salem City	0.1%	0.1%	0.0%			
Region	1.4%	0.6%	-0.8%			
Virginia	1.8%	1.1%	-0.7%	1.2%	0.4%	-1.4%

Source: U.S. Census Bureau; American Community Survey (ACS)

## Public Assistance/Low Income Indicators

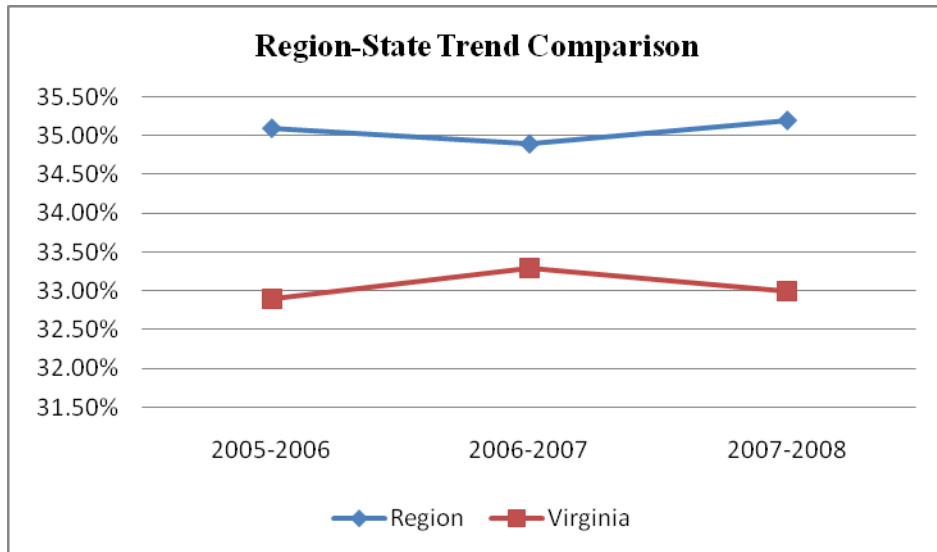
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- Children Eligible for Free/Reduced Lunch
- Supplemental Security Income Recipients (SSI)
- TANF Recipients
- Food Stamp Recipients
- Poverty Rate
- Poverty Rate for Seniors
- Poverty Rate – People with Disabilities
- Childcare Subsidy Recipients
- Poverty Rate for Children

*As can be seen from the number of indicators included in this section, tracking as much information as possible on public assistance efforts and low income populations is central to describing the well being of the household economy.*

## Children Eligible for Free/Reduced Lunch

**Definition:** Percentage of total student enrollment eligible for free and reduced school lunches.



**Where we stand:** The percentage of student enrollment in the region eligible for free and reduced lunches has increased 0.1% from 35.1% in 2005-2006 to 35.2% in 2007-2008.

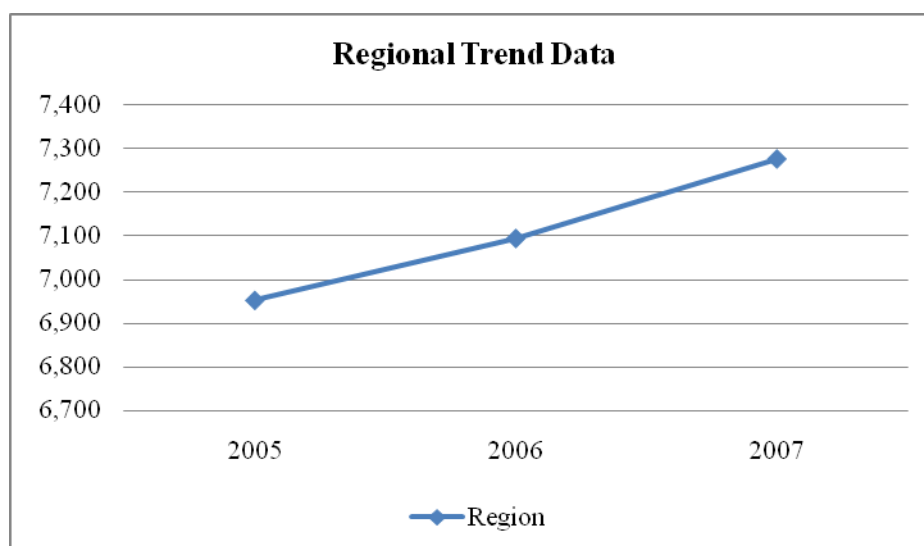
### Area Data

Area	2005-2006	2006-2007	Change	2007-2008	Change from 2005-2006 to 2007-2008
Alleghany County	37.7%	38.7%	+1.0%	40.2%	+2.5%
Botetourt County	14.7%	14.0%	-0.7%	15.7%	+1.0%
Craig County	30.3%	31.9%	+1.6%	33.7%	+3.4%
Franklin County	41.8%	42.4%	+0.6%	41.0%	-0.8%
Roanoke County	16.4%	16.7%	+0.3%	17.9%	+1.5%
Covington City	42.7%	42.1%	-0.6%	44.1%	+1.4%
Roanoke City	61.4%	61.6%	+0.2%	62.3%	+0.9%
Salem City	25.8%	22.9%	-2.9%	21.9%	-3.9%
Region	35.1%	34.9%	-0.2%	35.2%	+0.1%
Virginia	32.9%	33.3%	+0.4%	33.0%	+0.1%

Source: Virginia Department of Education

## Supplemental Security Income Recipients (SSI)

**Definition:** Total number of individuals within locality that received Supplemental Security Income (SSI) payments in December of given year.



**Where we stand:** The number of SSI recipients in the region increased 4.7% from 6,952 in 2005 to 7,276 in 2007.

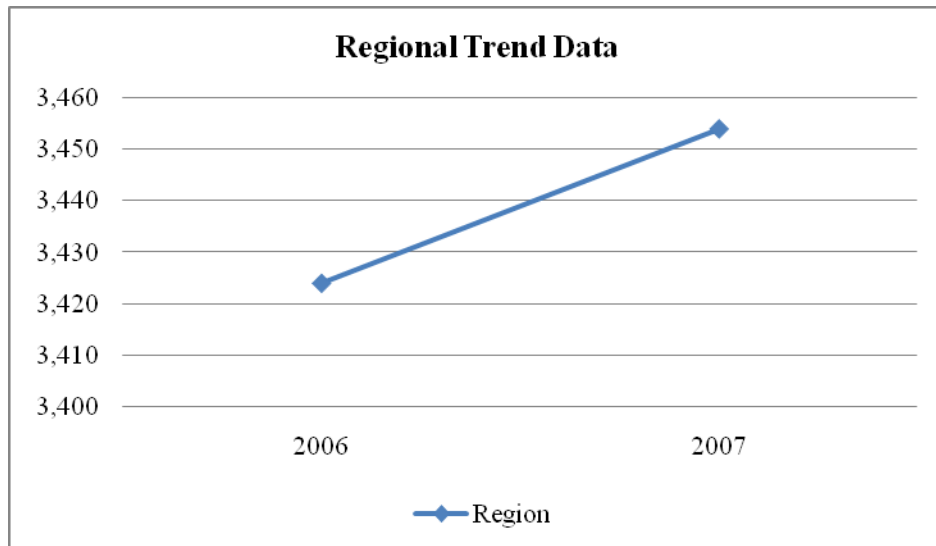
### Area Data

Area	2005	2006	Change	2007	Change from 2005 to 2007
Alleghany County	485	492	+1.4%	484	-0.2%
Botetourt County	331	350	+5.7%	390	+17.8%
Craig County	120	118	-1.7%	122	+1.7%
Franklin County	934	972	+4.1%	991	+6.1%
Roanoke County	948	992	+4.6%	1,033	+9.0%
Covington City	278	285	+2.5%	311	+11.9%
Roanoke City	3,518	3,528	+0.3%	3,571	+1.5%
Salem City	338	357	+5.6%	374	+10.7%
Region	6,952	7,094	+2.0%	7,276	+4.7%
Virginia	137,662	139,464	+1.3%	140,678	+2.2%

Source: U.S. Social Security Administration

## TANF Recipients

**Definition:** Total number of individuals that received Temporary Assistance for Needy Families (TANF) in December of given year.



**Where we stand:** The number of TANF recipients increased in the region by 0.9% from 3,424 in 2006 to 3,454 in 2007.

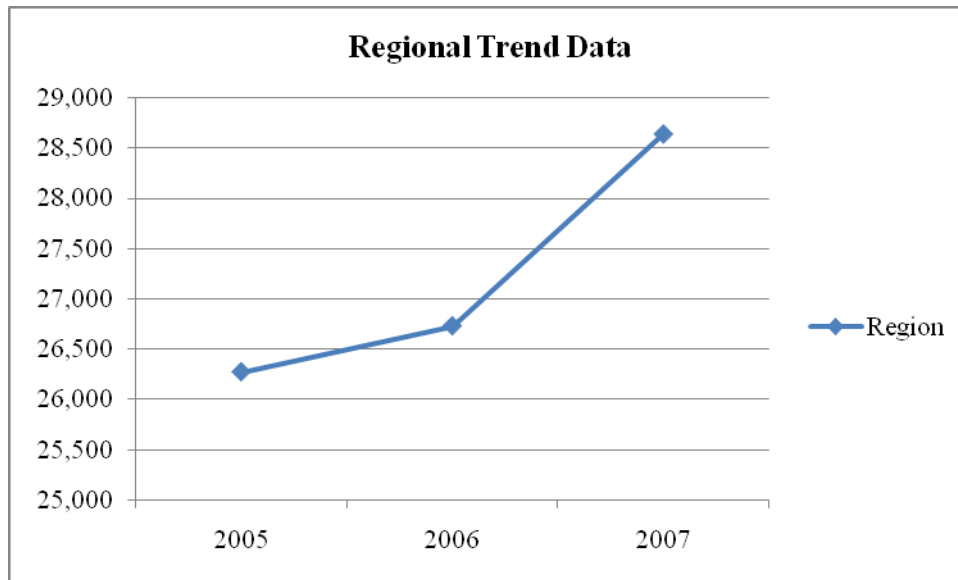
### Area Data

Area	Dec. 2006	Dec. 2007	Change
Alleghany County	128	178	+39.1%
Botetourt County	60	67	+11.7%
Craig County	23	10	-56.5%
Franklin County	412	413	+0.2%
Roanoke County/Salem	501	533	+6.4%
Covington City	104	96	-7.7%
Roanoke City	2,196	2,157	-1.8%
Region	3,424	3,454	+0.9%
Virginia	68,311	62,044	-9.2%

Source: Virginia Department of Social Services

## Food Stamp Recipients

**Definition:** Total number of individuals that were participants in the food stamp program in December of given year.



**Where we stand:** The number of food stamp recipients in the region increased 9.0% from 26,272 in December of 2005 to 28,644 in December of 2007.

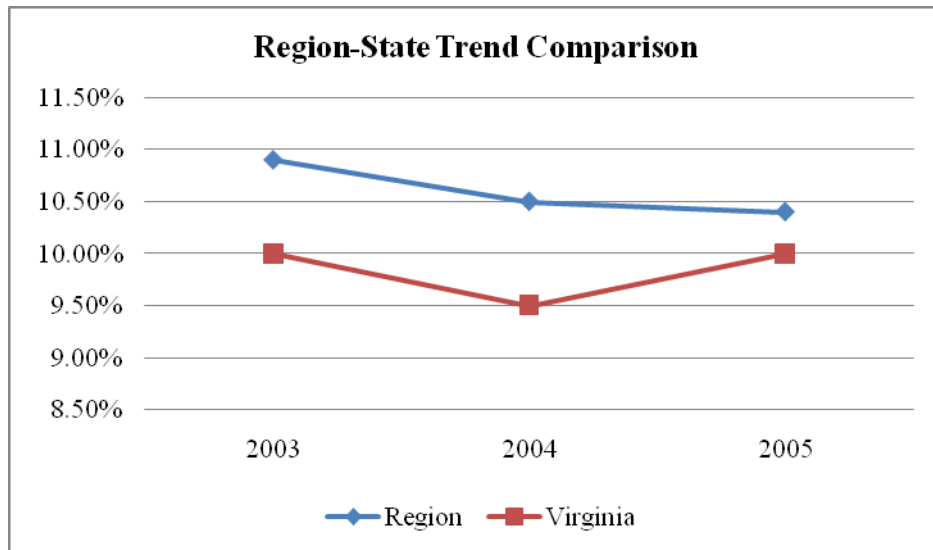
### Area Data

Area	Dec. 2005	Dec. 2006	Change	Dec. 2007	Change from 2005 to 2007
Alleghany County	1,655	1,685	+1.8%	1,771	+7.0%
Botetourt County	854	830	-2.8%	962	+12.6%
Craig County	338	356	+5.3%	349	+3.3%
Franklin County	4,632	4,840	+4.5%	5,486	+18.4%
Roanoke County/Salem	4,479	4,499	+0.4%	4,563	+1.9%
Covington City	759	819	+7.9%	806	+6.2%
Roanoke City	13,555	13,701	+1.1%	14,707	+8.5%
Region	26,272	26,730	+1.7%	28,644	+9.0%
Virginia	510,376	513,883	+0.7%	534,293	+4.7%

Source: Virginia Department of Social Services

## Poverty Rate

**Definition:** Percentage of families and unrelated individuals within locality whose total income falls below the federal poverty guidelines.<sup>6</sup>



**Where we stand:** The percentage of individuals living below the poverty level in the region declined 0.5% from 10.9% in 2003 to 10.4% in 2005.

### Area Data

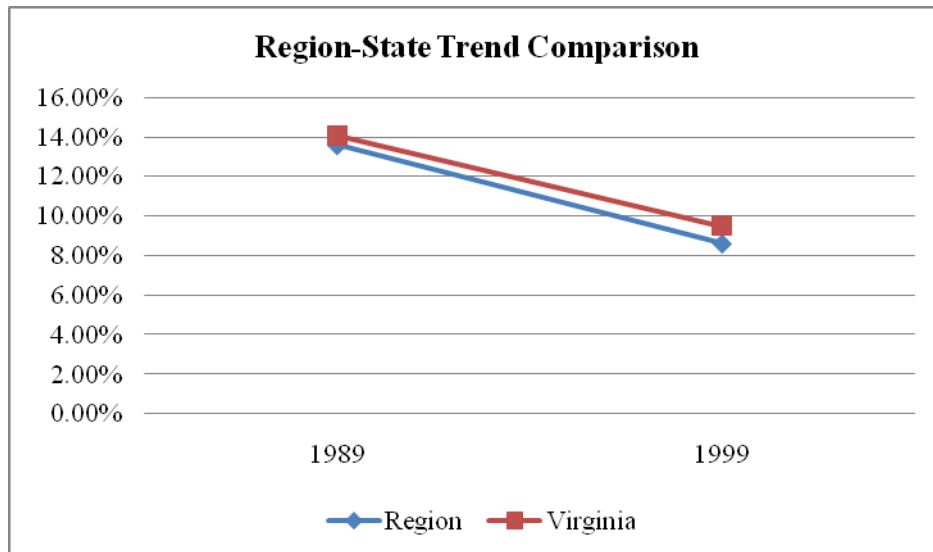
Area	2003	2004	Change	2005	Change from 2003 to 2005
Alleghany County	11.1%	10.8%	-0.3%	11.6%	+0.5%
Botetourt County	6.3%	6.0%	-0.3%	6.1%	-0.2%
Craig County	9.6%	9.1%	-0.5%	10.4%	+0.8%
Franklin County	11.5%	10.9%	-0.6%	10.5%	-1.0%
Roanoke County	6.9%	6.6%	-0.3%	5.9%	-1.0%
Covington City	12.7%	12.9%	+0.2%	13.4%	+0.7%
Roanoke City	16.9%	16.3%	-0.6%	17.2%	+0.3%
Salem City	8.5%	7.9%	-0.6%	7.8%	-0.7%
Region	10.9%	10.5%	-0.4%	10.4%	-0.5%
Virginia	10.0%	9.5%	-0.5%	10.0%	No Change

Source: U.S. Census Bureau, Data Integration Division, Small Area Estimates Branch

<sup>6</sup>The federal poverty guidelines used to calculate the poverty rate for this indicator can be found in Appendix E.

## Poverty Rate for Seniors

**Definition:** Percentage of families and unrelated individuals aged 65 and over whose total income falls below the federal poverty guidelines.<sup>7</sup>



**Where we stand:** The poverty rate for seniors declined 5.0% in the region from 13.6% in 1989 to 8.6% in 1999.

### Area Data

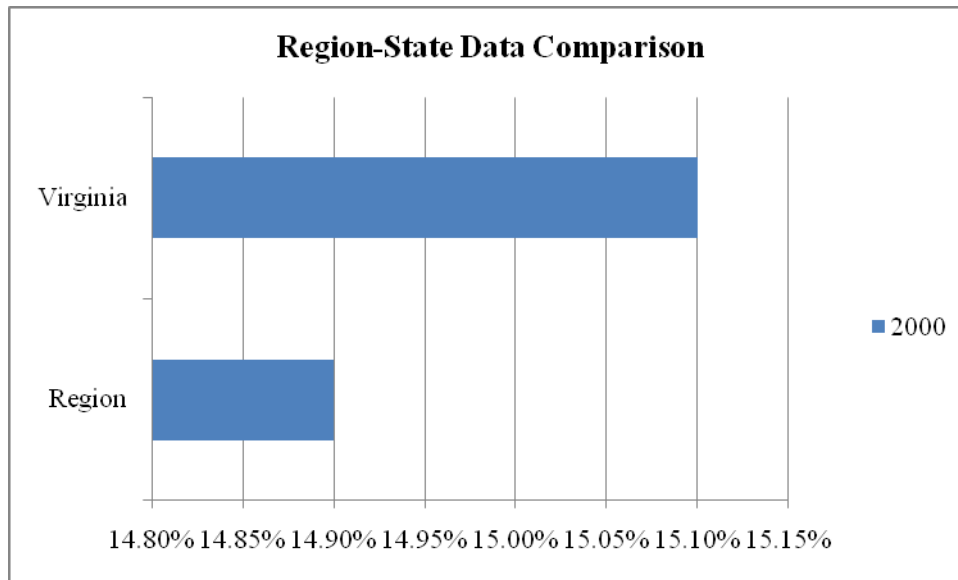
Area	1989	1999	Change
Alleghany County	16.8%	10.7%	-6.1%
Botetourt County	12.5%	6.5%	-6.0%
Craig County	16.9%	10.5%	-6.4%
Franklin County	22.7%	9.8%	-12.9%
Roanoke County	9.8%	4.9%	-4.9%
Covington City	13.8%	9.1%	-4.7%
Roanoke City	13.9%	11.3%	-2.6%
Salem City	7.8%	8.1%	+0.3%
Region	13.6%	8.6%	-5.0%
Virginia	14.1%	9.5%	-4.6%

Source: U.S. Census Bureau

<sup>7</sup>The federal poverty guidelines used to calculate the poverty rate for this indicator can be found in Appendix E.

## Poverty Rate – People with Disabilities

**Definition:** Civilian non-institutionalized population aged five years and over with a long lasting physical, mental, or emotional condition living below the federal poverty guidelines.<sup>8</sup>



**Where we stand:** In 2000, 14.9% of individuals living with a disability in the region were living below the federal poverty rate.

### Area Data

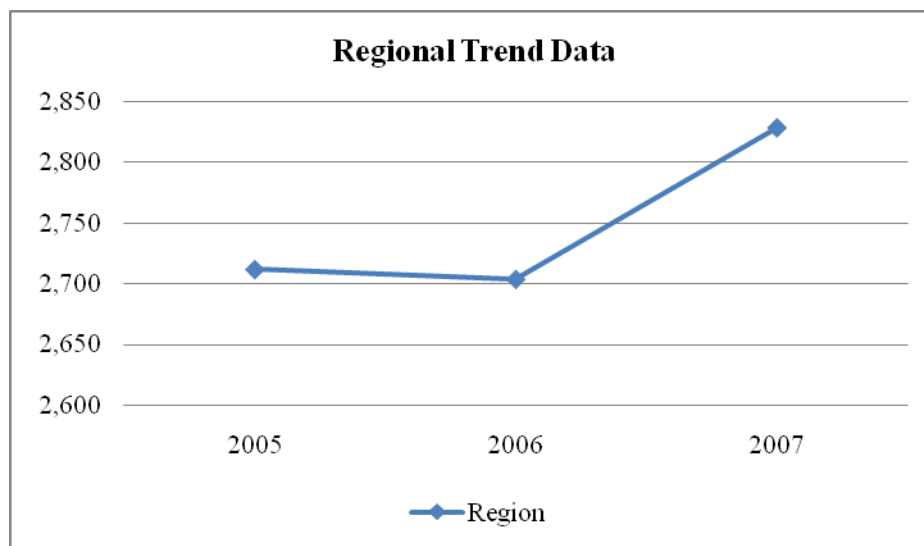
Area	2000 Disabled	2000 Disabled and Below Poverty	Percent Disabled and Below Poverty
Alleghany County	2,559	269	10.5%
Botetourt County	5,154	520	10.1%
Craig County	1,025	113	11.0%
Franklin County	8,882	1,281	14.4%
Roanoke County	13,359	981	7.3%
Covington City	1,648	273	16.6%
Roanoke City	22,094	4,868	22.0%
Salem City	4,292	488	11.4%
Region	59,013	8,793	14.9%
Virginia	1,148,540	173,551	15.1%

Source: U.S. Census Bureau

<sup>8</sup>The federal poverty guidelines used to calculate the poverty rate for this indicator can be found in Appendix E.

## Childcare Subsidy Recipients

**Definition:** Number of children aged 0-12 within locality that received childcare subsidies.



**Where we stand:** The number of children aged 0-12 in the region that were recipients of childcare subsidies increased 4.3% from 2,712 in 2005 to 2,828 in 2007.

### Area Data

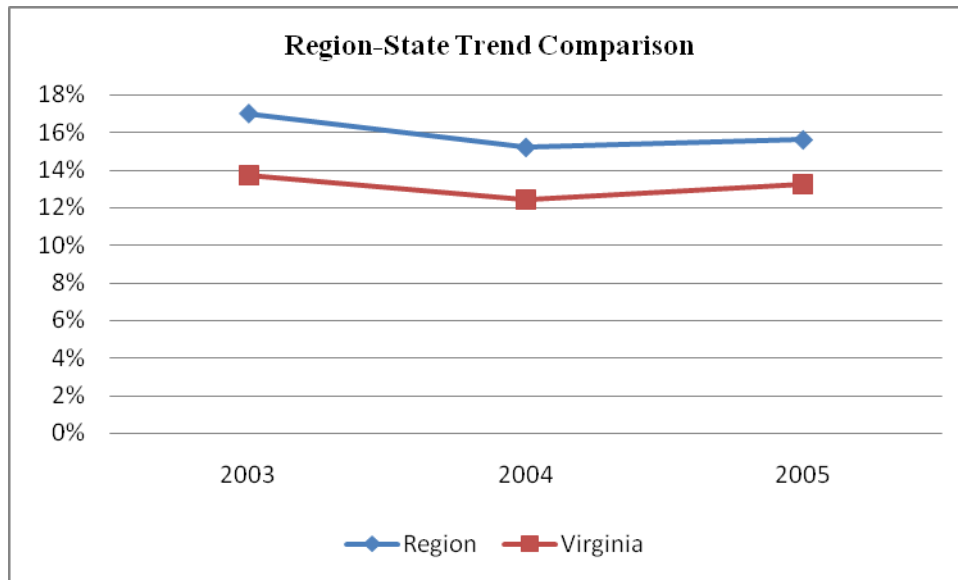
Area	2005	2006	Change	2007	Change from 2005 to 2007
Alleghany County	156	146	-6.4%	157	+0.6%
Botetourt County	80	68	-15.0%	75	-6.3%
Craig County	18	14	-22.2%	17	-5.6%
Franklin County	259	299	+15.4%	291	+12.4%
Roanoke County/Salem City	630	676	+7.3%	693	+10.0%
Covington City	97	72	-25.8%	68	-29.9%
Roanoke City	1,472	1,429	-2.9%	1,527	+3.7%
Region	2,712	2,704	-0.3%	2,828	+4.3%
Virginia	62,213	57,991	-6.8%	57,411	-7.7%

Source: Virginia Department of Social Services

\*Note: Data for Roanoke County and the City of Salem have been combined by the Virginia Department of Social Services.

## Poverty Rate for Children

**Definition:** Percentage of locality's families and unrelated individuals under the age of 18 whose total income falls below the federal poverty guidelines.<sup>9</sup>



**Where we stand:** The poverty rate for children under the age of 18 declined 1.4% in the region from 17.0% in 2003 to 15.6% in 2005.

### Area Data

Area	2003	2004	Change	2005	Change from 2003 to 2005
Alleghany County	17.7%	15.5%	-2.2%	16.9%	-0.8%
Botetourt County	8.2%	7.4%	-0.8%	7.4%	-0.8%
Craig County	14.8%	12.7%	-2.1%	15.3%	+0.5%
Franklin County	18.0%	15.4%	-2.6%	16.1%	-1.9%
Roanoke County	8.9%	8.2%	-0.7%	7.5%	-1.4%
Covington City	19.6%	18.1%	-1.5%	21.5%	+1.9%
Roanoke City	27.6%	24.3%	-3.3%	25.7%	-1.9%
Salem City	11.5%	9.6%	-1.9%	10.1%	-1.4%
Region	17.0%	15.2%	-1.8%	15.6%	-1.4%
Virginia	13.7%	12.4%	-1.3%	13.2%	-0.5%

Source: U.S. Census Bureau, Data Integration Division, Small Area Estimates Branch

<sup>9</sup>The federal poverty guidelines used to calculate the poverty rate for this indicator can be found in Appendix E.

## Other Related Indicators

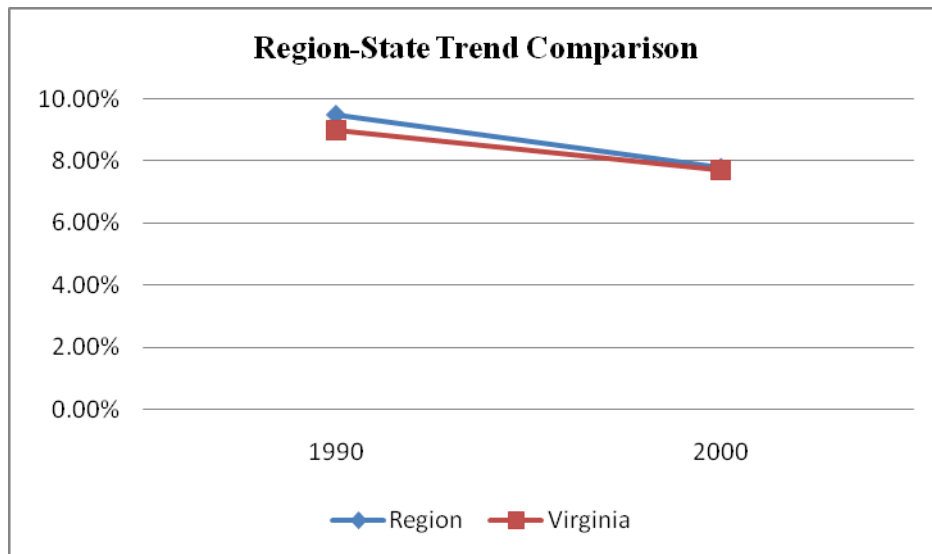
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- Percent of Households with No Vehicle
- Percent of Adults without Health Insurance
- Food Bank Distributions (lbs.)

*Even though these indicators do not fit neatly in any of the other categorized clusters of indicators, they are necessary factors in assessing the state of the regional household economy.*

## Percent of Households with No Vehicle

**Definition:** Percentage of total occupied housing units within locality with no vehicle.



**Where we stand:** The percentage of total occupied housing units in the region with no vehicle has declined 1.7% from 9.5% in 1990 to 7.8% in 2000.

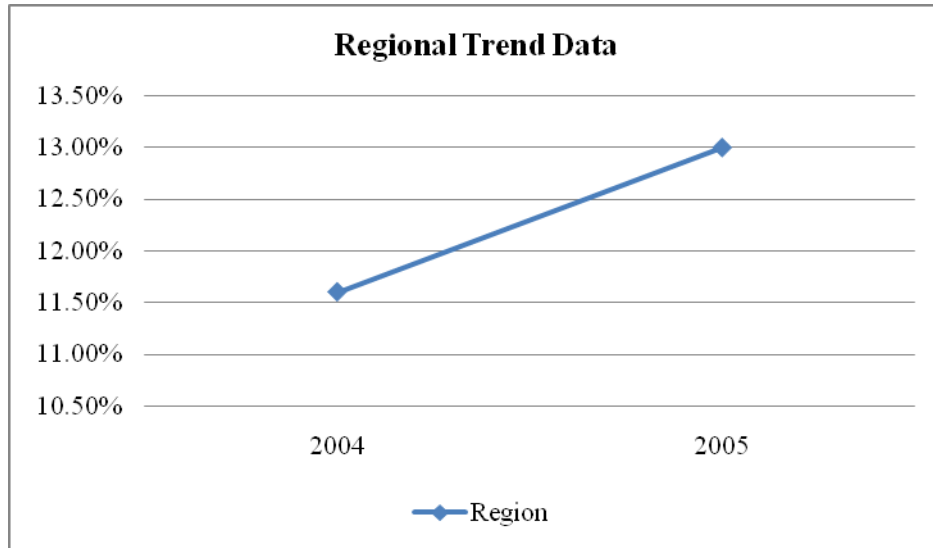
### Area Data

Area	1990	2000	Change	2005 ACS	2006 ACS	Change from 1990 to 2006
Alleghany County	6.8%	5.9%	-0.9%			
Botetourt County	5.1%	3.7%	-1.4%			
Craig County	6.3%	6.7%	+0.4%			
Franklin County	8.0%	6.1%	-1.9%			
Roanoke County	4.4%	4.3%	-0.1%	3.3%	2.3%	-2.1%
Covington City	17.0%	16.0%	-1.0%			
Roanoke City	15.4%	12.7%	-2.7%	14.6%	11.8%	-3.6%
Salem City	6.3%	6.0%	-0.3%			
Region	9.5%	7.8%	-1.7%			
Virginia	9.0%	7.7%	-1.3%	6.4%	6.3%	-2.7%

Source: U.S. Census Bureau; American Community Survey (ACS)

## Percentage of Adults without Health Insurance

**Definition:** Percentage of locality's total adult population with no health insurance.



**Where we stand:** The percentage of the adult population in the region with no health coverage increased 1.4% from 11.6% in 2004 to 13.0% in 2005.

### Area Data

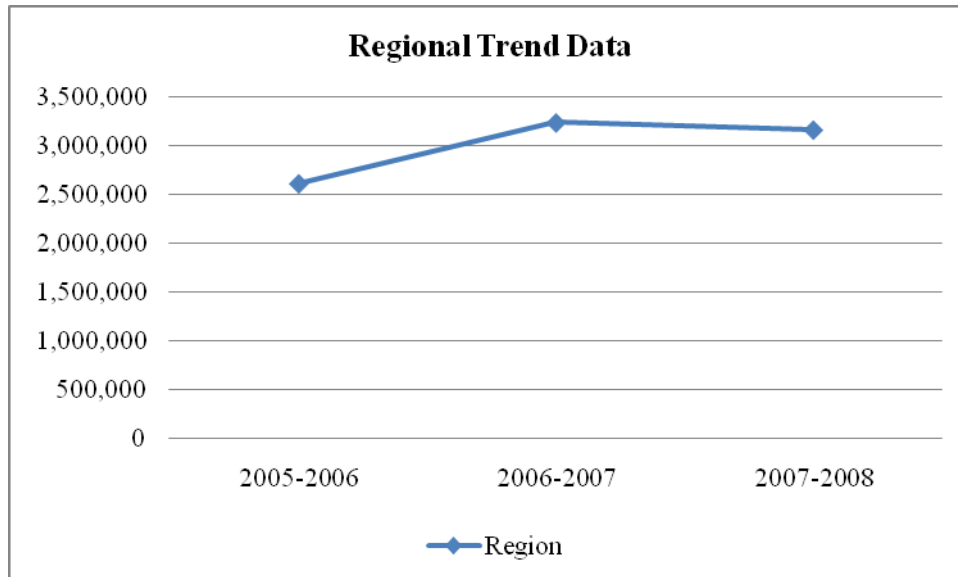
Area	2004	2005	Change
Alleghany County	10.5%	11.7%	+1.2%
Botetourt County	10.9%	12.3%	+1.4%
Craig County	10.8%	12.0%	+1.2%
Franklin County	11.6%	13.0%	+1.4%
Roanoke County	10.7%	12.0%	+1.3%
Covington City	11.2%	12.6%	+1.4%
Roanoke City	12.8%	14.4%	+1.6%
Salem City	11.7%	13.0%	+1.3%
Region	11.6%	13.0%	+1.4%
Virginia	N/A*	15.0%	N/A

Source: Virginia Atlas of Community Health

\*Note: data was not tracked for the state of Virginia for 2004 the Virginia Atlas of Community Health.

## Food Bank Distributions (lbs.)

**Definition:** Total number of pounds distributed by the Southwest Virginia Second Harvest Food Bank.



**Where we stand:** Food bank distributions increased in the region 21.0% from 2,613,727 pounds in 2005-2006 to 3,163,155 pounds in 2007-2008.

### Area Data

Area	2005-2006	2006-2007	Change	2007-2008	Change from 2005-2006 to 2007-2008
Alleghany County	148,713	175,108	+17.7%	152,867	+2.8%
Botetourt County	29,319	44,479	+51.7%	78,711	+168.5%
Craig County	43,558	39,700	-8.9%	25,986	-40.3%
Franklin County	165,813	192,916	+16.3%	171,951	+3.7%
Roanoke County	389,355	451,624	+16.0%	436,723	+12.2%
Covington City	197,655	250,563	+26.8%	229,381	+16.1%
Roanoke City	1,235,348	1,867,069	+51.1%	1,707,501	+38.2%
Salem City	403,966	215,042	-46.8%	360,035	-10.9%
Region	2,613,727	3,236,501	+23.8%	3,163,155	+21.0%

Source: Southwest Virginia Second Harvest Food Bank

## Conclusion

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- Regional Trends
- Data Implications
- Reasons for Optimism
- Areas of Collaboration and Further Study

## Regional Trends<sup>10</sup>

Indicator	Positive Trend	Negative Trend	No Change
Percent Graduating High School	◆		
3rd Grade Proficiency - Reading	◆		
3rd Grade Proficiency - Mathematics	◆		
3rd Grade Proficiency - Science			◆
3rd Grade Proficiency – History/Social Science	◆		
Individuals 25+ w/H.S. Diploma or Higher	◆		
Individuals 25+ w/Bachelor’s Degree or Higher	◆		
Unemployment Rate	◆		
Unemployment Benefit Claims		◆	
Net Employment Growth	◆		
Per Capita Income	◆		
Consumer Price Index		◆	
Number of Chapter 7 and 13 Bankruptcies	◆		
Annual Average Wage	◆		
Average Rental Costs		◆	
Housing Units Lacking Plumbing	◆		
Length of Residency	◆		
Owner-Occupied Housing Units	◆		
Renter-Occupied Housing Units	◆		
Residential Building Permits		◆	
Free/Reduced Lunches		◆	
SSI Recipients		◆	
TANF Recipients		◆	
Food Stamp Recipients		◆	
Poverty Rate	◆		
Poverty Rate - Seniors	◆		
Childcare Subsidy Recipients		◆	
Poverty Rate - Children	◆		
Percent of Households with No Vehicle	◆		
Housing Units Lacking Plumbing	◆		
Adults without Health Insurance		◆	
Food Bank Distributions (lbs.)		◆	

<sup>10</sup> For clarification, positive and negative trend classifications do not necessarily have a direct correlation to upward or downward trend movement. For instance, a downward trend movement for the region’s poverty rate would result in a positive trend classification for this indicator as this is a reflection of a decrease in the percentage of individuals living below the federal poverty threshold.

So what does the data tell us about the Roanoke Region? Overall the region is moving in the right direction on the majority of indicators where regional trends could be tracked. Of the 39 indicators included in the report, regional data trends were possible to calculate for a total of 32 indicators. The table above shows positive trend lines for 20 of 32, or 63%, of the indicators.

While trend lines are generally positive, there is also a trend of continuing disparity within the region. Unemployment, annual average wage, per capita income, poverty rates, even education indicators all show that within the region, the state of the household economy is extremely varied from one jurisdiction to another.

## Data Implications

The large number of indicators selected for inclusion in this report prevents a discussion of each indicator's meaning and its affect on the regional household economy as a whole. Recognizing this limitation, the following is a brief discussion of the twelve indicators deemed to be most critical to determining the state of the regional household economy. These twelve indicators – annual average wage, per capita income, poverty rate, net employment growth, unemployment rate, affordability of a single-family home, consumer price index, average rental costs, TANF recipients, Food Stamp recipients and educational attainment - are grouped into five categories: income related, employment related, expense related, public assistance and education. To provide a frame of reference to measure the region's progress on these key indicators, the regional data are set as a comparison to the state.

- **Income Related:** the annual average wage increased 7.1% in the region from 2005 to 2007, while workers statewide saw an annual average wage increase of 8.9% over the same period. From 2004 to 2006, per capita income increased 10.3% in the state, while the region only experienced a 6.6% increase. Additionally, even though the poverty rate in the region declined 0.5% from 2003 to 2005, the region still had a higher percentage of individuals living below the federal poverty guidelines in 2005 than the state with the regional poverty rate being 10.4% compared to the state rate of 10.0%.
- **Employment Related:** net employment increased in the region by 6,809 jobs, or 4.4%, from 2004 to 2007. During the same time, however, net employment increased in the state by 218,221 jobs, or 5.9%. The unemployment rate fell 0.3% in the region from 3.5% in 2005 to 3.2% in 2007. The state unemployment rate, however, fell 0.5% over this same time period.
- **Expense Related:** with the exception of the City of Covington, every locality in the region experienced a negative trend line for single-family home affordability from 1990 to 2000. While single-family homes have become less affordable in the region, homes statewide have become more affordable with the ratio between median family income and the median value of a single-family home decreasing from 2.37 to 2.31 from 1990 to 2000. The Consumer Price Index indicates that the prices of goods and services increased more than 9% for consumers in the region from 2005 to 2007. Average rental costs increased in the region 39.5% from 1990 to 2000, while costs to renters statewide rose 31.4% over the same period.
- **Public Assistance:** the number of TANF recipients increased 0.9% in the region from December 2006 to December 2007. The number of TANF recipients statewide decreased 9.2% during the same time period. Food Stamp recipients increased in the region 9.0% from December 2005 to December 2007. The number of Virginians receiving food stamps during this period increased 4.7% over this same period.
- **Education:** the region has seen a significant increase in the percentage of individuals aged 25 and over with a high school diploma or higher. The percentage of individuals with this level of educational attainment increased 8.2% from 1990 to 2000. Individuals statewide with this level of educational attainment increased 6.4% over the same period. Individuals in the region aged 25 and over with a Bachelor's degree or higher increased 4.2% from 1990 to 2000; however, individuals statewide with this level of education increased 4.9% during the same time period.

As noted previously, the regional trend lines for the majority of the indicators have steadily improved over time; however, as evidenced by the above data, one central theme has emerged as to the state of the regional household economy. For those indicators that have improved, the trends have generally done so at a slower pace in comparison to the state; and the region continues to lag behind the state on the hard data for nearly every one of these critical indicators. The prices of goods, services and homes are rising at a rate that outpaces the average regional household's ability to pay for them. Net employment has risen in the region, but at a slower pace than the state. The unemployment rate has fallen in the region, but at a pace slightly slower than the state. The number of individuals in the region receiving public assistance in the form of TANF and Food Stamps has increased at a much greater pace than individuals statewide receiving this same form of public assistance. The region has seen a significant increase in the percentage of individuals with a high school diploma or higher, but the region continues to lag behind the state in the percentage of individuals with degrees of higher education.

As this data suggests, there is a significant opportunity within the region for collaboration and cooperation amongst agencies and organizations to work together to address these critical economic needs within the region. It should, however, not be overlooked that the region is making progress in many areas, it is the rate of progression and the areas of regression that present the opportunities for improvement.

### Reasons for Optimism

While the data indicate that economic deficiencies exist within households in the region, there are, however, reasons for optimism. It is clear, for example, that the region has a strong, well-performing and improving K-12 educational system that has had a higher percent change than the state in 6 of the 7 education related indicators. The region outperformed the state in all four third grade proficiency assessments for the 2006-2007 school year and had a greater percent change of students passing all of the assessment testing from 2004-2005 to 2006-2007. Further, the regional graduation percentage passed the statewide percentage in 2006-2007 and the regional educational system has continued to graduate its students at a higher rate than the state. Importantly, as stated previously and bears repeating here, the percentage of individuals aged 25 and over with a high school diploma or higher has increased at a greater pace than the state.

The committee recognizes that a higher level and a better quality of education often translates into increased economic opportunity. Thus, the region has much to be optimistic about as it relates to its educational system. The region may be better served by marketing this education related data more effectively to promote the region and its strong K-12 system. Better marketing of its educational system may attract and/or retain more young professionals (as mentioned in the Demographics Section, populations in this age group have been and will continue to be in decline in the region) with higher levels of education as they search for places to raise families and educate their children. In any case, it is clear that the region educates its children well.

### Areas of Collaboration and Further Study

Population trends discussed in the Demographics Section of this report clearly show an aging population with accelerating rates of growth among populations ages 50 and over. By the year 2010 our over 50 age group will comprise 38% of our population and the 25-44 ages will make up 24% of our population. The gap gets wider by 2030 with 40% of the population being 50+ and the 25-44 age group comprising 23% of the total population. There is a 10% increase from 1990 to 2030 (30% to 40%) in the 50+ ages and there is a 9% decrease in ages 25-44 (32% to 23%). This data suggest the need for further study regarding how the region can better prepare for the increase of seniors in our region. Even though the home health industry is not generally associated with higher income jobs, economic development strategies might include the exploration of building on this successful industry. The indicator included in this report on Job Growth by Industry indicates that the home health care industry is among the fastest growing in the region.

At the same time that the senior population is growing, the region is experiencing a loss of people in the 25-44 age range at a greater pace than the state or the country. In combination with the decreasing percentage of young people with a bachelor's degree or higher, the data highlights the importance of the work being done by groups like Valley Forward and others working to retain and attract young professionals with higher levels of education to the region.

Finally, the data suggests that the region's education system is one of its major strengths. Data on 3<sup>rd</sup> grade proficiency shows that our school systems are outperforming the state in nearly every category. In addition, the region's graduation rates exceed those of state averages. Given this asset, more study and collaboration needs to be placed on the development of closer ties between the region's K-12 education systems and jobs anticipated by the region's fastest growing industries including health care and home health care.

The indicators in this report provide a wealth of information about the Roanoke Region. The conclusions presented in this section represent a starting point that will be expanded over time by the many who are involved with and care about the well being of the people in this region.

## Appendix A: Roanoke Region Indicator Criteria<sup>11</sup>

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Adopted: April 8, 2008

### Compel, interest, and excite

- Does the indicator resonate with the intended community audience?
- Is it attractive to the media?

### Focus on resources and assets

- Is the indicator framed in a positive way?
- Does it focus on problems or assets?

### Focus on causes, not symptoms

- Does the indicator help to forewarn of future problems and focus on causes, rather than symptoms, of problems?

### Make linkages and relationships

- How does the indicator link to other issues (e.g. social, environmental, economic)?
- What other indicators would be affected by changes in this one?
- Does this help to round out the set of indicators in each topic?

### Relate to the whole community

- Does the indicator affect the community as a whole or only one narrow group?
- Do the indicators help communicate to an outsider what is most important to the community?
- Do the indicators address assets and problem areas?

### Understandable

- Is the indicator simple and clear enough to be understandable to the community as a whole?

### Accessible and affordable

- How easily can the data for each indicator be obtained and how much does it cost?
- Are partnerships within the community possible to access the data cost-effectively and efficiently?

### Comparable (standardized)

- How easily does this compare with indicators used for other local projects?
- Does it require a special survey that other communities would not be likely to replicate?

### Consistent and reliable

- Is the information source likely to produce high quality data over a number of years?

### Credible

- Is the indicator believable to the participants who selected it? To the community as a whole?
- Does the data source help reinforce credibility or detract from it?
- Evidence shows that the indicator is research based.

### Measurable

- Is the indicator framed in a way that can be answered by a number, percentage, or proportion?
- Does the data exist to address the indicator, or is there a practical way to obtain the data needed?

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<sup>11</sup> Adopted from the Baltimore Neighborhood Indicators Alliance

- Is the indicator outcome oriented?

### Relevant

- Does the indicator help us move toward establishing a community goal?
- Does it address the issue the community wants to know about?
- Does it help to communicate what is important?
- Is the indicator truly measuring what it is intended to measure, and not a by-product?
- Is the indicator well grounded and founded in fact?
- Can you support, defend, and justify it in logical or scientific terms?

### Valid

- Is the indicator truly measuring what it is intended to measure, and not a by-product?
- Is the indicator well grounded and founded in fact?
- Can you support, defend, and justify it in logical or scientific terms?

## Appendix B: Race / Ethnicity and Age\*

\*All data for race/ethnicity and population tables for years 1990, 2000, and 2006 were derived from United States Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics, Bridged-Race Population Estimates, United States July 1st resident population by state, county, age, sex, bridged-race and Hispanic origin, compiled from 1990-1999 bridged-race intercensal population estimates and 2000-2006 (Vintage 2006) bridged-race postcensal population estimates, on CDC WONDER On –line Database accessed at <http://www.wonder.cdc.gov>

Projections for the year 2010 were calculated from the Virginia Employment Commission, Virginia Workforce Connection at <http://www.vaworkconnect.com>

### Race/Ethnicity by Region, State, Counties and Cities<sup>12</sup>

#### Roanoke Region

	1990		2000		2006		2010	
Black/African American	33,281	11%	38,018	12%	39,524	12%	40,517	13%
White	252,868	87%	266,520	85%	268,073	84%	269,621	84%
American Indian/Alaskan Native	293	<1%	526	<1%	547	<1%	473	<1%
Asian	1,670	<1%	3350	1%	4164	1.3%	4349	1.4%
Hispanic/Latino	1,466	<1%	3491	1%	5415	1.7%	5080	1.6%
Total Population	289,578		311,905		317,723		320,040	

#### Virginia

	1990		2000		2006		2010	
Black/African American	1,161,477	18.7%	1,417,996	20%	1,526,380	20%	1,628,716	20%
White	4,724,433	76%	5,043,707	71%	5,229,579	68%	5,404,492	67%
American Indian/Alaskan Native	13,692	<1%	20,867	<1%	22,608	<1%	23,179	<1%
Asian	156,579	2.5%	288,639	4%	384,787	5%	423,144	5%
Hispanic/Latino	160,703	2.6%	333,378	4.7%	479,530	6%	530,708	7%
Total Population	6,216,884		7,104,587		7,642,884		8,010,239	

<sup>12</sup> CDC WONDER ON-Line Database

### Alleghany County

	1990		2000		2006		2010	
Black/African American	281	2%	1,007	6%	978	6%	1,019	6%
White	12,469	97%	16,014	93%	15,425	93%	15,146	93%
American Indian/Alaskan Native	4	<1%	31	<1%	32	<1%	7	<1%
Asian	29	<1%	34	<1%	50	<1%	20	<1%
Hispanic/Latino	23	<1%	86	<1%	115	<1%	95	<1%
Total Population	12,806		17,172		16,600		16,287	

### Botetourt County

	1990		2000		2006		2010	
Black/African American	1,098	4%	1,105	4%	1,409	4%	1,239	4%
White	23,788	95%	29,090	95%	30,219	94%	31,327	94%
American Indian/Alaskan Native	12	<1%	71	<1%	70	<1%	64	<1%
Asian	68	<1%	152	<1%	217	<1%	259	<1%
Hispanic/Latino	125	<1%	187	<1%	313	<1%	267	<1%
Total Population	25,091		30,605		32,228		33,156	

### Craig County

	1990		2000		2006		2010	
Black/African American	1	<1%	24	<1%	28	<1%	25	<1%
White	4,382	99%	5,041	99%	5,106	99%	5,097	99%
American Indian/Alaskan Native	2	<1%	10	<1%	10	<1%	10	<1%
Asian	1	<1%	7	<1%	14	<1%	12	<1%
Hispanic/Latino	0	<1%	17	<1%	21	<1%	15	<1%
Total Population	4,386		5,099		5,179		5,159	

### Franklin County

	1990		2000		2006		2010	
Black/African American	4,244	11%	4,532	9.5%	4,523	9%	4,703	9%
White	35,313	89%	42,074	89%	45,137	89%	46,619	89%
American Indian/Alaskan Native	32	<1%	75	<1%	77	<1%	85	<1%
Asian	60	<1%	182	<1%	212	<1%	205	<1%
Hispanic/Latino	124	<1%	600	1%	835	<1%	794	1.5%
Total Population	39,773		47,463		50,784		52,406	

### Roanoke County

	1990		2000		2006		2010	
Black/African American	2,024	3%	2,988	3%	4,628	5%	4,340	5%
White	76,358	96%	80,292	94%	82,174	91%	84,421	91%
American Indian/Alaskan Native	67	<1%	102	<1%	112	<1%	78	<1%
Asian	620	<1%	1,439	1.7%	1,964	2%	1,990	2%
Hispanic/Latino	427	<1%	915	1%	1,604	1.8%	1,528	1.7%
Total Population	79,496		85,736		90,482		92,357	

### Covington City

	1990		2000		2006		2010	
Black/African American	1,025	14%	870	14%	927	15%	940	16%
White	6,264	85%	5,320	84%	4,995	82%	5,035	83%
American Indian/Alaskan Native	4	<1%	22	<1%	22	<1%	11	<1%
Asian	27	<1%	45	<1%	67	<1%	37	<1%
Hispanic/Latino	12	<1%	47	<1%	62	<1%	32	<1%
Total Population	7,332		6,304		6,073		6,055	

### Roanoke City

	1990		2000		2006		2010	
Black/African American	23,534	24%	25,981	27%	25,319	28%	26,568	29%
White	71,784	74%	65,964	70%	62,587	68%	59,970	66%
American Indian/Alaskan Native	160	<1%	180	<1%	188	<1%	187	<1%
Asian	708	<1%	1,210	1%	1,315	1.4%	1,521	1.7%
Hispanic/Latino	660	<1%	1,409	1.5%	2,143	2.3%	2,081	2.3%
Total Population	96,846		94,744		91,552		90,327	

### Salem City

	1990		2000		2006		2010	
Black/African American	1,074	5%	1,511	6%	1,712	7%	1,683	7%
White	22,510	94%	22,725	92%	22,430	90%	22,006	91%
American Indian/Alaskan Native	12	<1%	35	<1%	36	<1%	31	<1%
Asian	157	<1%	281	1%	325	1.3%	305	1.2%
Hispanic/Latino	95	<1%	230	<1%	322	1.3%	268	1.1%
Total Population	23,848		24,782		24,825		24,293	

## Roanoke Region Population by Age Group

Age groups	1990	2000	2006	% Change 1990-2006	2010 projected population	% Change 1990 -2010
<1	3,790	3,566	3,667	-3.25%		
1-4	14,375	14,289	14,384	+0.06%	19,153	+33.24%
5-9	17,777	19,928	18,115	+1.9%	19,121	+7.56%
10-14	17,604	20,457	19,714	+11.99%	18,507	+5.13%
15-19	19,927	19,313	20,118	+0.96%	20,922	+4.99%
20-24	19,594	16,445	18,376	-6.22%	19,922	+1.67%
25-29	22,108	18,747	19,585	-11.41%	18,498	-16.33%
30-34	23,753	20,639	18,863	-20.59%	18,175	-23.48%
35-39	23,400	23,990	21,163	-9.56%	19,068	-18.51%
40-44	22,699	25,329	23,692	+4.37%	20,818	-8.29%
45-49	17,763	24,364	25,121	+41.42%	23,574	+32.71%
50-54	14,739	23,335	23,971	+62.64%	24,667	+67.36%
55-59	14,043	17,952	23,159	+64.91%	23,465	+67.09%
60-64	14,698	14,394	17,034	+15.89%	21,696	+47.61%
65-69	13,929	13,187	13,515	-2.97%	15,451	+10.93%
70-74	10,969	12,470	11,677	+6.45%	11,711	+6.76%
75-79	8,248	10,450	10,296	+24.83%	9,803	+18.85%
80-84	5,630	6,986	8,008	+42.24%	7,710	+36.94%
85+	4,532	6,064	7,265	+60.3%	7,779	+71.65%
Total	289,578	311,905	317,723	+9.72%	320,040	+10.45%

## Roanoke Region Population by Age Group

### Alleghany County

Age groups	1990	2000	% Change 1990-2000	2006	% Change 1990-2006	Projected Population 2010	% Change 1990-2010
<1	142	156	9.9%	193	35.9%		
1-4	609	786	29.1%	722	18.6%	894	
5-9	854	1,085	27.0%	932	9.1%	956	11.9%
10-14	885	1,099	24.2%	1,061	19.9%	1,019	15.1%
15-19	954	1,091	14.4%	1,027	7.7%	1,057	10.8%
20-24	721	708	-1.8%	898	24.5%	786	9.0%
25-29	813	885	8.9%	848	4.3%	810	-0.4%
30-34	973	1,080	11.0%	816	-16.1%	797	-18.1%
35-39	974	1,252	28.5%	1,037	6.5%	914	-6.2%
40-44	1,055	1,302	23.4%	1,239	17.4%	1,053	-0.2%
45-49	914	1,230	34.6%	1,278	39.8%	1,261	38.9%
50-54	765	1,343	75.6%	1,196	56.3%	1,289	68.5%
55-59	704	1,162	65.1%	1,347	91.3%	1,192	69.3%
60-64	687	957	39.3%	1,079	57.1%	1,284	86.9%
65-69	634	792	24.9%	845	33.3%	946	49.2%
70-74	468	754	61.1%	685	46.4%	653	39.5%
75-79	321	677	110.9%	559	74.1%	520	62.0%
80-84	205	427	108.3%	460	124.4%	407	98.5%
85+	128	386	201.6%	378	195.3%	449	250.8%
Total	12,806	17,172	34.1%	16,600	29.6%	16,287	27.2%

## Roanoke Region Population by Age Group

### Botetourt County

Age groups	1990	2000	% Change 1990-2000	2006	% Change 1990-2006	Projected Population 2010	% Change 1990-2010
<1	293	344	17.4%	246	-16.0%		
1-4	1,188	1,406	18.4%	1,161	-2.3%	1,562	
5-9	1,573	1,882	19.6%	1,777	13.0%	1,611	2.4%
10-14	1,688	2,195	30.0%	1,954	15.8%	1,813	7.4%
15-19	1,780	1,951	9.6%	2,063	15.9%	1,917	7.7%
20-24	1,432	1,148	-19.8%	1,943	35.7%	1,832	27.9%
25-29	1,718	1,380	-19.7%	2,046	19.1%	2,160	25.7%
30-34	2,109	1,968	-6.7%	1,734	-17.8%	1,925	-8.7%
35-39	2,158	2,591	20.1%	2,043	-5.3%	1,699	-21.3%
40-44	2,220	2,841	28.0%	2,632	18.6%	2,200	-0.9%
45-49	1,814	2,692	48.4%	2,933	61.7%	2,783	53.4%
50-54	1,521	2,594	70.5%	2,696	77.3%	2,956	94.3%
55-59	1,336	1,999	49.6%	2,628	96.7%	2,718	103.4%
60-64	1,237	1,577	27.5%	1,924	55.5%	2,597	109.9%
65-69	1,067	1,340	25.6%	1,441	35.1%	1,889	77.0%
70-74	832	1,140	37.0%	1,154	38.7%	1,422	71.0%
75-79	551	743	34.8%	874	58.6%	971	76.2%
80-84	358	475	32.7%	565	57.8%	648	81.0%
85+	216	339	56.9%	414	91.7%	453	109.7%
Total	25,091	30,605	22.0%	32,228	28.4%	33,156	34.1%

## Roanoke Region Population by Age Group

### Craig County

Age groups	1990	2000	% Change 1990-2000	2006	% Change 1990-2006	Projected Population 2010	% Change 1990-2010
<1	67	74	10.4%	46	-31.3%		
1-4	210	218	3.8%	196	-6.7%	330	
5-9	285	327	14.7%	283	-0.7%	341	19.6%
10-14	286	368	28.7%	326	14.0%	273	-4.5%
15-19	288	313	8.7%	366	27.1%	334	16.0%
20-24	259	227	-12.4%	254	-1.9%	376	45.2%
25-29	336	276	-17.9%	303	-9.8%	298	-11.3%
30-34	375	347	-7.5%	299	-20.3%	264	-29.6%
35-39	342	425	24.3%	347	1.5%	291	-14.9%
40-44	365	460	26.0%	441	20.8%	342	-6.3%
45-49	287	390	35.9%	467	62.7%	394	37.3%
50-54	236	397	68.2%	412	74.6%	407	72.5%
55-59	233	321	37.8%	384	64.8%	348	49.4%
60-64	213	259	21.6%	308	44.6%	351	64.8%
65-69	205	239	16.6%	265	29.3%	277	35.1%
70-74	155	153	-1.3%	198	27.7%	207	33.5%
75-79	111	153	37.8%	127	14.4%	153	37.8%
80-84	77	74	-3.9%	110	42.9%	86	11.7%
85+	56	78	39.3%	47	-16.1%	87	55.4%
Total	4,386	5,099	16.3%	5,179	18.1%	5,159	17.6%

## Roanoke Region Population by Age Group

### Franklin County

Age groups	1990	2000	% Change 1990-2000	2006	% Change 1990-2006	Projected Population 2010	% Change 1990-2010
<1	510	530	3.9%	560	9.8%		
1-4	2,020	2,037	0.8%	2,142	6.0%	3,017	
5-9	2,462	2,949	19.8%	2,742	11.4%	2,929	19.0%
10-14	2,541	3,193	25.7%	3,044	19.8%	2,773	9.1%
15-19	3,223	3,085	-4.3%	3,304	2.5%	3,411	5.8%
20-24	2,963	2,578	-13.0%	3,124	5.4%	3,440	16.1%
25-29	2,990	2,636	-11.8%	3,554	18.9%	3,201	7.1%
30-34	3,123	3,087	-1.2%	3,006	-3.7%	3,134	0.4%
35-39	3,125	3,789	21.2%	3,285	5.1%	2,943	-5.8%
40-44	2,990	3,824	27.9%	3,971	32.8%	3,326	11.2%
45-49	2,566	3,645	42.0%	3,949	53.9%	3,963	54.4%
50-54	2,119	3,641	71.8%	3,641	71.8%	4,014	89.4%
55-59	1,990	3,145	58.0%	3,663	84.1%	3,715	86.7%
60-64	1,955	2,529	29.4%	3,082	57.6%	3,577	83.0%
65-69	1,732	2,184	26.1%	2,429	40.2%	2,882	66.4%
70-74	1,359	1,785	31.3%	1,996	46.9%	2,214	62.9%
75-79	1,044	1,311	25.6%	1,518	45.4%	1,774	69.9%
80-84	619	864	39.6%	1,001	61.7%	1,036	67.4%
85+	442	651	47.3%	773	74.9%	1,057	139.1%
Total	39,773	47,463	19.3%	50,784	27.7%	52,406	31.8%

## Roanoke Region Population by Age Group

### Roanoke County

Age groups	1990	2000	% Change 1990-2000	2006	% Change 1990-2006	Projected Population 2010	% Change 1990-2010
<1	887	854	-3.7%	1,340	51.1%		
1-4	3,529	3,676	4.2%	4,754	34.7%	5,387	
5-9	4,981	5,532	11.1%	4,643	-6.8%	5,538	11.2%
10-14	5,168	5,907	14.3%	5,670	9.7%	5,372	3.9%
15-19	5,663	5,461	-3.6%	5,798	2.4%	5,894	4.1%
20-24	4,753	3,723	-21.7%	5,528	16.3%	5,391	13.4%
25-29	5,314	4,481	-15.7%	4,811	-9.5%	5,244	-1.3%
30-34	6,285	5,238	-16.7%	4,932	-21.5%	4,924	-21.7%
35-39	6,958	6,601	-5.1%	5,754	-17.3%	5,293	-23.9%
40-44	7,176	7,204	0.4%	6,672	-7.0%	5,836	-18.7%
45-49	5,531	7,315	32.3%	7,281	31.6%	6,807	23.1%
50-54	4,486	7,007	56.2%	7,390	64.7%	7,512	67.5%
55-59	4,054	5,039	24.3%	7,057	74.1%	7,425	83.2%
60-64	3,948	4,070	3.1%	5,001	26.7%	6,525	65.3%
65-69	3,567	3,687	3.4%	3,750	5.1%	4,360	22.2%
70-74	2,651	3,461	30.6%	3,157	19.1%	3,406	28.5%
75-79	1,970	2,894	46.9%	2,820	43.1%	2,848	44.6%
80-84	1,395	1,871	34.1%	2,090	49.8%	2,341	67.8%
85+	1,180	1,715	45.3%	2,034	72.4%	2,254	91.0%
Total	79,496	85,736	7.8%	90,482	13.8%	92,357	16.2%

## Roanoke Region Population by Age Group

### Covington City

Age groups	1990	2000	% Change 1990-2000	2006	% Change 1990-2006	Projected Population 2010	% Change 1990-2010
<1	85	82	-3.5%	29	-65.9%		
1-4	346	313	-9.5%	221	-36.1%	399	
5-9	412	387	-6.1%	390	-5.3%	367	-10.9%
10-14	413	354	-14.3%	389	-5.8%	357	-13.6%
15-19	441	352	-20.2%	349	-20.9%	334	-24.3%
20-24	520	386	-25.8%	276	-46.9%	407	-21.7%
25-29	580	415	-28.4%	479	-17.4%	436	-24.8%
30-34	507	395	-22.1%	382	-24.7%	358	-29.4%
35-39	427	420	-1.6%	368	-13.8%	296	-30.7%
40-44	487	421	-13.6%	420	-13.8%	346	-29.0%
45-49	428	404	-5.6%	414	-3.3%	391	-8.6%
50-54	362	414	14.4%	405	11.9%	383	5.8%
55-59	346	388	12.1%	410	18.5%	369	6.6%
60-64	401	301	-24.9%	314	-21.7%	402	0.2%
65-69	434	314	-27.6%	294	-32.3%	313	-27.9%
70-74	402	308	-23.4%	258	-35.8%	239	-40.5%
75-79	382	272	-28.8%	251	-34.3%	209	-45.3%
80-84	236	188	-20.3%	206	-12.7%	161	-31.8%
85+	123	190	54.5%	218	77.2%	288	134.1%
Total	7,332	6,304	-14.0%	6,073	-17.2%	6,055	-17.4%

## Roanoke Region Population by Age Group

### Roanoke City

Age groups	1990	2000	% Change 1990-2000	2006	% Change 1990-2006	Projected Population 2010	% Change 1990-2010
<1	1,562	1,309	-16.2%	1,021	-34.6%		
1-4	5,467	4,864	-11.0%	4,243	-22.4%	6,374	
5-9	5,889	6,322	7.4%	6,174	4.8%	6,042	2.6%
10-14	5,273	5,802	10.0%	5,831	10.6%	5,614	6.5%
15-19	5,691	5,061	-11.1%	5,173	-9.1%	6,017	5.7%
20-24	7,058	5,793	-17.9%	4,274	-39.4%	5,670	-19.7%
25-29	8,706	7,257	-16.6%	5,953	-31.6%	4,797	-44.9%
30-34	8,546	7,035	-17.7%	6,321	-26.0%	5,455	-36.2%
35-39	7,624	7,187	-5.7%	6,833	-10.4%	6,346	-16.8%
40-44	6,668	7,293	9.4%	6,634	-0.5%	6,300	-5.5%
45-49	4,838	6,891	42.4%	6,857	41.7%	6,336	31.0%
50-54	4,007	6,266	56.4%	6,463	61.3%	6,426	60.4%
55-59	4,124	4,565	10.7%	6,011	45.8%	6,012	45.8%
60-64	4,961	3,554	-28.4%	4,110	-17.2%	5,306	7.0%
65-69	4,996	3,505	-29.8%	3,396	-32.0%	3,566	-28.6%
70-74	4,090	3,822	-6.6%	3,260	-20.3%	2,597	-36.5%
75-79	3,113	3,499	12.4%	3,293	5.8%	2,501	-19.7%
80-84	2,252	2,505	11.2%	2,893	28.5%	2,368	5.2%
85+	1,981	2,214	11.8%	2,812	41.9%	2,600	31.2%
Total	96,846	94,744	-2.2%	91,552	-5.5%	90,327	-6.7%

## Roanoke Region Population by Age Group

### Salem City

Age groups	1990	2000	% Change 1990-2000	2006	% Change 1990-2006	Projected Population 2010	% Change 1990-2010
<1	244	217	-11.1%	232	-4.9%		
1-4	1,006	989	-1.7%	945	-6.1%	1,190	
5-9	1,321	1,444	9.3%	1,174	-11.1%	1,337	1.2%
10-14	1,350	1,539	14.0%	1,439	6.6%	1,286	-4.7%
15-19	1,887	1,999	5.9%	2,038	8.0%	1,958	3.8%
20-24	1,888	1,882	-0.3%	2,079	10.1%	2,020	7.0%
25-29	1,651	1,417	-14.2%	1,591	-3.6%	1,552	-6.0%
30-34	1,835	1,489	-18.9%	1,373	-25.2%	1,318	-28.2%
35-39	1,792	1,725	-3.7%	1,496	-16.5%	1,286	-28.2%
40-44	1,738	1,984	14.2%	1,683	-3.2%	1,415	-18.6%
45-49	1,385	1,797	29.7%	1,942	40.2%	1,639	18.3%
50-54	1,243	1,673	34.6%	1,768	42.2%	1,680	35.2%
55-59	1,256	1,333	6.1%	1,659	32.1%	1,686	34.2%
60-64	1,296	1,147	-11.5%	1,216	-6.2%	1,654	27.7%
65-69	1,294	1,126	-13.0%	1,095	-15.4%	1,218	-5.9%
70-74	1,012	1,047	3.5%	969	-4.2%	973	-3.9%
75-79	756	901	19.2%	854	13.0%	827	9.4%
80-84	488	582	19.3%	683	40.0%	663	35.9%
85+	406	491	20.9%	589	45.1%	591	45.6%
Total	23,848	24,782	3.9%	24,825	4.1%	24,293	1.9%

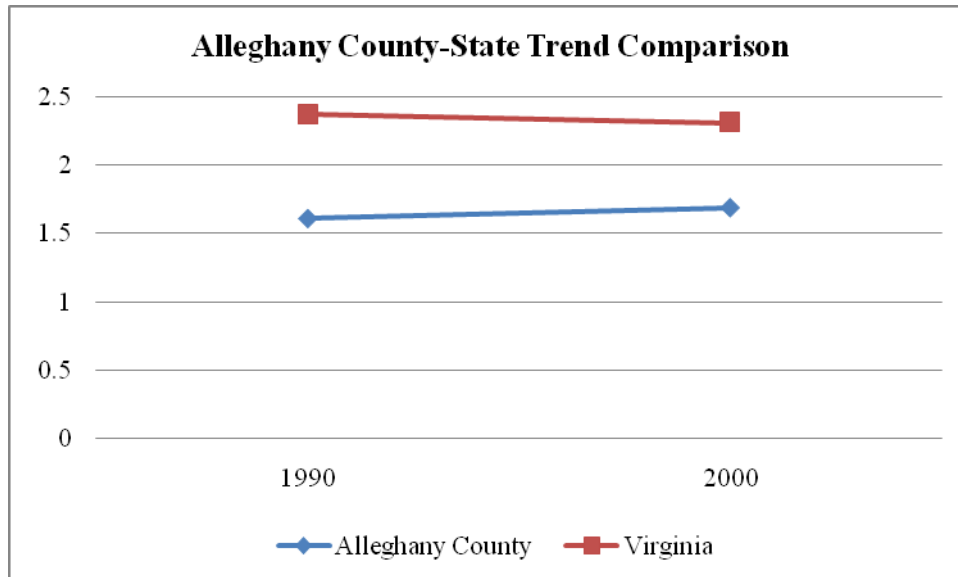
## Appendix C: Indicators for which only local numbers are provided as no regional numbers could be calculated

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- Affordability of a single family home
- Births to mothers with less than a high school diploma
- Median Income for Seniors 65-74
- Median Income for Seniors 75 and older
- Median Family Income
- Typical Monthly Household Utility Costs

## Affordability of a Single-Family Home

**Definition:** The ratio between median family income and the median value of a single-family home within locality.



### Alleghany County

	1990	2000	Change
Single-family home	\$50,200	\$77,500	+\$27,300
Median family income	\$31,145	\$45,843	+\$14,698
Ratio	1.61	1.69	+0.08

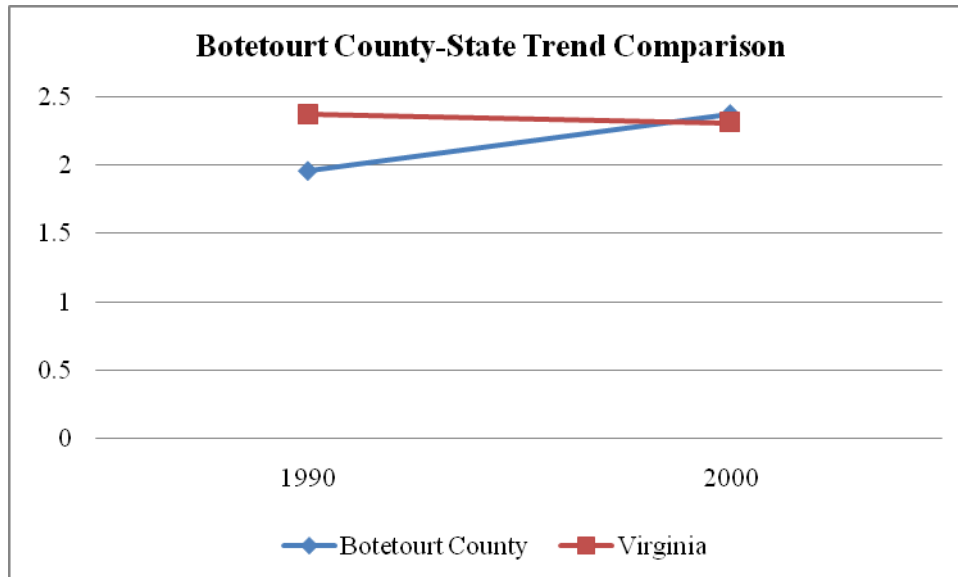
### Virginia

	1990	2000	Change
Single-family home	\$90,400	\$125,400	+\$35,000
Median family income	\$38,213	\$54,169	+\$15,956
Ratio	2.37	2.31	-0.06

Source: U.S. Census Bureau

## Affordability of a Single-Family Home

**Definition:** The ratio between median family income and the median value of a single-family home within locality.



### Botetourt County

	1990	2000	Change
Single-family home	\$72,900	\$130,500	+\$57,600
Median family income	\$37,116	\$55,125	+\$18,009
Ratio	1.96	2.37	+0.41

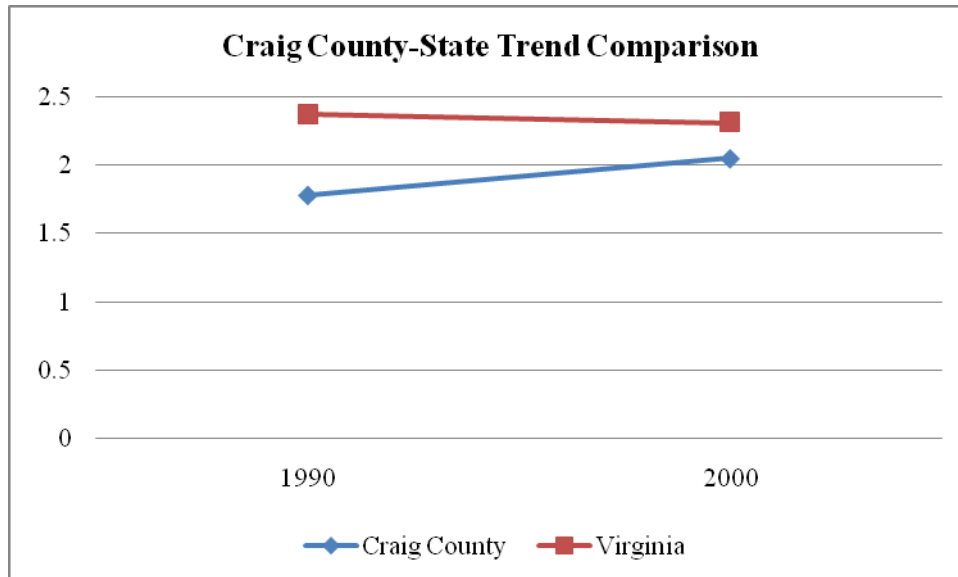
### Virginia

	1990	2000	Change
Single-family home	\$90,400	\$125,400	+\$35,000
Median family income	\$38,213	\$54,169	+\$15,956
Ratio	2.37	2.31	-0.06

Source: U.S. Census Bureau

## Affordability of a Single-Family Home

**Definition:** The ratio between median family income and the median value of a single-family home within locality.



### Craig County

	1990	2000	Change
Single-family home	\$50,800	\$85,400	+\$34,600
Median family income	\$28,530	\$41,750	+\$13,220
Ratio	1.78	2.05	+0.27

Source: U.S. Census Bureau

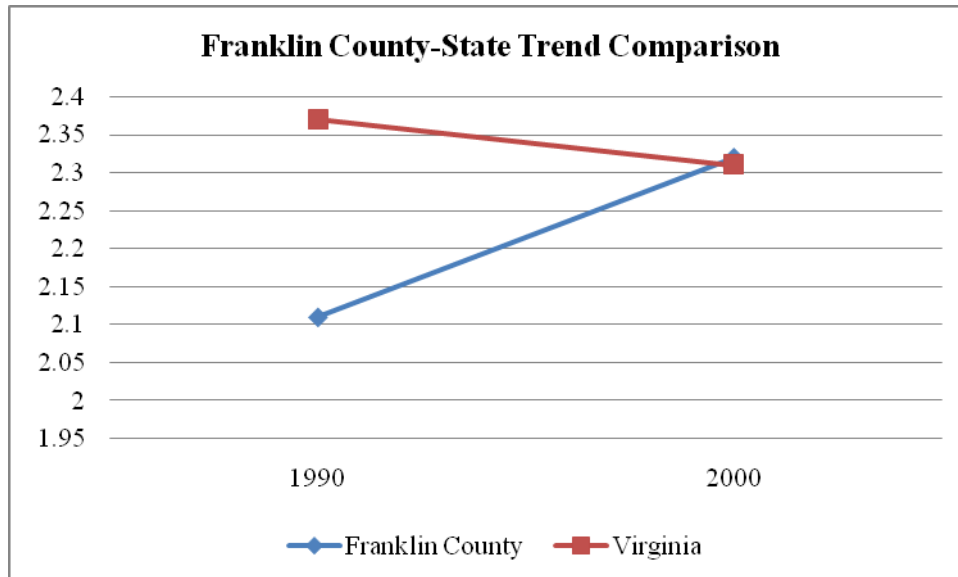
### Virginia

	1990	2000	Change
Single-family home	\$90,400	\$125,400	+\$35,000
Median family income	\$38,213	\$54,169	+\$15,956
Ratio	2.37	2.31	-0.06

Source: U.S. Census Bureau

## Affordability of a Single-Family Home

**Definition:** The ratio between median family income and the median value of a single-family home within locality.



### Franklin County

	1990	2000	Change
Single-family home	\$63,100	\$105,000	+\$41,900
Median family income	\$29,958	\$45,163	+\$15,205
Ratio	2.11	2.32	+0.21

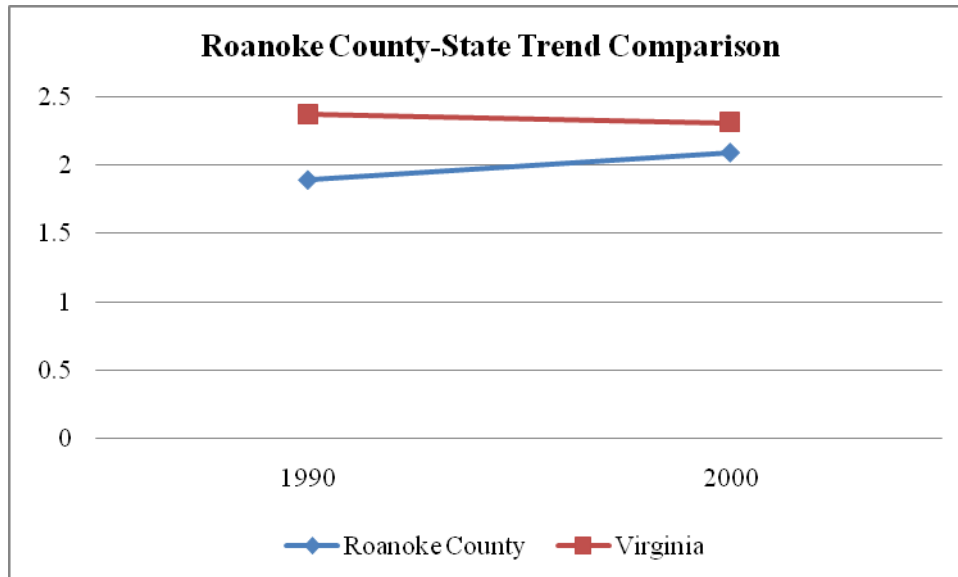
### Virginia

	1990	2000	Change
Single-family home	\$90,400	\$125,400	+\$35,000
Median family income	\$38,213	\$54,169	+\$15,956
Ratio	2.37	2.31	-0.06

Source: U.S. Census Bureau

## Affordability of a Single-Family Home

**Definition:** The ratio between median family income and the median value of a single-family home within locality.



### Roanoke County

	1990	2000	Change
Single-family home	\$80,100	\$118,100	+\$38,000
Median family income	\$42,223	\$56,450	+\$14,227
Ratio	1.89	2.09	+0.20

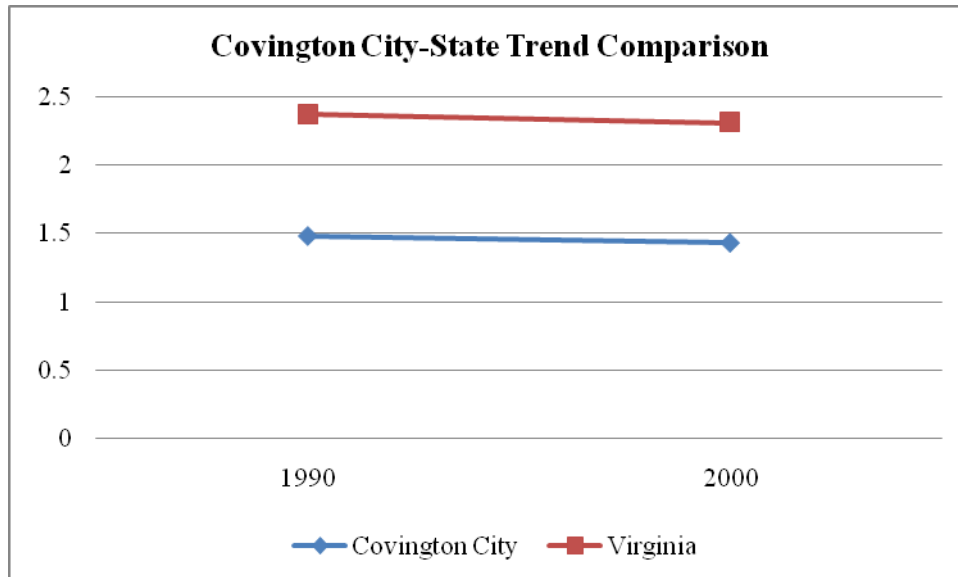
### Virginia

	1990	2000	Change
Single-family home	\$90,400	\$125,400	+\$35,000
Median family income	\$38,213	\$54,169	+\$15,956
Ratio	2.37	2.31	-0.06

Source: U.S. Census Bureau

## Affordability of a Single-Family Home

**Definition:** The ratio between median family income and the median value of a single-family home within locality.



### Covington City

	1990	2000	Change
Single-family home	\$38,500	\$52,500	+\$14,000
Median family income	\$26,091	\$36,640	+\$10,549
Ratio	1.48	1.43	-0.05

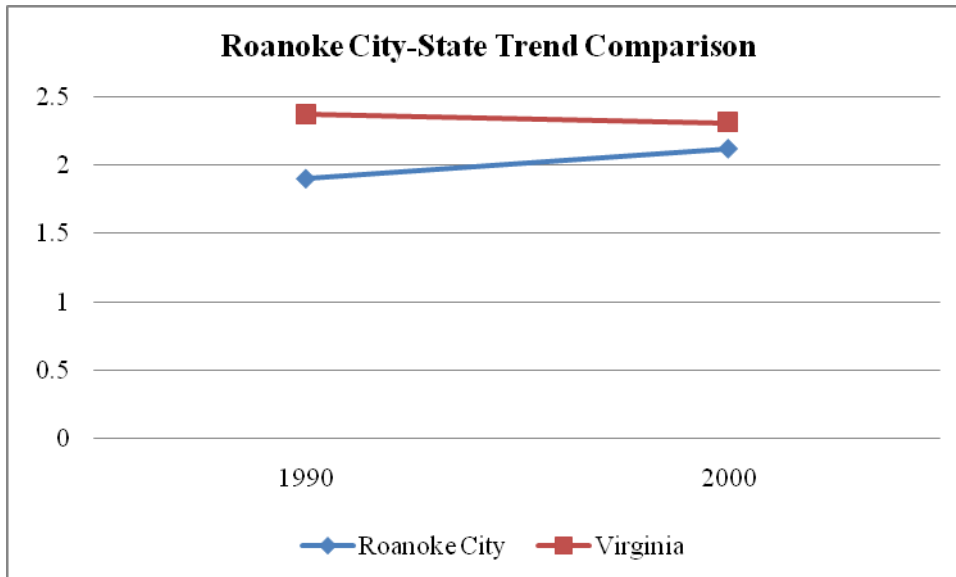
### Virginia

	1990	2000	Change
Single-family home	\$90,400	\$125,400	+\$35,000
Median family income	\$38,213	\$54,169	+\$15,956
Ratio	2.37	2.31	-0.06

Source: U.S. Census Bureau

## Affordability of a Single-Family Home

**Definition:** The ratio between median family income and the median value of a single-family home within locality.



### Roanoke City

	1990	2000	Change
Single-family home	\$53,700	\$80,300	+\$26,600
Median family income	\$28,203	\$37,826	+\$9,623
Ratio	1.90	2.12	+0.22

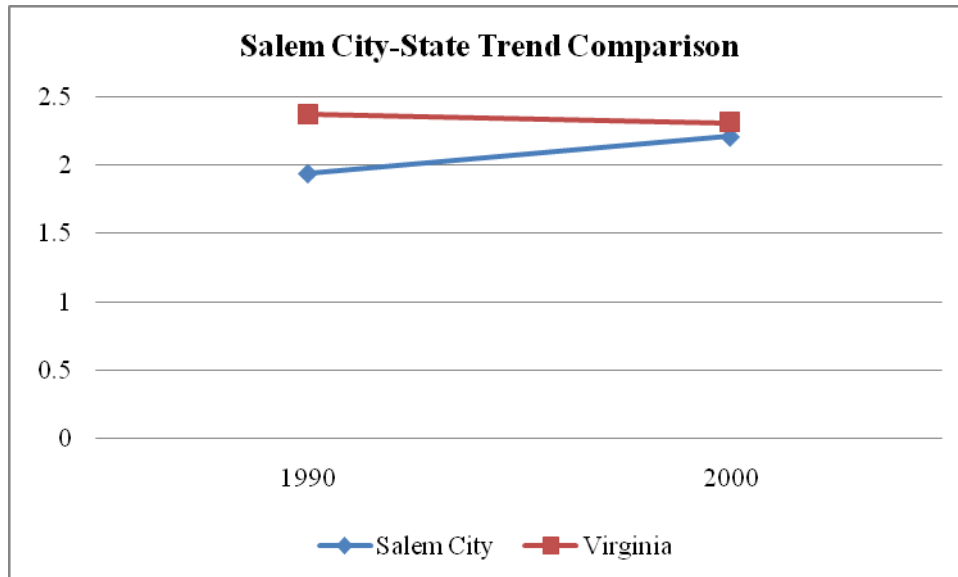
### Virginia

	1990	2000	Change
Single-family home	\$90,400	\$125,400	+\$35,000
Median family income	\$38,213	\$54,169	+\$15,956
Ratio	2.37	2.31	-0.06

Source: U.S. Census Bureau

## Affordability of a Single-Family Home

**Definition:** The ratio between median family income and the median value of a single-family home within locality.



### Salem City

	1990	2000	Change
Single-family home	\$69,100	\$104,200	+\$35,100
Median family income	\$35,619	\$47,174	+\$11,555
Ratio	1.94	2.21	+0.27

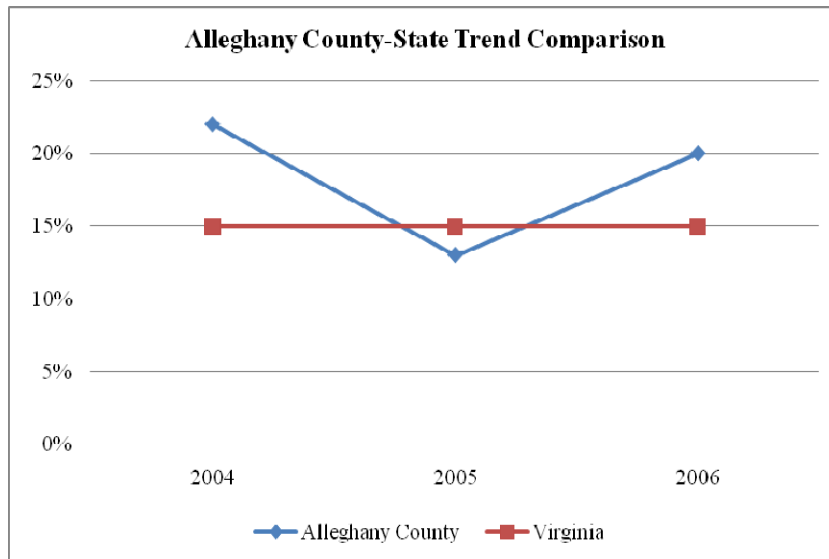
### Virginia

	1990	2000	Change
Single-family home	\$90,400	\$125,400	+\$35,000
Median family income	\$38,213	\$54,169	+\$15,956
Ratio	2.37	2.31	-0.06

Source: U.S. Census Bureau

## Births to mothers with less than a high school education

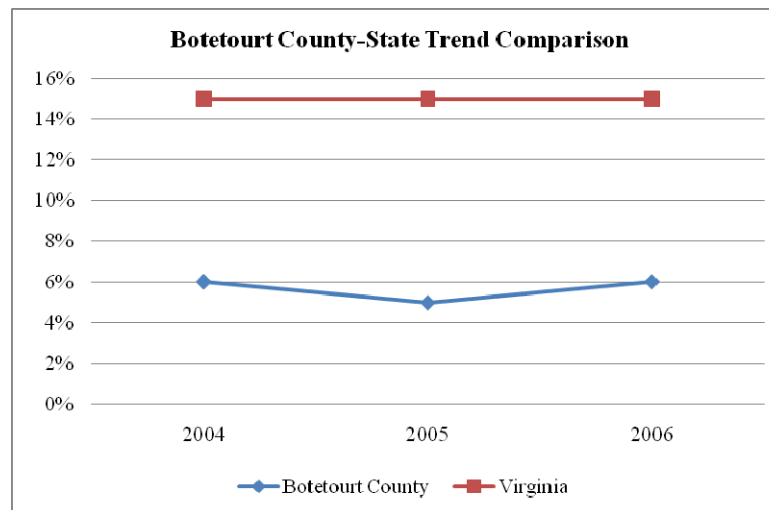
**Definition:** Percentage of babies within locality born to mothers with less than 12 years of education.



### Alleghany County

Area	2004	2005	Change	2006	Change from 2004 to 2006
Alleghany County	22%	13%	-9%	20%	-2%
Virginia	15%	15%	No Change	15%	No Change

Source: Virginia Department of Health



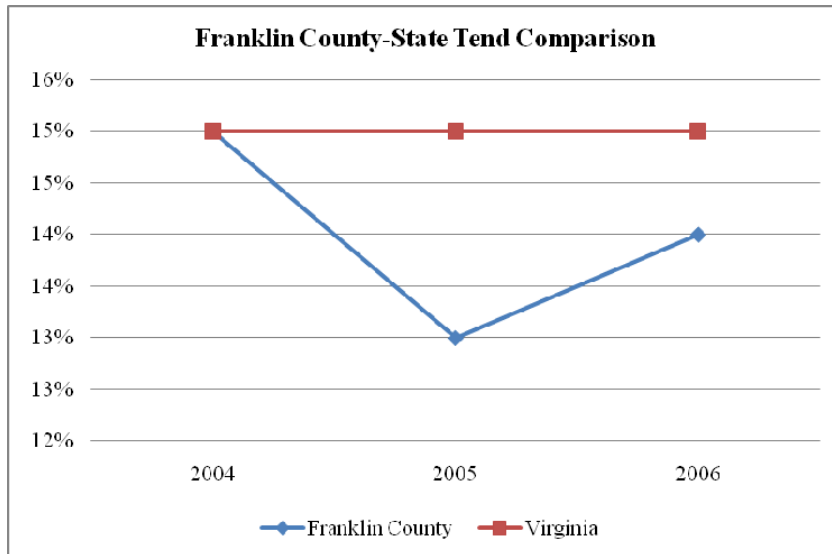
### Botetourt County

Area	2004	2005	Change	2006	Change from 2004 to 2006
Botetourt County	6%	5%	-1%	6%	No Change
Virginia	15%	15%	No Change	15%	No Change

Source: Virginia Department of Health

## Births to mothers with less than a high school education

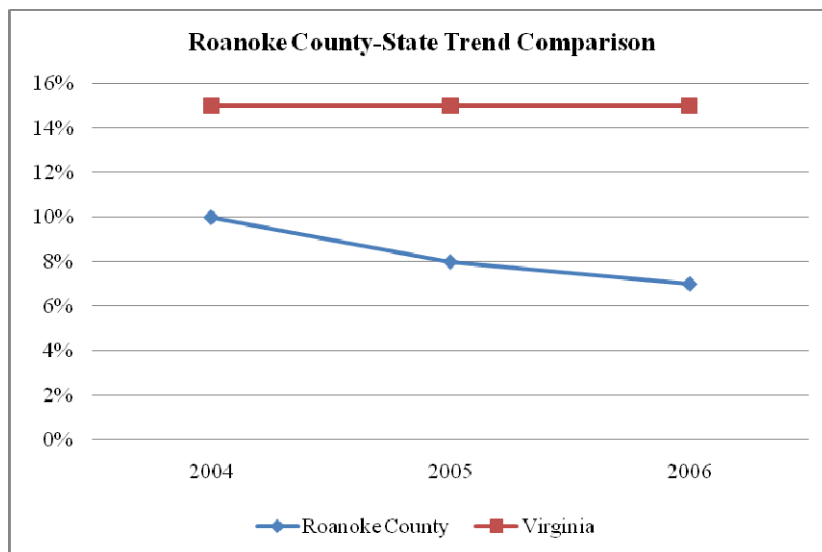
**Definition:** Percentage of babies within locality born to mothers with less than 12 years of education.



### Franklin County

Area	2004	2005	Change	2006	Change from 2004 to 2006
Franklin County	15%	13%	-2%	14%	-1%
Virginia	15%	15%	No Change	15%	No Change

Source: Virginia Department of Health



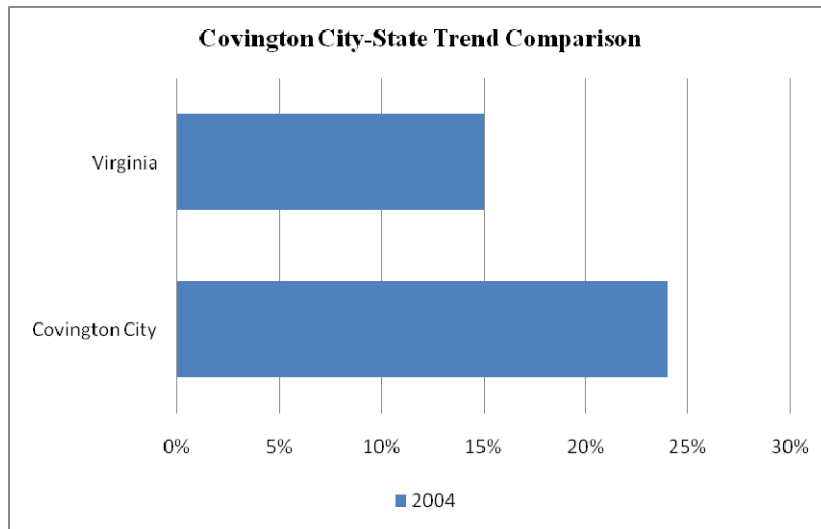
### Roanoke County

Area	2004	2005	Change	2006	Change from 2004 to 2006
Roanoke County	10%	8%	-2%	7%	-3%
Virginia	15%	15%	No Change	15%	No Change

Source: Virginia Department of Health

## Births to mothers with less than a high school education

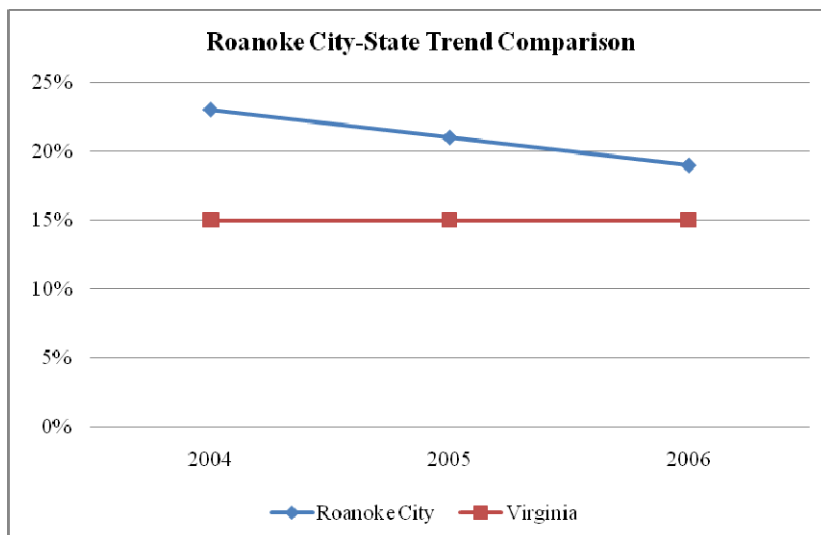
**Definition:** Percentage of babies within locality born to mothers with less than 12 years of education.



### Covington City

Area	2004	2005	Change	2006	Change from 2004 to 2006
Covington City	24%	No Data Available	-	No Data Available	-
Virginia	15%	15%	No Change	15%	No Change

Source: Virginia Department of Health



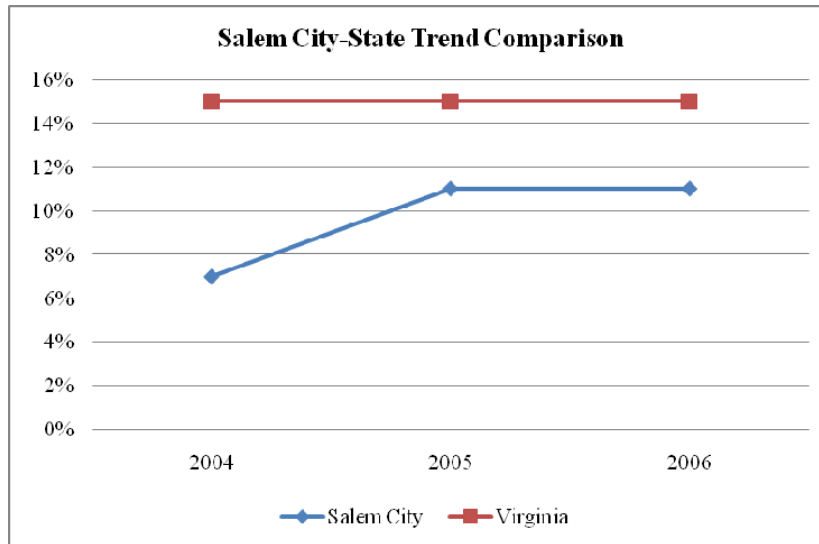
### Roanoke City

Area	2004	2005	Change	2006	Change from 2004 to 2006
Roanoke City	23%	21%	-2%	19%	-4%
Virginia	15%	15%	No Change	15%	No Change

Source: Virginia Department of Health

## Births to mothers with less than a high school education

**Definition:** Percentage of babies within locality born to mothers with less than 12 years of education.



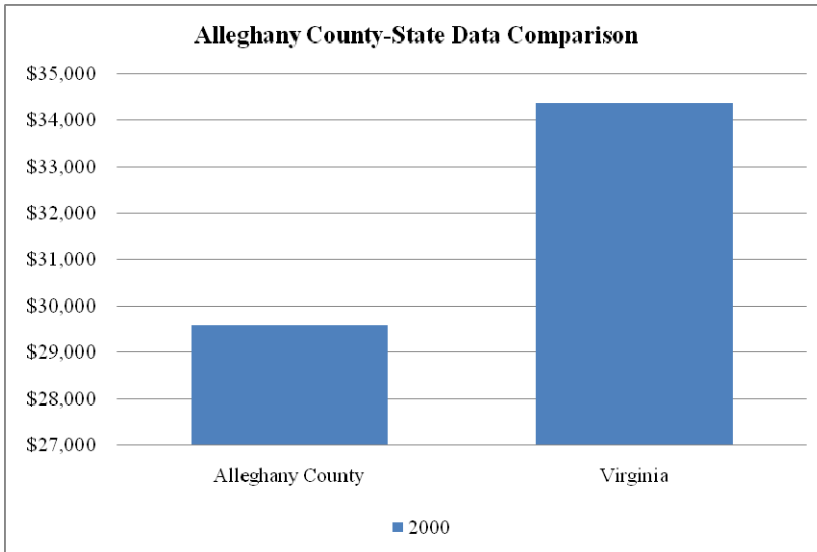
### Salem City

Area	2004	2005	Change	2006	Change from 2004 to 2006
Salem City	7%	11%	+4%	11%	+4%
Virginia	15%	15%	No Change	15%	No Change

Source: Virginia Department of Health

## Median Income for Seniors – Aged 65 - 74

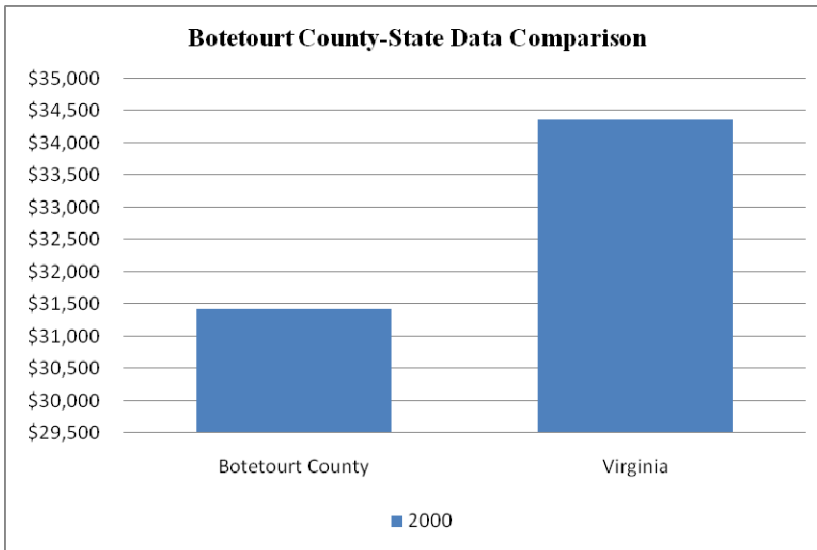
**Definition:** Middle value of annual household income with the age of householder between 65 and 74.



### Alleghany County

Area	2000
Alleghany County	\$29,583
Virginia	\$34,369

Source: U.S. Census Bureau



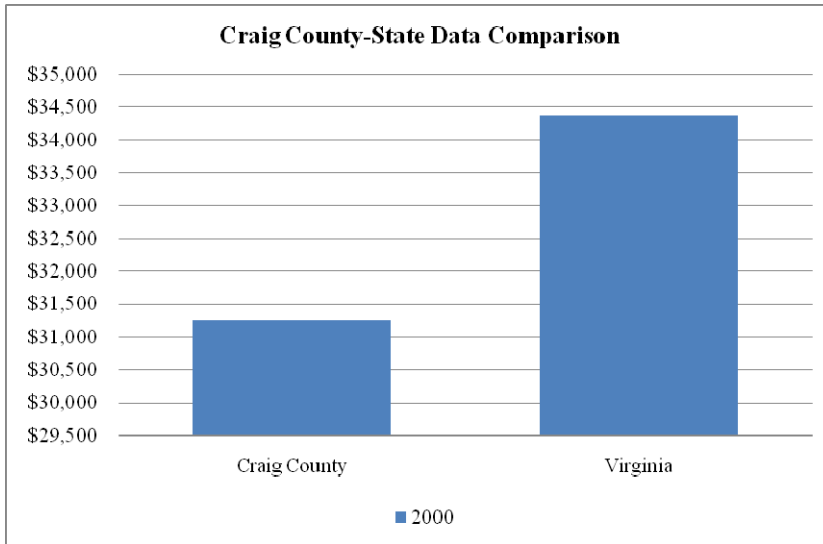
### Botetourt County

Area	2000
Botetourt County	\$31,420
Virginia	\$34,369

Source: U.S. Census Bureau

## Median Income for Seniors – Aged 65-74

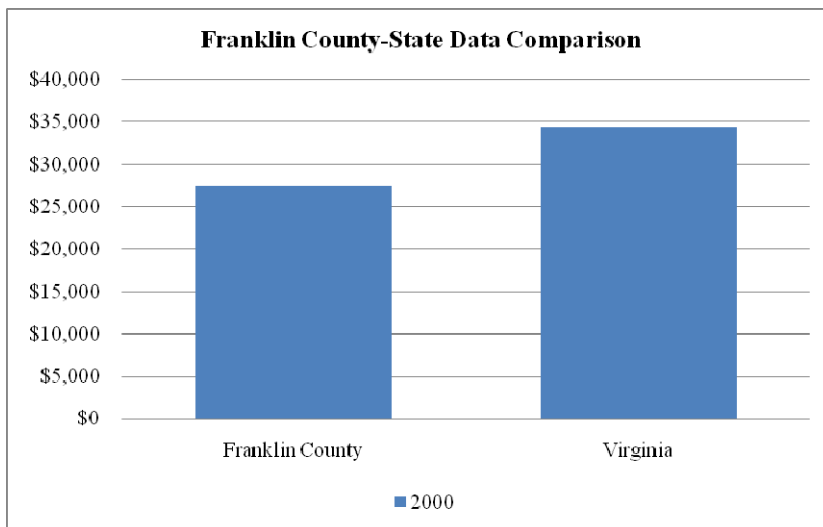
**Definition:** Middle value of annual household income with the age of householder between 65 and 74.



### Craig County

Area	2000
Craig County	\$31,250
Virginia	\$34,369

Source: U.S. Census Bureau



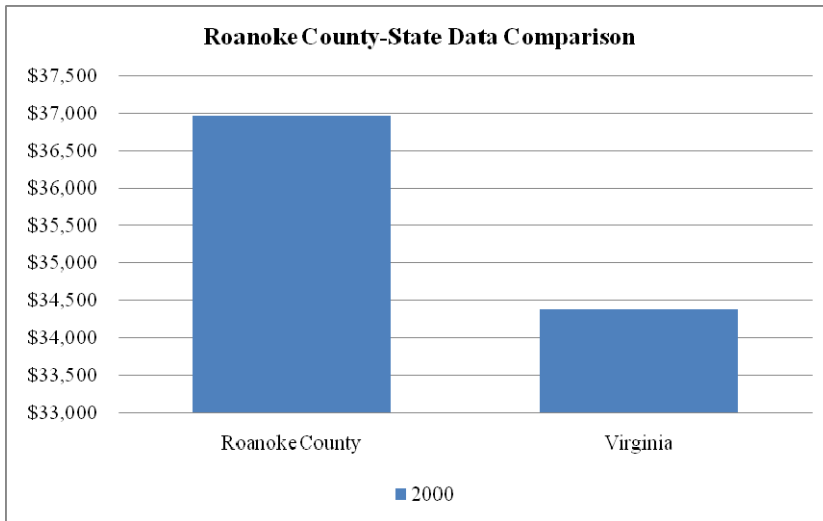
### Franklin County

Area	2000
Franklin County	\$27,337
Virginia	\$34,369

Source: U.S. Census Bureau

## Median Income for Seniors – Aged 65-74

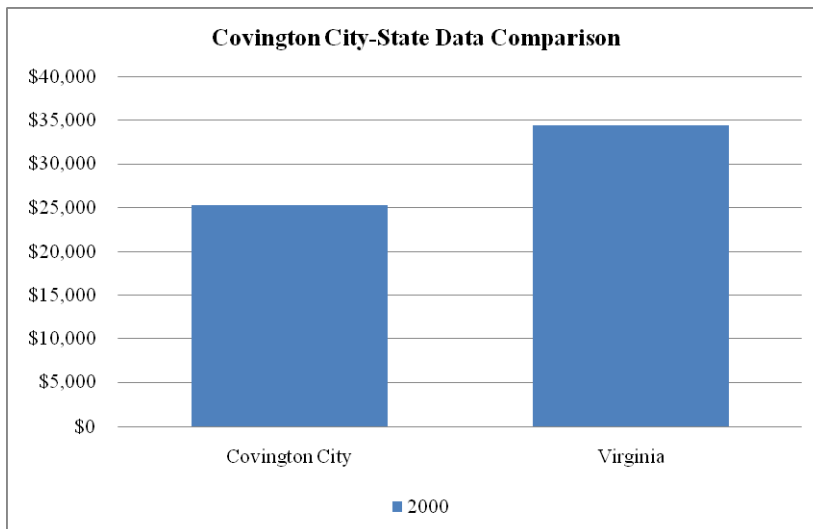
**Definition:** Middle value of annual household income with the age of householder between 65 and 74.



### Roanoke County

Area	2000
Roanoke County	\$36,961
Virginia	\$34,369

Source: U.S. Census Bureau



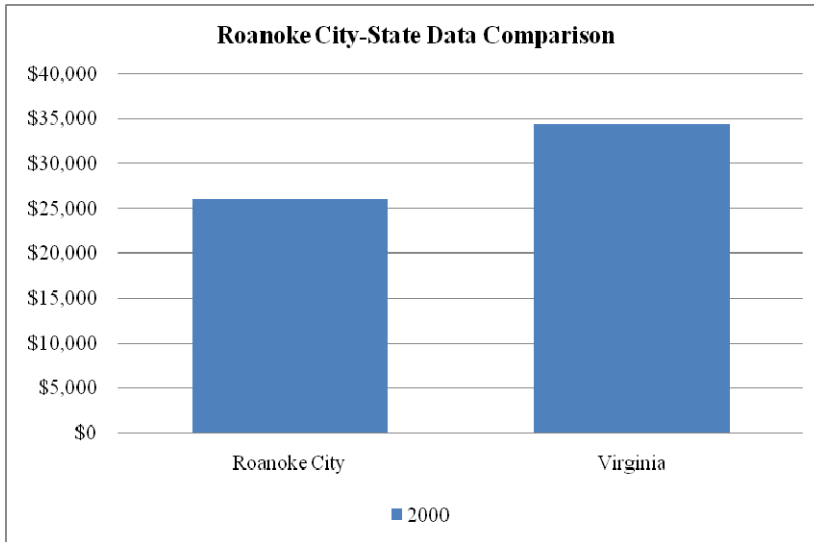
### Covington City

Area	2000
Covington City	\$25,221
Virginia	\$34,369

Source: U.S. Census Bureau

## Median Income for Seniors – Aged 65-74

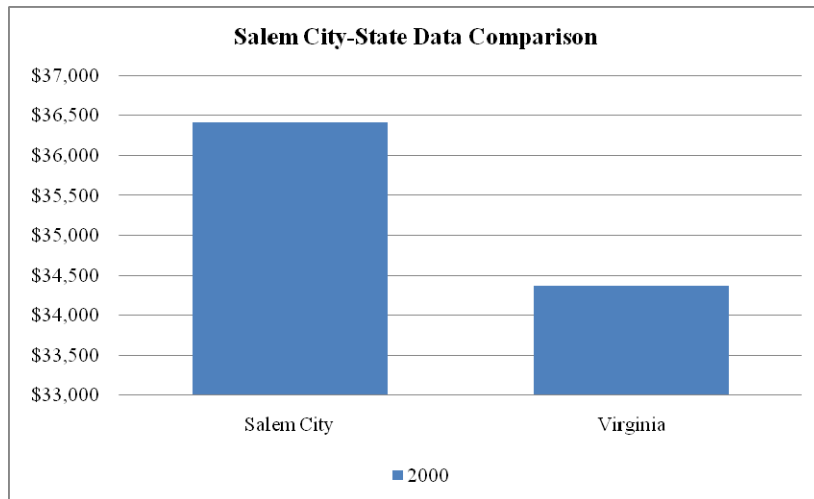
**Definition:** Middle value of annual household income with the age of householder between 65 and 74.



### Roanoke City

Area	2000
Roanoke City	\$25,933
Virginia	\$34,369

Source: U.S. Census Bureau



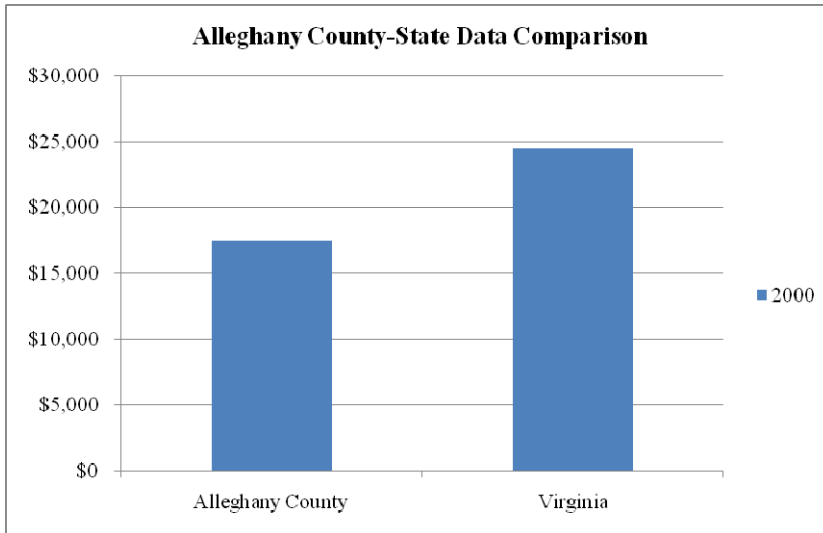
### Salem City

Area	2000
Salem City	\$36,413
Virginia	\$34,369

Source: U.S. Census Bureau

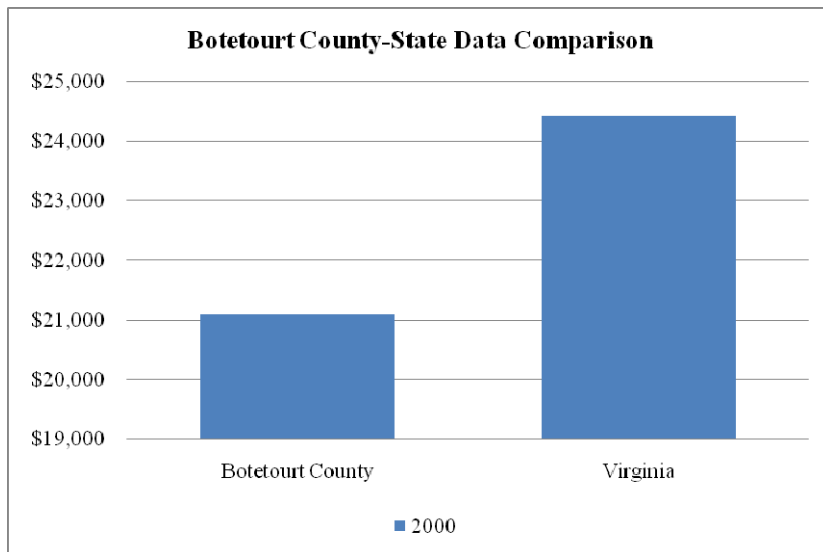
## Median Income for Seniors –75 Years and Over

**Definition:** Middle value of annual household income with the age of householder 75 and over.



### Alleghany County

Area	2000
Alleghany County	\$17,467
Virginia	\$24,419
Source: U.S. Census Bureau	

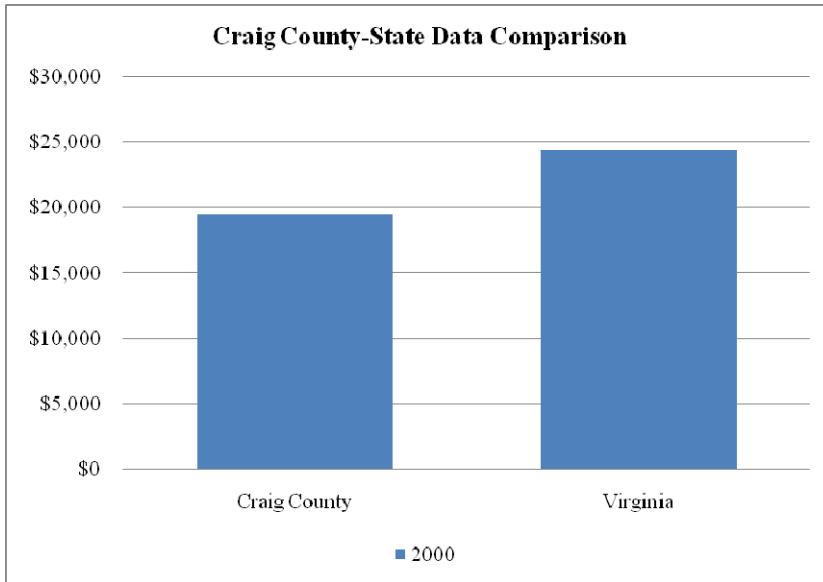


### Botetourt County

Area	2000
Botetourt County	\$21,098
Virginia	\$24,419
Source: U.S. Census Bureau	

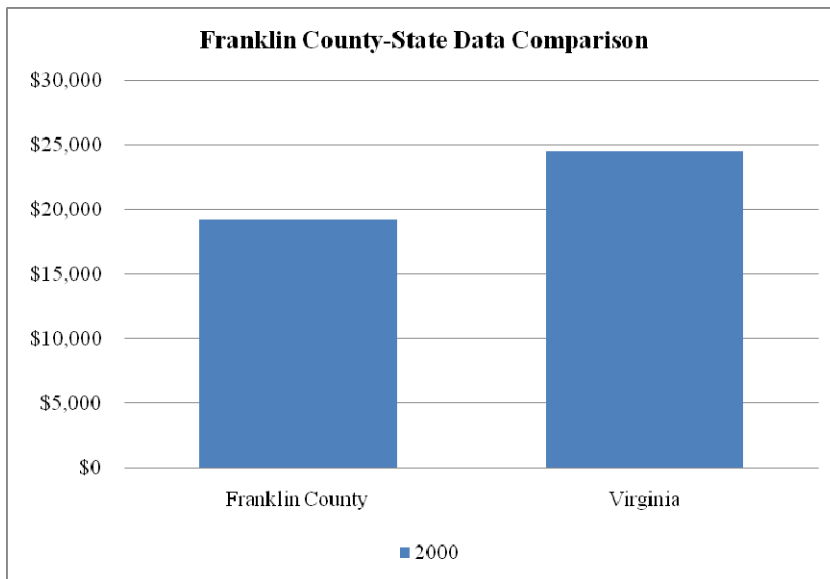
## Median Income for Seniors – 75 Years and Over

**Definition:** Middle value of annual household income with the age of householder 75 and over.



### Craig County

Area	2000
Craig County	\$19,405
Virginia	\$24,419
Source: U.S. Census Bureau	

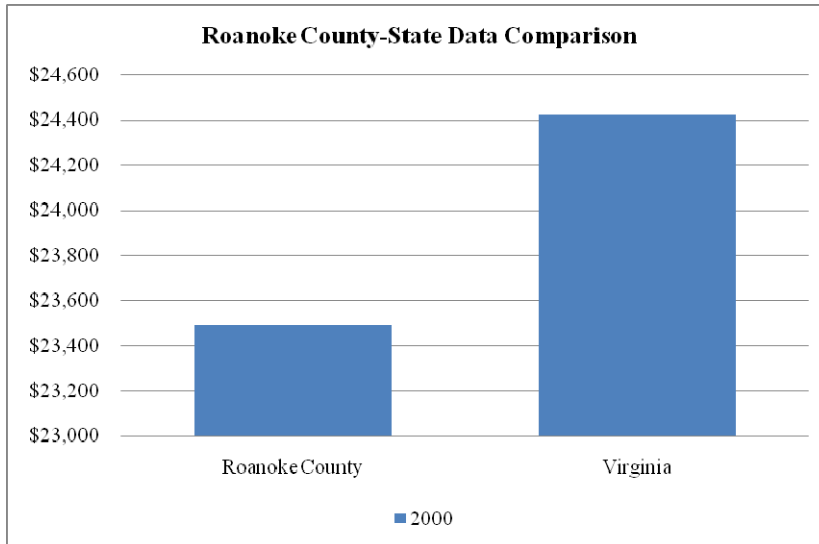


### Franklin County

Area	2000
Franklin County	\$19,217
Virginia	\$24,419
Source: U.S. Census Bureau	

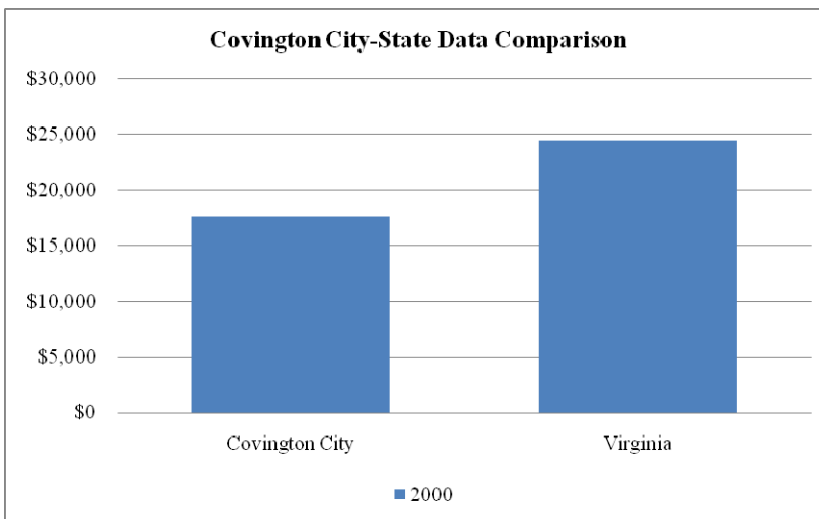
## Median Income for Seniors – 75 Years and Over

**Definition:** Middle value of annual household income with the age of householder 75 and over.



### Roanoke County

Area	2000
Roanoke County	\$23,491
Virginia	\$24,419
Source: U.S. Census Bureau	

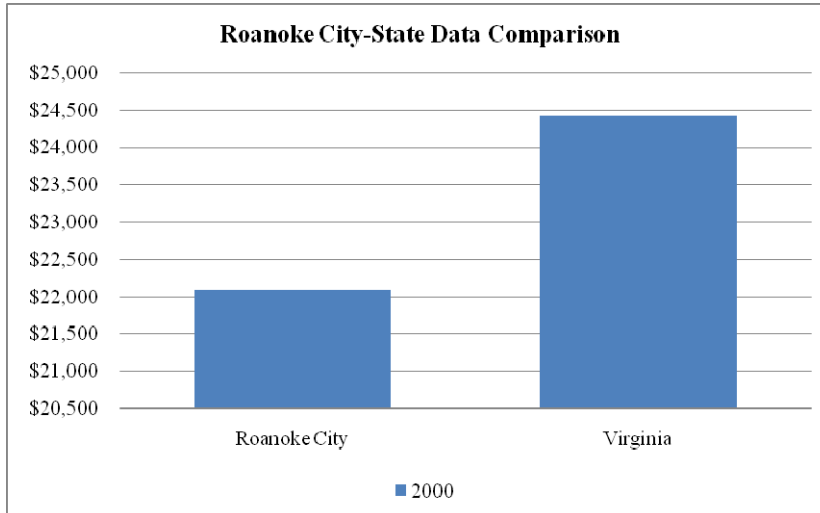


### Covington City

Area	2000
Covington City	\$17,589
Virginia	\$24,419
Source: U.S. Census Bureau	

## Median Income for Seniors – 75 Years and Over

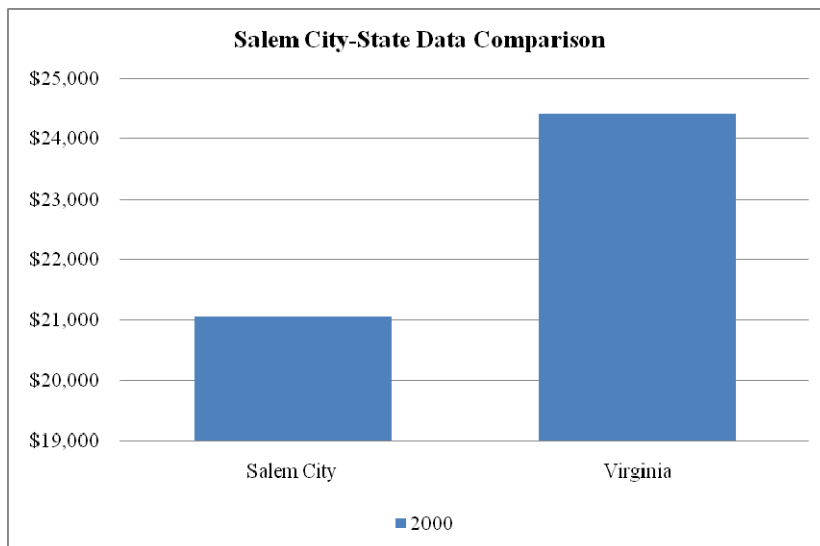
**Definition:** Middle value of annual household income with the age of householder 75 and over.



### Roanoke City

Area	2000
Roanoke City	\$22,088
Virginia	\$24,419

Source: U.S. Census Bureau



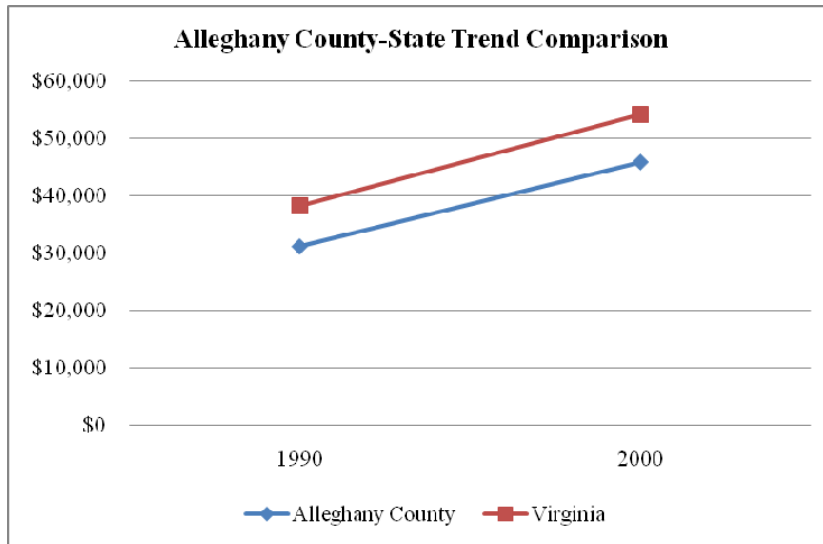
### Salem City

Area	2000
Salem City	\$21,063
Virginia	\$24,419

Source: U.S. Census Bureau

## Median Family Income

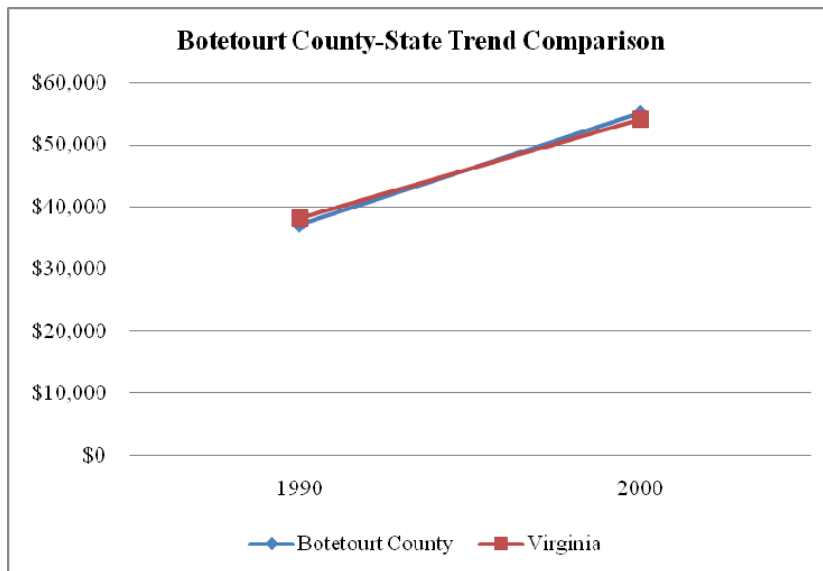
**Definition:** Middle value of annual household incomes within locality.



Area Data

Area	1990	2000	Change
Alleghany County	\$31,145	\$45,843	+47.2%
Virginia	\$38,213	\$54,169	+41.8%

Source: U.S. Census Bureau



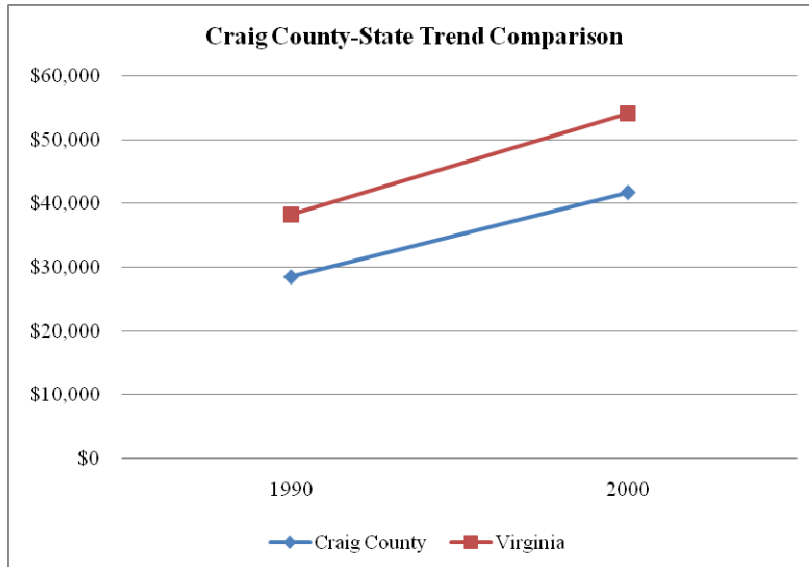
Area Data

Area	1990	2000	Change
Botetourt County	\$37,116	\$55,125	+48.5%
Virginia	\$38,213	\$54,169	+41.8%

Source: U.S. Census Bureau

## Median Family Income

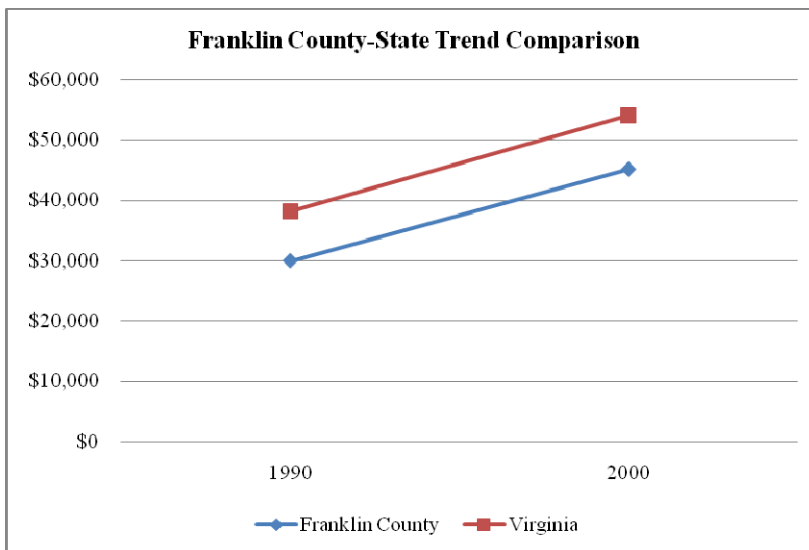
**Definition:** Middle value of annual household incomes within locality.



### Area Data

Area	1990	2000	Change
Craig County	\$28,530	\$41,750	+46.3%
Virginia	\$38,213	\$54,169	+41.8%

Source: U.S. Census Bureau



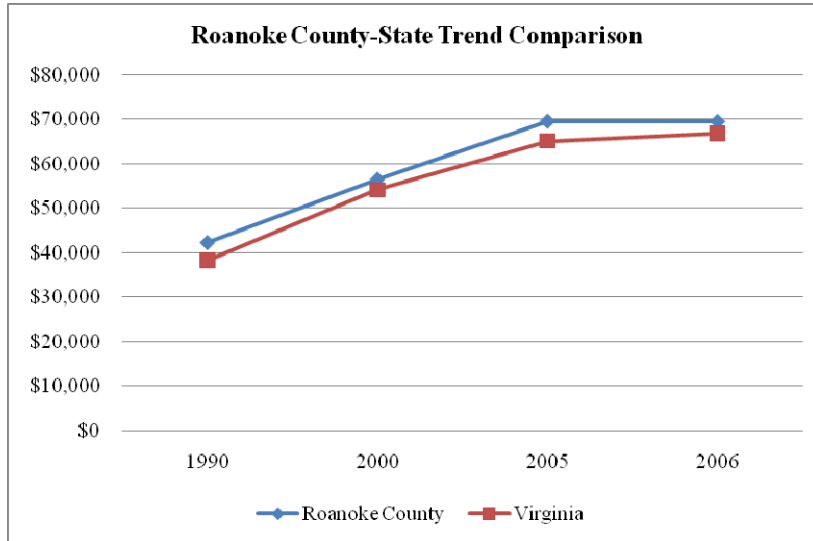
### Area Data

Area	1990	2000	Change
Franklin County	\$29,958	\$45,163	+50.8%
Virginia	\$38,213	\$54,169	+41.8%

Source: U.S. Census Bureau

## Median Family Income

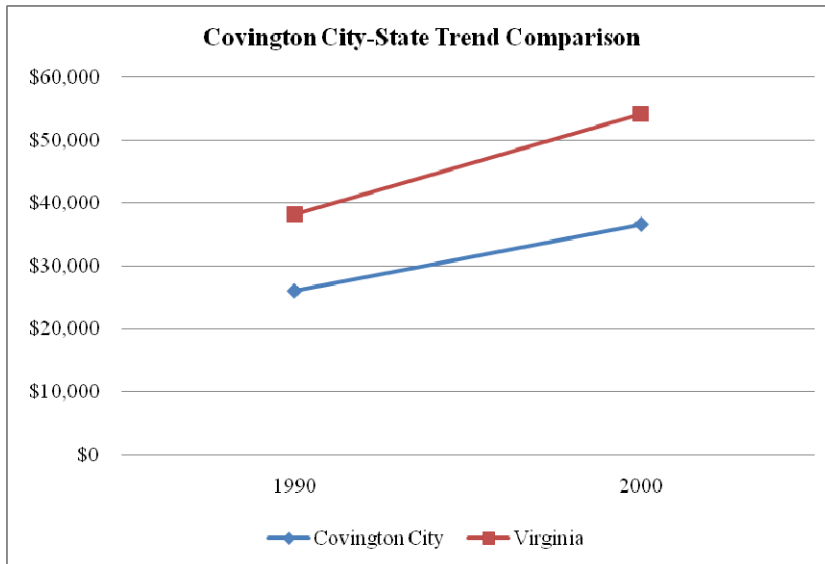
**Definition:** Middle value of annual household incomes within locality.



**Area Data**

Area	1990	2000	2005 ACS	2006 ACS	Change
Roanoke County	\$42,223	\$56,450	\$69,472	\$69,429	+64.4%
Virginia	\$38,213	\$54,169	\$65,174	\$66,886	+75.0%

Source: U.S. Census Bureau; American Community Survey (ACS)



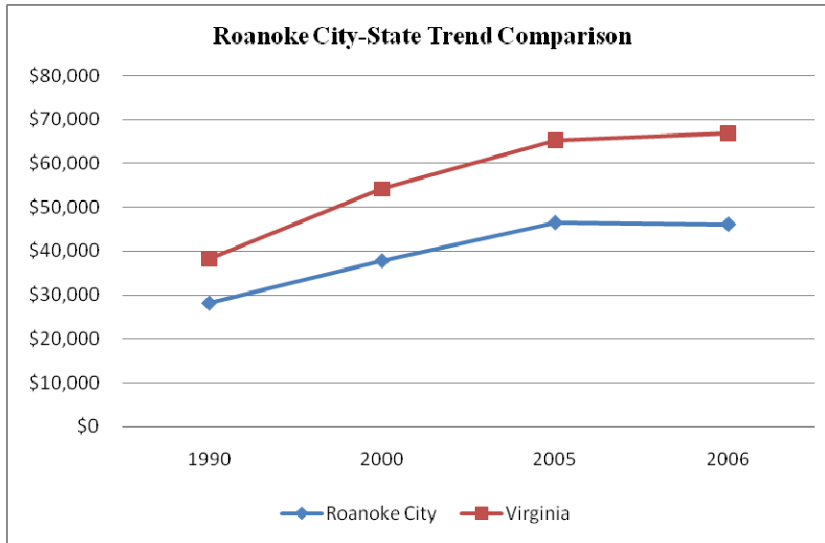
**Area Data**

Area	1990	2000	Change
Covington City	\$26,091	\$36,640	+40.4%
Virginia	\$38,213	\$54,169	+41.8%

Source: U.S. Census Bureau

## Median Family Income

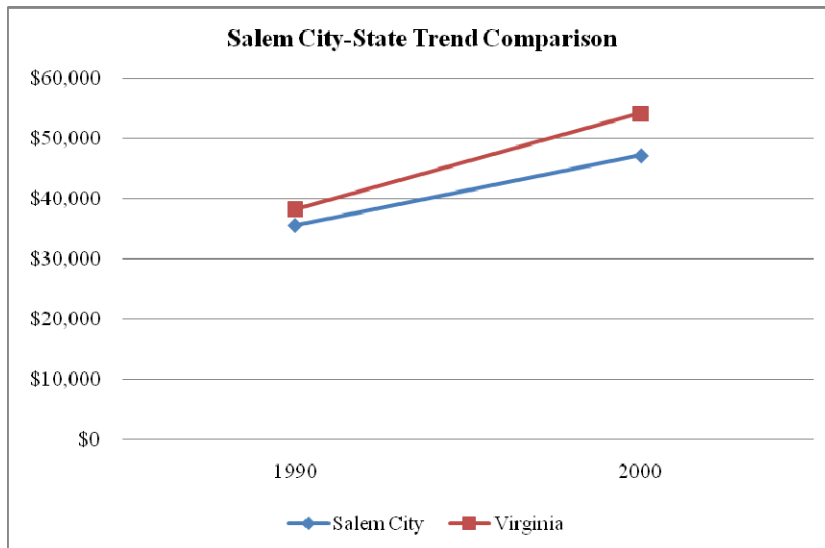
**Definition:** Middle value of annual household incomes within locality.



**Area Data**

Area	1990	2000	2005 ACS	2006 ACS	Change from 1990 to 2006
Roanoke City	\$28,203	\$37,826	\$46,535	\$46,149	+63.6%
Virginia	\$38,213	\$54,169	\$65,174	\$66,886	+75.0%

Source: U.S. Census Bureau; American Community Survey (ACS)



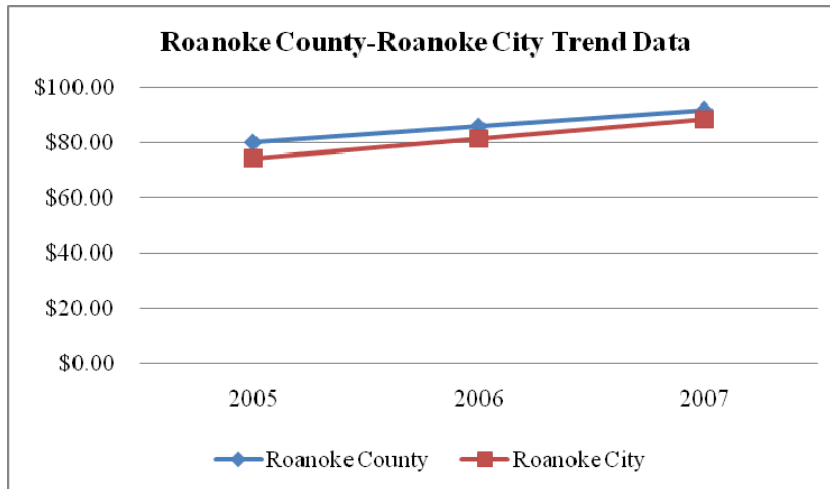
**Area Data**

Area	1990	2000	Change
Salem City	\$35,619	\$47,174	+32.4%
Virginia	\$38,213	\$54,169	+41.8%

Source: U.S. Census Bureau

## Typical Monthly Household Utility Costs

**Definition:** Total monthly cost to consumers in December of each year of 1,000 kilowatt hours of electricity and 5,000 gallons of water consumption.



**Where we stand:** Monthly household utility costs increased 14.6% in Roanoke County from 2005 to 2007. The monthly utility costs for households in the City of Roanoke increased 18.9% over the same time span.

### Area Data

Area	2005	2006	Change	2007	Change from 2005 to 2007
Roanoke County	\$80.11	\$85.96	+7.3%	\$91.81	+14.6%
Roanoke City	\$74.36	\$81.36	+9.4%	\$88.41	+18.9%

Sources: Appalachian Power Company and Western Virginia Water Authority

## Appendix D: Quick Reference Guide

### Quick Reference Indicator Table

Indicator	Region	Virginia
Percent Graduating High School (2006-2007)	77.7%	76.8%
Third Grade Proficiency – Mathematics (2006-2007)	92%	89%
Third Grade Proficiency – Reading (2006-2007)	83%	80%
Third Grade Proficiency – History/Social Science (2006-2007)	93%	92%
Third Grade Proficiency – Science (2006-2007)	91%	88%
Percentage with High School Diploma or Higher (2000)	79.2%	81.5%
Percentage with Bachelor’s Degree or Higher (2000)	20.4%	29.5%
Food Bank Distributions (lbs.) (2007-2008)	3,163,155	-
Percentage of Adults without Health Insurance (2005)	13.0%	15.0%
Unemployment Rate (2007)	3.2%	3.0%
Unemployment Insurance Payments (2007)	\$14,532,574	\$316,060,906
Net Employment Growth (2006-2007)	+1,331 (+0.8%)	+57,009 (+1.5%)
Per Capita Income (2006)	\$33,447	\$39,540
Consumer Price Index (2007)	133.5	133.5
Number of Chapter 7 and Chapter 13 Bankruptcies (2007)	1,083	19,349
Annual Average Wage (2007)	\$35,308	\$46,020
Average Rental Costs (2000)	\$459/mo.	\$648/mo.
Length of Residency (ten years or more in same unit) (2000)	15.6%	15.9%
Owner-Occupied Housing Units (2000)	71.3%	68.1%
Renter-Occupied Housing Units (2000)	28.7%	31.9%
Single-Family Residential Building Permits (2007)	1,005	-
Children Eligible for Free/Reduced Lunch (2007-2008)	35.2%	33.0%
Supplemental Security Income (SSI) Recipients (2007)	7,276	140,678
TANF Recipients (December 2007)	3,454	62,044
Food Stamp Recipients (December 2007)	28,644	534,293
Poverty Rate (2005)	10.4%	10.0%
Poverty Rate - Seniors (1999)	8.6%	9.5%
Poverty Rate - People with Disabilities (2000)	14.9%	15.1%
Childcare Subsidy Recipients (2007)	2,828	57,411
Poverty Rate - Children (2005)	15.6%	13.2%
Housing Units Lacking Complete Plumbing Facilities (2000)	0.6% (713)	1.1% (33,265)
Percent of Households with No Vehicle (2000)	7.8%	7.7%

## Appendix E: Federal Poverty Guidelines

Year	First Person	Each Additional Person	Four Person Family
2008	\$10,400	\$3,600	\$21,200
2007	\$10,210	\$3,480	\$20,650
2006	\$9,800	\$3,400	\$20,000
2005	\$9,570	\$3,260	\$19,350
2004	\$9,310	\$3,180	\$18,850
2003	\$8,980	\$3,140	\$18,400
2002	\$8,860	\$3,080	\$18,100
2001	\$8,590	\$3,020	\$17,650
2000	\$8,350	\$2,900	\$17,050
1999	\$8,240	\$2,820	\$16,700
1998	\$8,050	\$2,800	\$16,450
1997	\$7,890	\$2,720	\$16,050
1996	\$7,740	\$2,620	\$15,600
1995	\$7,470	\$2,560	\$15,150
1994	\$7,360	\$2,480	\$14,800
1993	\$6,970	\$2,460	\$14,350
1992	\$6,810	\$2,380	\$13,950
1991	\$6,620	\$2,260	\$13,400
1990	\$6,280	\$2,140	\$12,700
1989	\$5,980	\$2,040	\$12,100

Source: U.S. Department of Health and Human Services

## Appendix F: Source List and Useful Links

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- 2007 World Population Data Sheet (Washington, D.C.; Population Reference Bureau, 2007). <http://www.prb.org>
- Appalachian Power Company – [www.appalachianpower.com](http://www.appalachianpower.com)
- Day, Jennifer Cheeseman, Population Projections of the United States by Age, Sex, Race, and Hispanic Origin: 1995 to 2050, U.S Bureau of the census, Current Population Reports, P25-1130, U.S. Government Printing Office, Washington, DC, 1996. <http://www.census.gov>
- Labor Market Statistics, Covered Employment and Wages Program – [www.vawc.virginia.gov](http://www.vawc.virginia.gov)
- Long Term Global Demographic Trends: Reshaping the Geopolitical Landscape. Washington DC: Central Intelligence Agency, July 2001. <http://www.cia.gov>
- Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat, World Population Prospects: The 2006 Revision and World Urbanization Prospects: The 2005 Revision, <http://esa.un.org/unpp>
- Southwest Virginia Second Harvest Food Bank – [www.swvafoodbank.org](http://www.swvafoodbank.org)
- The Demographics and Workforce Section. Weldon Cooper Center for Public Service, Charlottesville, Virginia. “Demographic Profile of Virginia”, October, 2006. <http://www.coopercenter.org/demographics/publications>
- U.S. Bankruptcy Court – [www.uscourts.gov](http://www.uscourts.gov)
- U.S. Census Bureau – [www.census.gov](http://www.census.gov)
- U.S. Census Bureau, 2004, “U.S. Interim Projections by Age, Sex, Race, and Hispanic Origin. Accessed at <http://www.census.gov/ipc/www/uninterimproj> Internet release date: March 18, 2004
- U.S. Census Bureau, Data Integration Division, Small Area Estimates Branch – [www.census.gov](http://www.census.gov)
- U.S. Department of Commerce, Bureau of Economic Analysis (BEARFACTS 1996-2006). – [www.bea.gov](http://www.bea.gov)
- U.S. Department of Health and Human Services. <http://www.aspe.hhs.gov/POVERTY/>
- United States Department of Health and Human Services (US DHHS), Centers for Disease Control and Prevention (CDC), National Center for Health Statistics (HCHS), Bridged-Race Population Estimates, United States July 1<sup>st</sup> resident population by state, county, age, sex, bridged-race, and Hispanic origin, on CDC WONDER On-line Database. September, 2007. Accessed at <http://wonder.cdc.gov>
- U.S. Department of Labor, Bureau of Labor Statistics. [www.bls.gov](http://www.bls.gov)
- U.S. Social Security Administration – [www.ssa.gov](http://www.ssa.gov)
- Virginia Atlas of Community Health – [www.vahealthycommunities.com](http://www.vahealthycommunities.com)
- Virginia Employment Commission, Industry and Occupational Projections, 2004-2014. Occupational Employment Statistics (OES) Survey, 2006. – [www.vec.virginia.gov](http://www.vec.virginia.gov)
- Virginia Employment Commission, LAUS Unit and Bureau of Labor Statistics. – [www.vec.virginia.gov](http://www.vec.virginia.gov) – [www.bls.gov](http://www.bls.gov)

- Virginia Employment Commission, Local Area Unemployment Statistics. – [www.vec.virginia.gov](http://www.vec.virginia.gov)
- Virginia Employment Commission, Unemployment Insurance Program. – [www.vec.virginia.gov](http://www.vec.virginia.gov)
- Virginia Department of Education – [www.doe.virginia.gov](http://www.doe.virginia.gov)
- Virginia Department of Health – [www.vdh.state.va.us](http://www.vdh.state.va.us)
- Virginia Department of Social Services – [www.dss.state.va.us](http://www.dss.state.va.us)
- Western Virginia Water Authority – [www.westernvawater.org](http://www.westernvawater.org)

## The Research and Writing Team for this Project

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- Sabrina Simpson, MSW – received her degree from Radford University with an emphasis on research. Sabrina was instrumental in producing the analysis of the client needs assessment for the Southwest Virginia Consortium of Care, Ryan White Program. She conducted the analysis of data for the Point in Time Survey and assisted in writing and designing the report.
- Matthew Crookshank, BA – a graduate of the University of Virginia and recipient of the prestigious Dorothy and Andrew Shapiro Academic Scholarship. He is currently a 2-1-1 call specialist familiar with resources throughout the community and region.
- Sara Cole, BA, MS – received her undergraduate degree from Texas Tech, Lubbock, Texas and her master's from Virginia Tech. She is a retired UPS executive and now a research associate with the Council.
- Daniel W. Merenda, BS, MA – received his undergraduate degree from Western Michigan University and his master's degree from State University of New York at Albany. He is currently Vice President of Planning and Consultation at the Council of Community Services