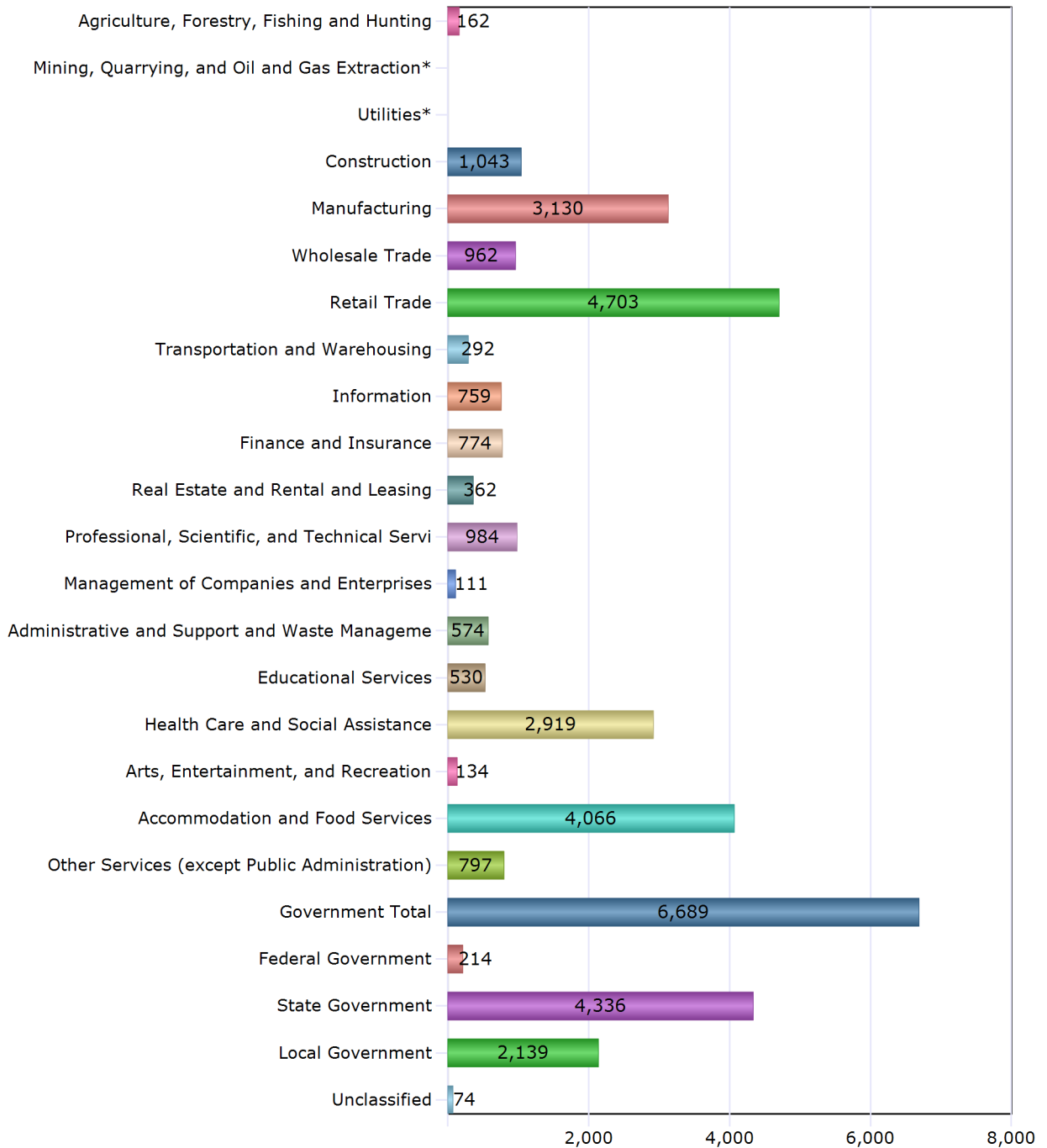


## b. Economics of the study area

### (1) Employment types and trends

## Employment by Industry

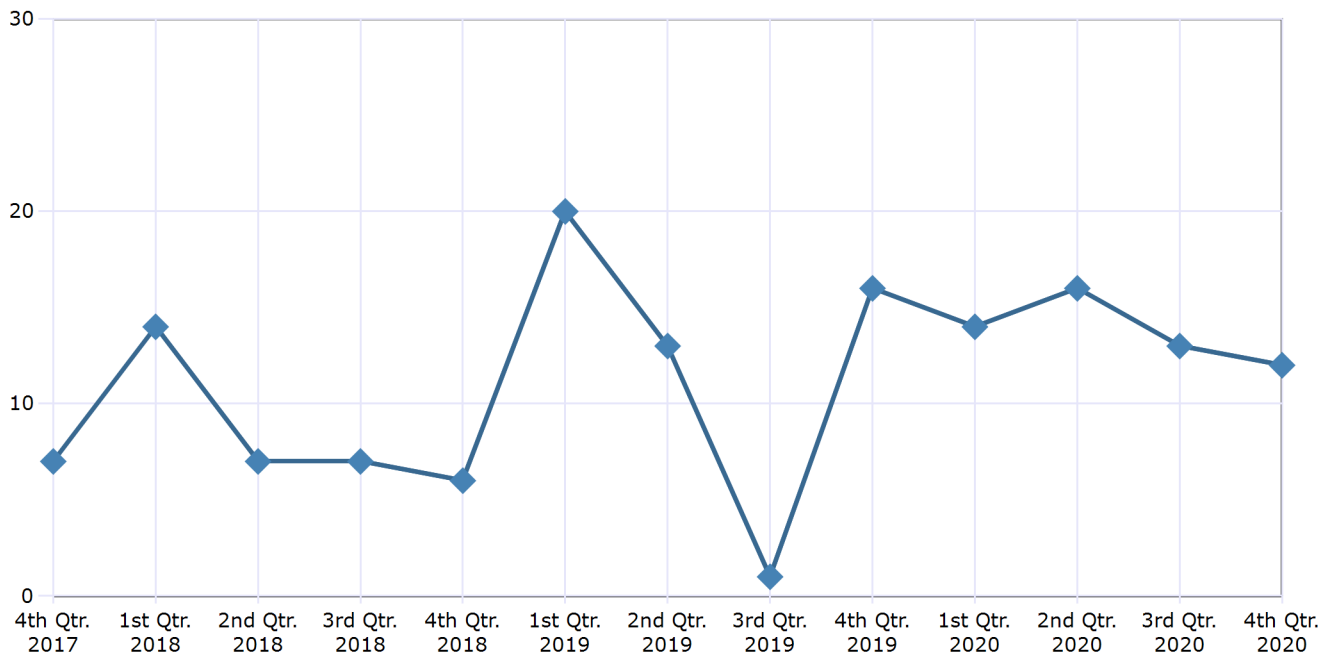


**Total: 29,108**

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

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2020.

## New Startup Firms



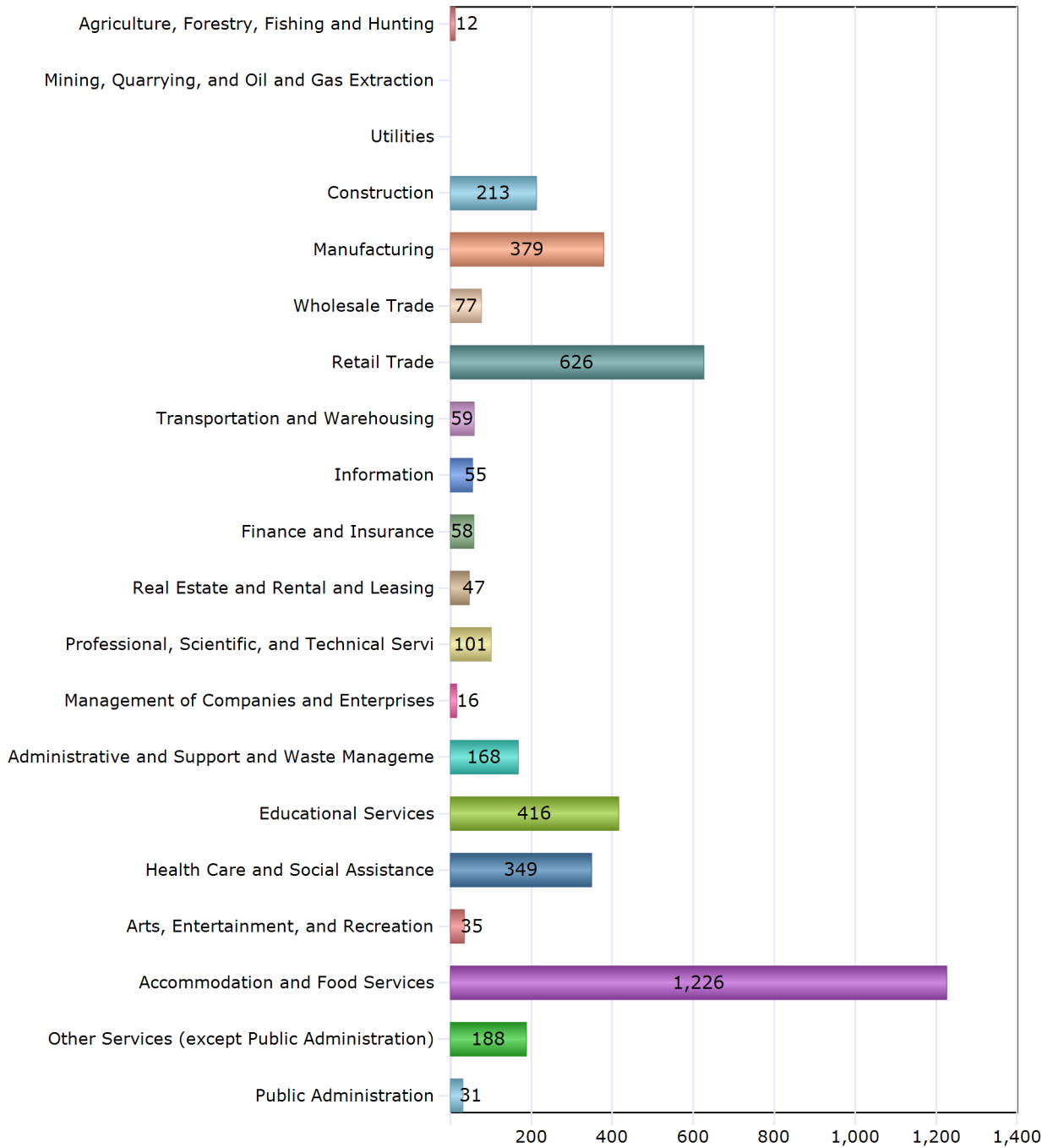
	Harrisonburg city	Virginia
<b>4th Qtr. 2017</b>	7	3,058
<b>1st Qtr. 2018</b>	14	3,973
<b>2nd Qtr. 2018</b>	7	3,959
<b>3rd Qtr. 2018</b>	7	4,028
<b>4th Qtr. 2018</b>	6	3,641
<b>1st Qtr. 2019</b>	20	4,387
<b>2nd Qtr. 2019</b>	13	4,302
<b>3rd Qtr. 2019</b>	1	1,093
<b>4th Qtr. 2019</b>	16	4,219
<b>1st Qtr. 2020</b>	14	4,299
<b>2nd Qtr. 2020</b>	16	3,279
<b>3rd Qtr. 2020</b>	13	4,309
<b>4th Qtr. 2020</b>	12	4,601

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

- 1.) Setup and liability date both occurred during 4th Quarter (October, November, December) 2020
- 2.) Establishment had no predecessor UI Account Number
- 3.) Private Ownership
- 4.) Average employment is less than 250
- 5.) For multi-unit establishments, the parent company must also meet the above criteria.

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2020.

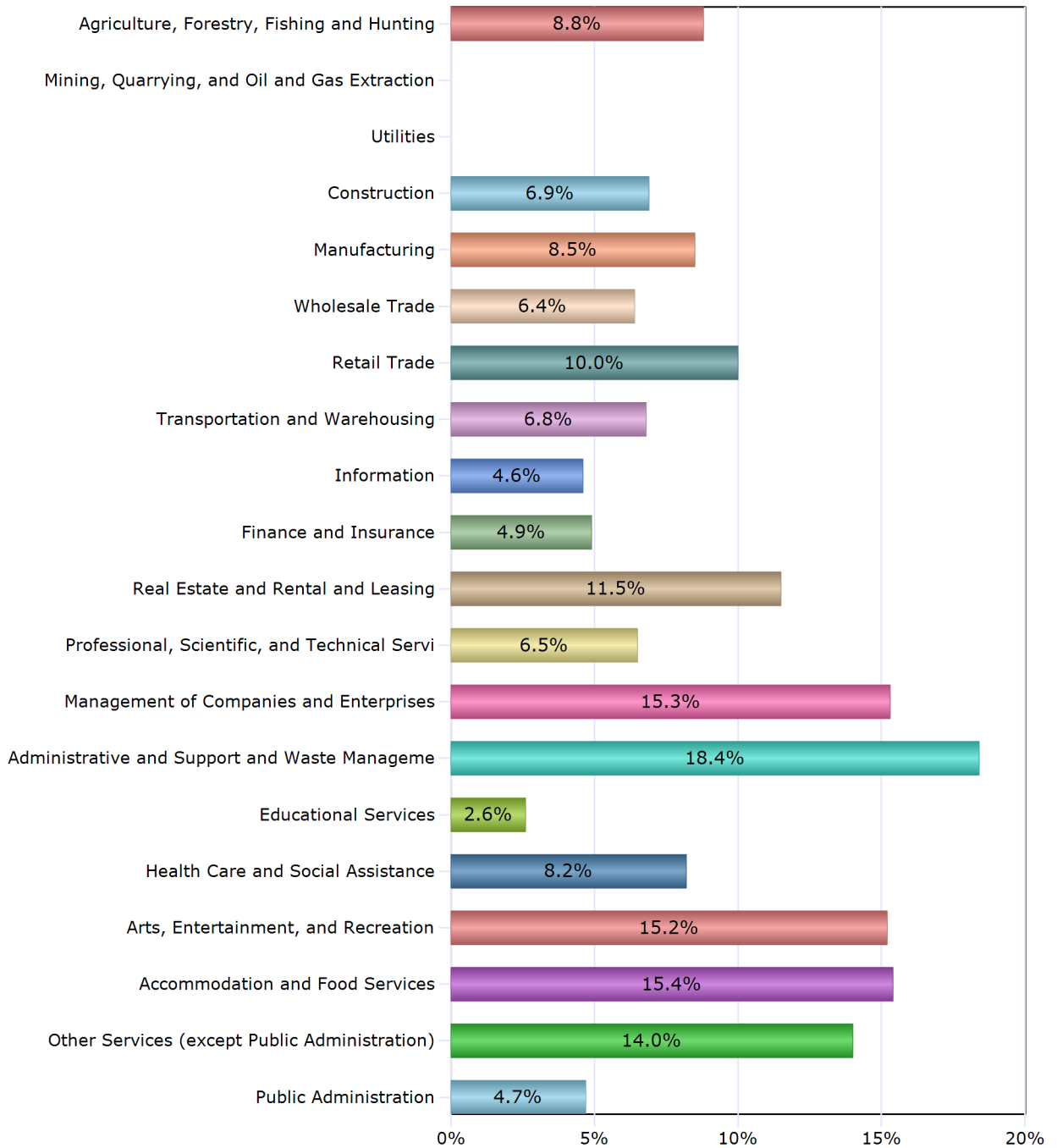
## New Hires by Industry



**Total: 4,056**

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 1st Quarter (January, February, March) 2020, all ownerships.

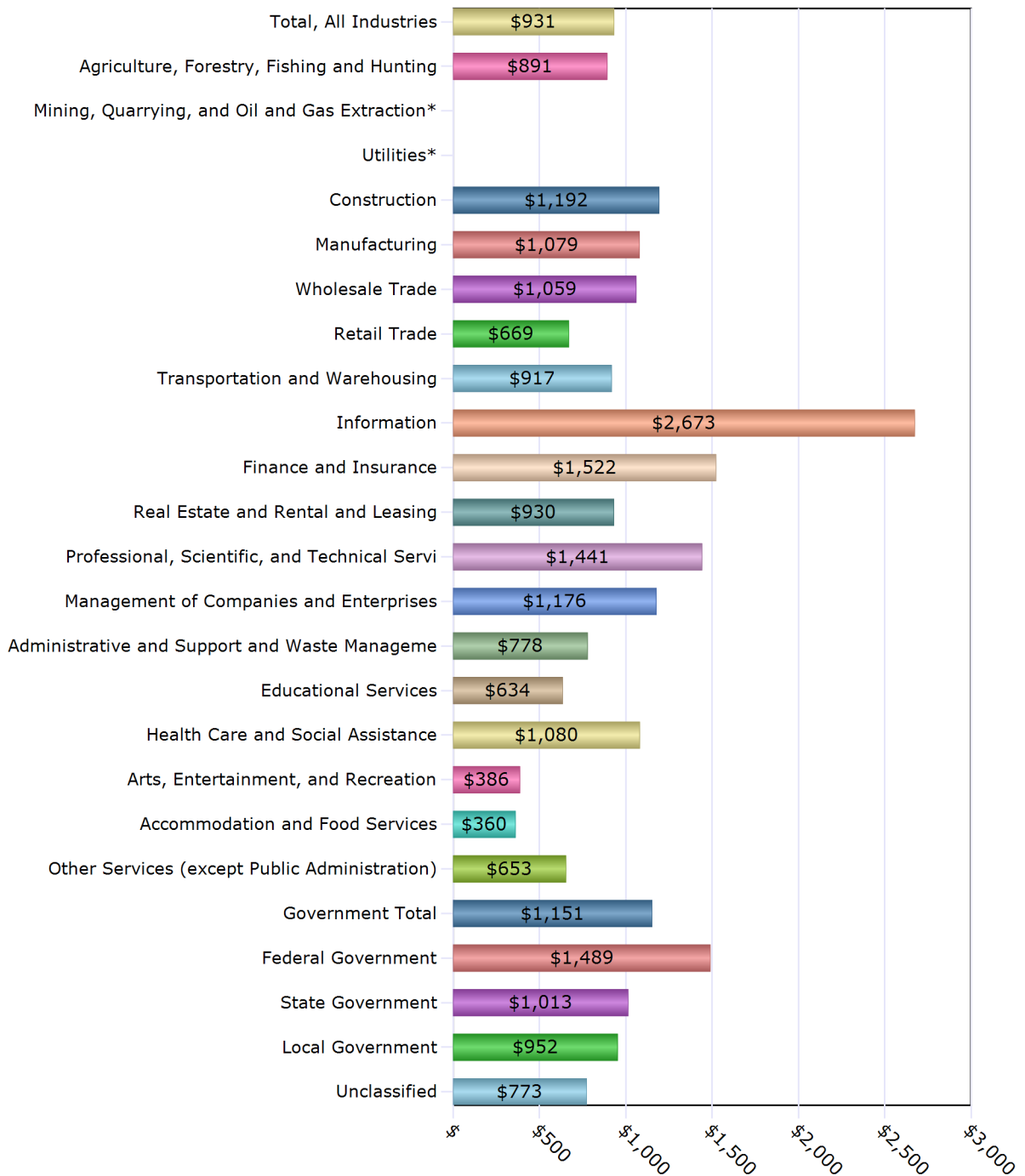
## Turnover by Industry



**Average: 9.4%**

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 4th Quarter (October, November, December) 2019, all ownerships.

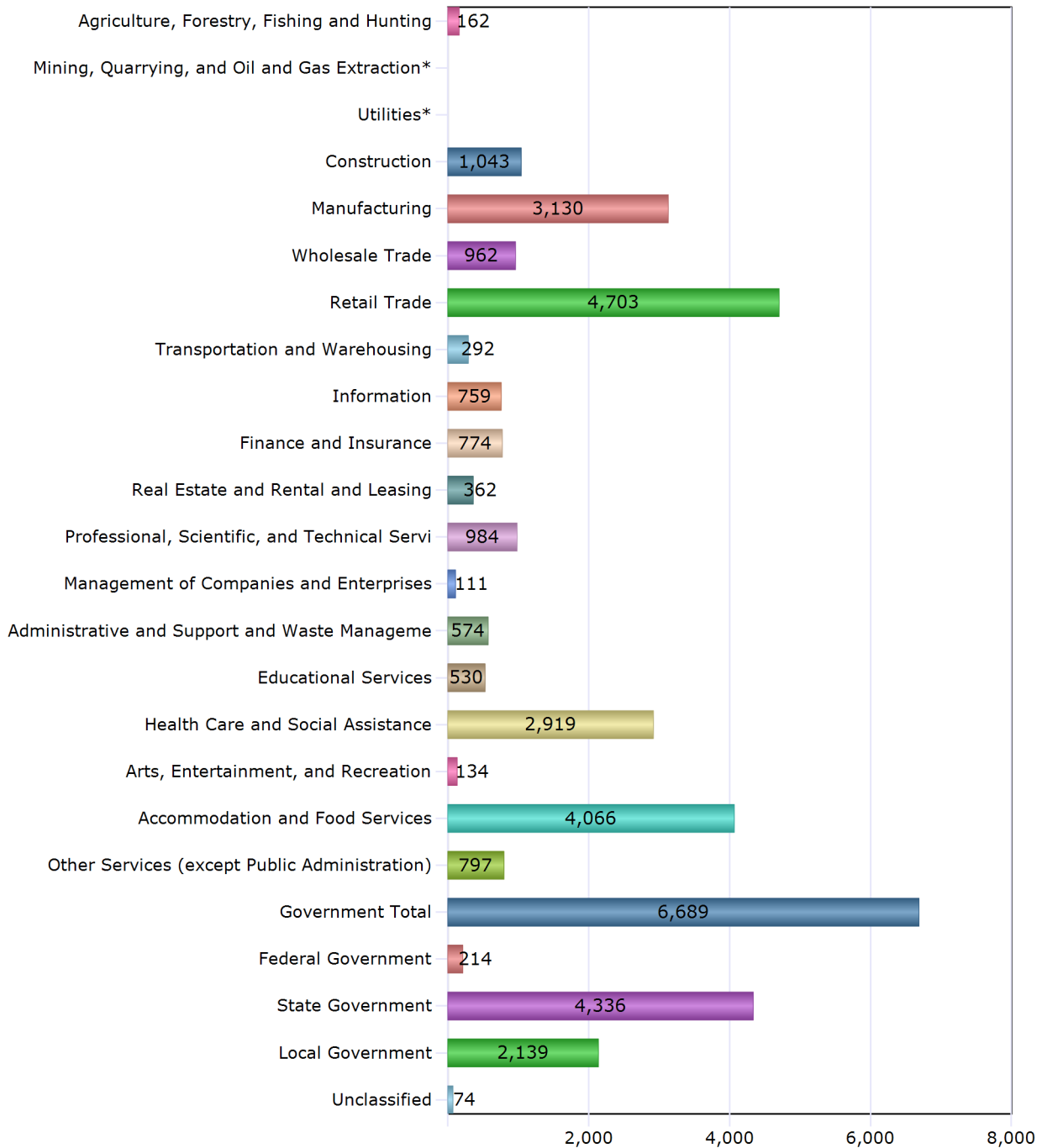
## Average Weekly Wage by Industry



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

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2020.

## Employment by Industry

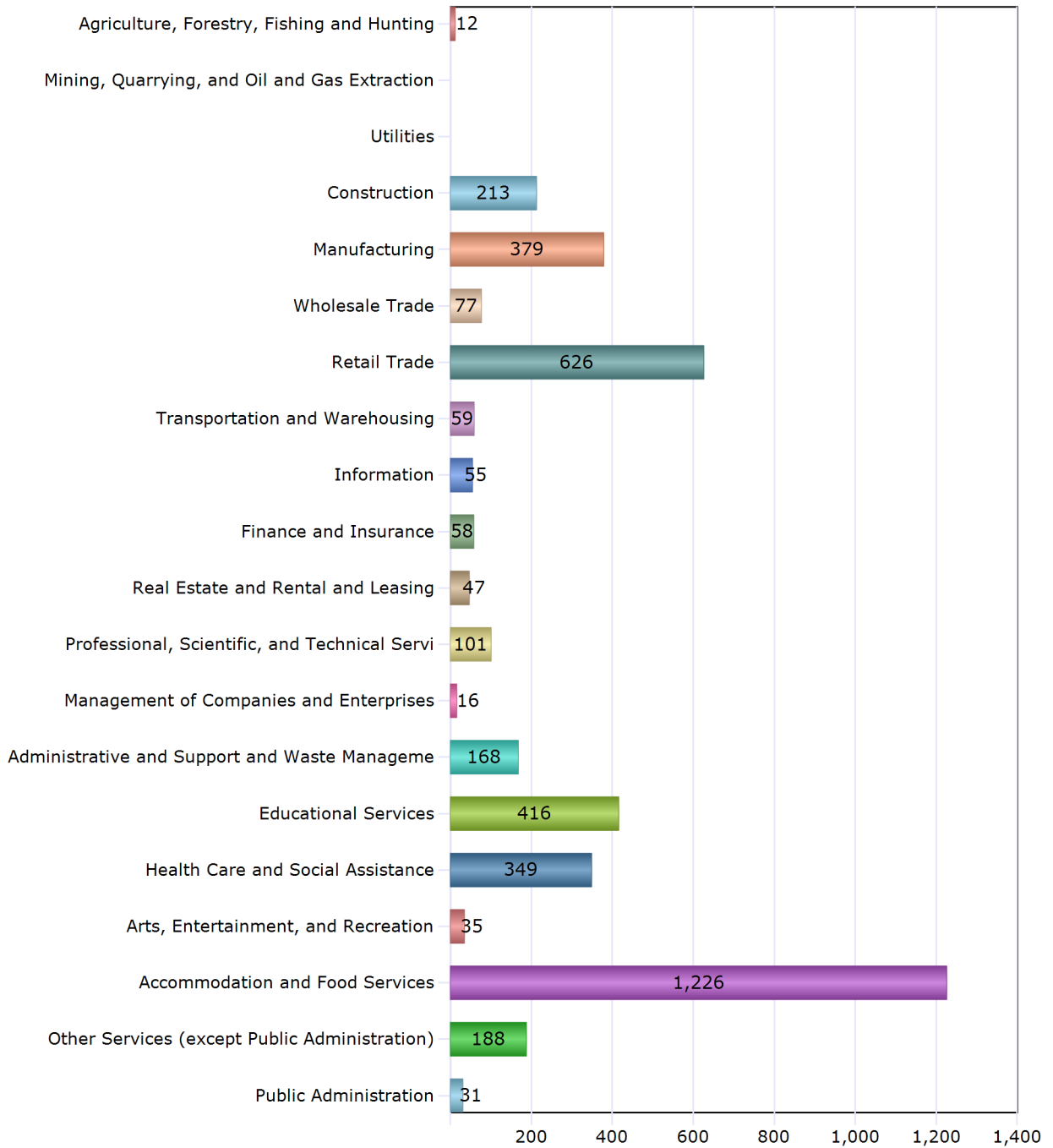


**Total: 29,108**

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

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2020.

## New Hires by Industry

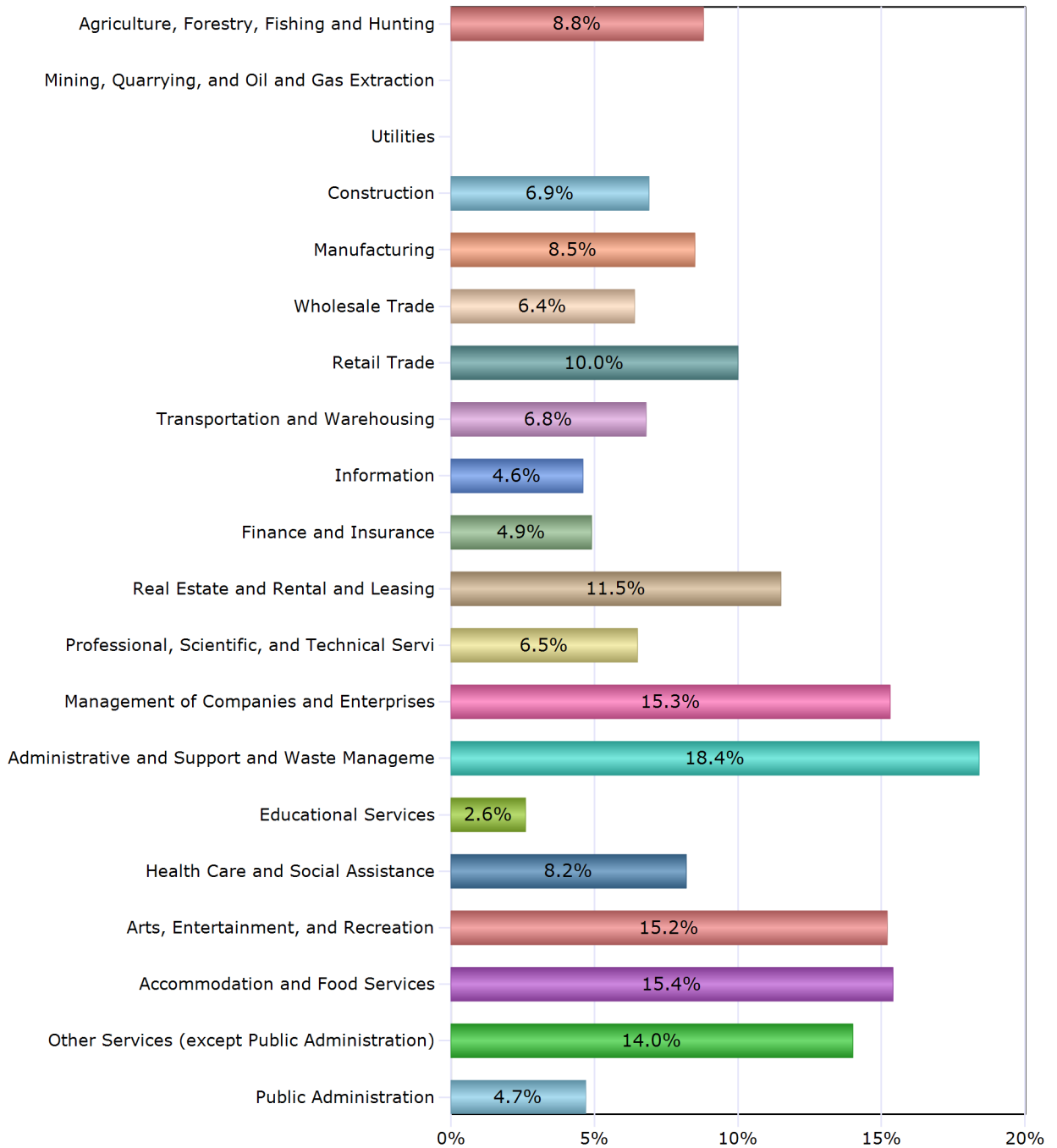


**Total: 4,056**

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 1st Quarter (January, February, March) 2020, all ownerships.

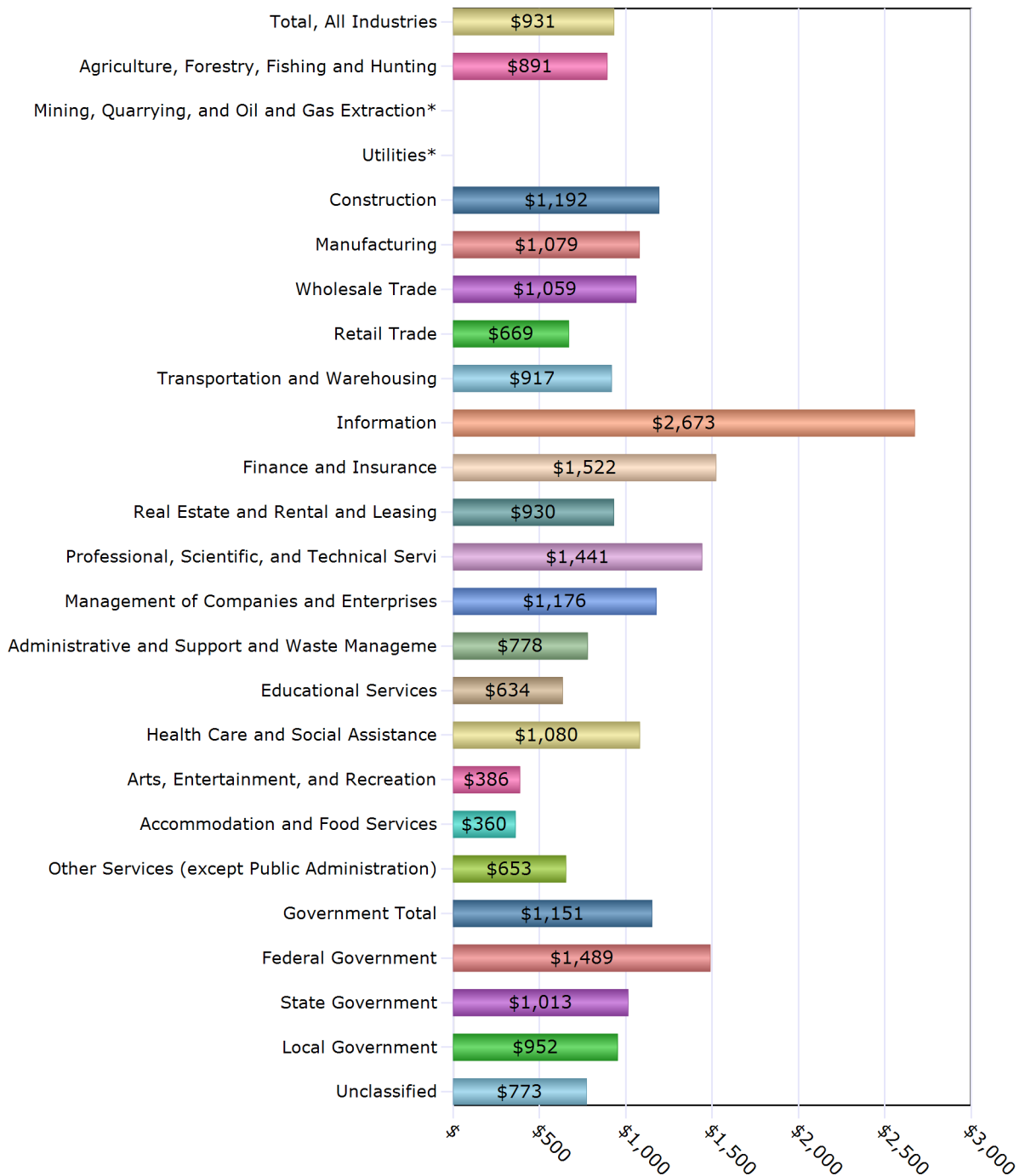


## Turnover by Industry



Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 4th Quarter (October, November, December) 2019, all ownerships.

## Average Weekly Wage by Industry



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

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2020.

## Industry Employment and Projections

*Long Term*

	Employment			Percent	
	Estimated 2014	Projected 2024	Change	Total	Annual
Total, All Industries	220,023	238,946	18,923	8.6%	.83%
Agriculture, Forestry, Fishing and Hunting	491	561	70	14.26%	1.34%
Mining, Quarrying, and Oil and Gas Extraction	281	280	-1	-.36%	-.04%
Utilities	612	546	-66	-10.78%	-1.13%
Construction	10,419	11,636	1,217	11.68%	1.11%
Manufacturing	31,099	29,256	-1,843	-5.93%	-.61%
Wholesale Trade	5,787	5,895	108	1.87%	.19%
Retail Trade	26,114	27,872	1,758	6.73%	.65%
Transportation and Warehousing	10,233	11,270	1,037	10.13%	.97%
Information	2,686	2,606	-80	-2.98%	-.3%
Finance and Insurance	4,906	5,290	384	7.83%	.76%
Real Estate and Rental and Leasing	2,194	2,282	88	4.01%	.39%
Professional, Scientific, and Technical Services	5,683	6,582	899	15.82%	1.48%
Management of Companies and Enterprises	2,881	2,995	114	3.96%	.39%
Administrative and Support and Waste Management	7,871	8,593	722	9.17%	.88%
Educational Services	25,370	28,703	3,333	13.14%	1.24%
Health Care and Social Assistance	27,211	33,047	5,836	21.45%	1.96%
Arts, Entertainment, and Recreation	2,509	2,769	260	10.36%	.99%
Accommodation and Food Services	22,117	24,743	2,626	11.87%	1.13%
Other Services (except Public Administration)	5,521	6,031	510	9.24%	.89%

Note: Asterisks (\*\*\*) indicate non-disclosable data.  
 Projections data is for Shenandoah Valley (LWDA IV). No data available for Harrisonburg city.

Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2014-2024.

## Industry Employment and Projections

*Long Term*

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Finance and Insurance	4,906	5,290	384	7.83%	.76%
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Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2014-2024.

## Industry Employment and Projections

*Short Term*

	Employment			Percent	
	Estimated 2015	Projected 2017	Change	Total	Annual
Total, All Industries	3,977,496	4,093,656	116,160	2.92%	1.45%
Agriculture, Forestry, Fishing and Hunting	4,210	4,433	223	5.3%	2.61%
Mining, Quarrying, and Oil and Gas Extraction	6,805	5,869	-936	-13.75%	-7.13%
Utilities	10,717	10,695	-22	-.21%	-.1%
Construction	185,026	195,598	10,572	5.71%	2.82%
Manufacturing	232,632	233,073	441	.19%	.09%
Wholesale Trade	110,001	111,188	1,187	1.08%	.54%
Retail Trade	412,345	421,889	9,544	2.31%	1.15%
Transportation and Warehousing	112,837	117,619	4,782	4.24%	2.1%
Information	69,554	68,654	-900	-1.29%	-.65%
Finance and Insurance	131,712	136,266	4,554	3.46%	1.71%
Real Estate and Rental and Leasing	52,593	53,535	942	1.79%	.89%
Professional, Scientific, and Technical Servi Management of Companies and Enterprises	394,584	409,625	15,041	3.81%	1.89%
Administrative and Support and Waste Manageme	74,086	75,252	1,166	1.57%	.78%
Educational Services	224,339	236,780	12,441	5.55%	2.74%
Health Care and Social Assistance	365,350	372,071	6,721	1.84%	.92%
Arts, Entertainment, and Recreation	427,570	446,476	18,906	4.42%	2.19%
Accommodation and Food Services	56,096	57,991	1,895	3.38%	1.68%
Other Services (except Public Administration)	334,516	349,857	15,341	4.59%	2.27%
	133,850	136,332	2,482	1.85%	.92%

*Note: Asterisks (\*\*\*) indicate non-disclosable data.  
Projections data is for Virginia Statewide. No data available for Harrisonburg city.*

*Source: Virginia Employment Commission, Economic Information & Analytics,  
Short Term Industry and Occupational Projections, 2015-2017.*

## Occupation Employment and Projections

*Long Term*

	Employment			Openings		
	Estimated 2014	Projected 2024	% Change	Replace-ments	Growth	Total
Total, All Occupations	220,023	238,946	8.6%	5,301	2,102	7,403
Management Occupations	7,157	7,704	7.64%	167	57	224
Business and Financial Operations Occupations	7,279	7,964	9.41%	148	69	217
Computer and Mathematical Occupations	3,393	3,757	10.73%	48	38	86
Architecture and Engineering Occupations	2,020	2,068	2.38%	48	8	56
Life, Physical, and Social Science Occupations	1,187	1,304	9.86%	35	14	49
Community and Social Service Occupations	2,702	3,076	13.84%	59	37	96
Legal Occupations	985	1,079	9.54%	18	10	28
Education, Training, and Library Occupations	14,918	17,019	14.08%	314	210	524
Arts, Design, Entertainment, Sports, and Media Occupations	2,968	3,177	7.04%	74	24	98
Healthcare Practitioners and Technical Occupations	11,930	14,088	18.09%	260	216	476
Healthcare Support Occupations	6,429	8,223	27.9%	140	180	320
Protective Service Occupations	4,094	4,625	12.97%	106	53	159
Food Preparation and Serving Related Occupations	19,642	22,275	13.4%	724	274	998
Building and Grounds Cleaning and Maintenance Occupations	9,264	10,059	8.58%	187	80	267
Personal Care and Service Occupations	8,629	9,833	13.95%	176	121	297
Sales and Related Occupations	24,134	25,530	5.78%	763	141	904
Office and Administrative Support Occupations	30,763	32,264	4.88%	692	198	890
Farming, Fishing, and Forestry Occupations	765	772	.92%	18	3	21
Construction and Extraction Occupations	10,178	11,130	9.35%	152	97	249
Installation, Maintenance, and Repair Occupations	10,213	11,075	8.44%	241	90	331
Production Occupations	21,100	20,191	-4.31%	469	36	505
Transportation and Material Moving Occupations	20,273	21,733	7.2%	464	146	610

*Note: Asterisks (\*\*\*) indicate non-disclosable data. Projections data is for Shenandoah Valley (LWDA IV). No data available for Harrisonburg city.*

*Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2014-2024.*

## Occupation Employment and Projections

Short Term

	Employment			Openings		
	Estimated 2015	Projected 2017	% Change	Replace-ments	Growth	Total
Total, All Occupations	3,977,496	4,093,656	2.92%	92,736	59,171	151,907
Management Occupations	211,684	216,918	2.47%	4,446	2,618	7,064
Business and Financial Operations Occupations	276,201	284,397	2.97%	4,962	4,098	9,060
Computer and Mathematical Occupations	203,891	212,732	4.34%	2,536	4,451	6,987
Architecture and Engineering Occupations	78,184	79,032	1.08%	1,861	488	2,349
Life, Physical, and Social Science Occupations	33,613	34,156	1.62%	820	278	1,098
Community and Social Service Occupations	53,847	56,057	4.1%	1,101	1,105	2,206
Legal Occupations	43,892	44,747	1.95%	712	428	1,140
Education, Training, and Library Occupations	243,781	249,029	2.15%	5,092	2,624	7,716
Arts, Design, Entertainment, Sports, and Media Occupations	61,233	62,553	2.16%	1,408	678	2,086
Healthcare Practitioners and Technical Occupations	205,158	211,360	3.02%	4,160	3,102	7,262
Healthcare Support Occupations	90,672	94,357	4.06%	1,859	1,842	3,701
Protective Service Occupations	105,361	107,514	2.04%	2,354	1,081	3,435
Food Preparation and Serving Related Occupations	327,173	342,449	4.67%	14,249	7,644	21,893
Building and Grounds Cleaning and Maintenance Occupations	151,649	157,036	3.55%	2,839	2,694	5,533
Personal Care and Service Occupations	155,803	163,251	4.78%	3,230	3,728	6,958
Sales and Related Occupations	423,418	432,998	2.26%	13,691	4,790	18,481
Office and Administrative Support Occupations	554,516	566,160	2.1%	11,737	5,962	17,699
Farming, Fishing, and Forestry Occupations	6,868	7,147	4.06%	168	141	309
Construction and Extraction Occupations	187,792	195,659	4.19%	2,884	4,098	6,982
Installation, Maintenance, and Repair Occupations	152,257	156,081	2.51%	3,384	2,080	5,464
Production Occupations	181,313	183,120	1%	3,937	1,364	5,301
Transportation and Material Moving Occupations	229,190	236,903	3.37%	5,304	3,878	9,182

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

Projections data is for Virginia Statewide. No data available for Harrisonburg city.

Source: Virginia Employment Commission, Economic Information & Analytics, Short Term Industry and Occupational Projections, 2015-2017.

## Declining Occupations

	Employment			Openings		
	Estimated 2014	Projected 2024	% Change	Replacements	Growth	Total
Rolling Machine Setters, Operators, and Tenders, Metal and Plastic	***	***	***	***	***	***
Sewing Machine Operators	372	262	-29.57%	2	0	2
Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	271	195	-28.04%	4	0	4
Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	300	217	-27.67%	7	0	7
Prepress Technicians and Workers	139	107	-23.02%	2	0	2
Postal Service Clerks	144	112	-22.22%	2	0	2
Postal Service Mail Carriers	439	342	-22.1%	8	0	8
Textile Winding, Twisting, and Drawing Out Machine Setters, Operators, and Tenders	***	***	***	***	***	***
Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	417	331	-20.62%	5	0	5
Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	117	93	-20.51%	5	0	5
Forging Machine Setters, Operators, and Tenders, Metal and Plastic	***	***	***	***	***	***
Mail Clerks and Mail Machine Operators, Except Postal Service	105	87	-17.14%	2	0	2
Lathe and Turning Machine Tool Setters, Operators, and Tenders, Metal and Plastic	***	***	***	***	***	***
Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	281	240	-14.59%	10	0	10
Electrical and Electronic Equipment Assemblers	163	141	-13.5%	2	0	2
Adhesive Bonding Machine Operators and Tenders	562	497	-11.57%	15	0	15
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	118	105	-11.02%	3	0	3
Chemical Equipment Operators and Tenders	***	***	***	***	***	***
Procurement Clerks	107	96	-10.28%	4	0	4
Cooks, Fast Food	1,068	964	-9.74%	28	0	28

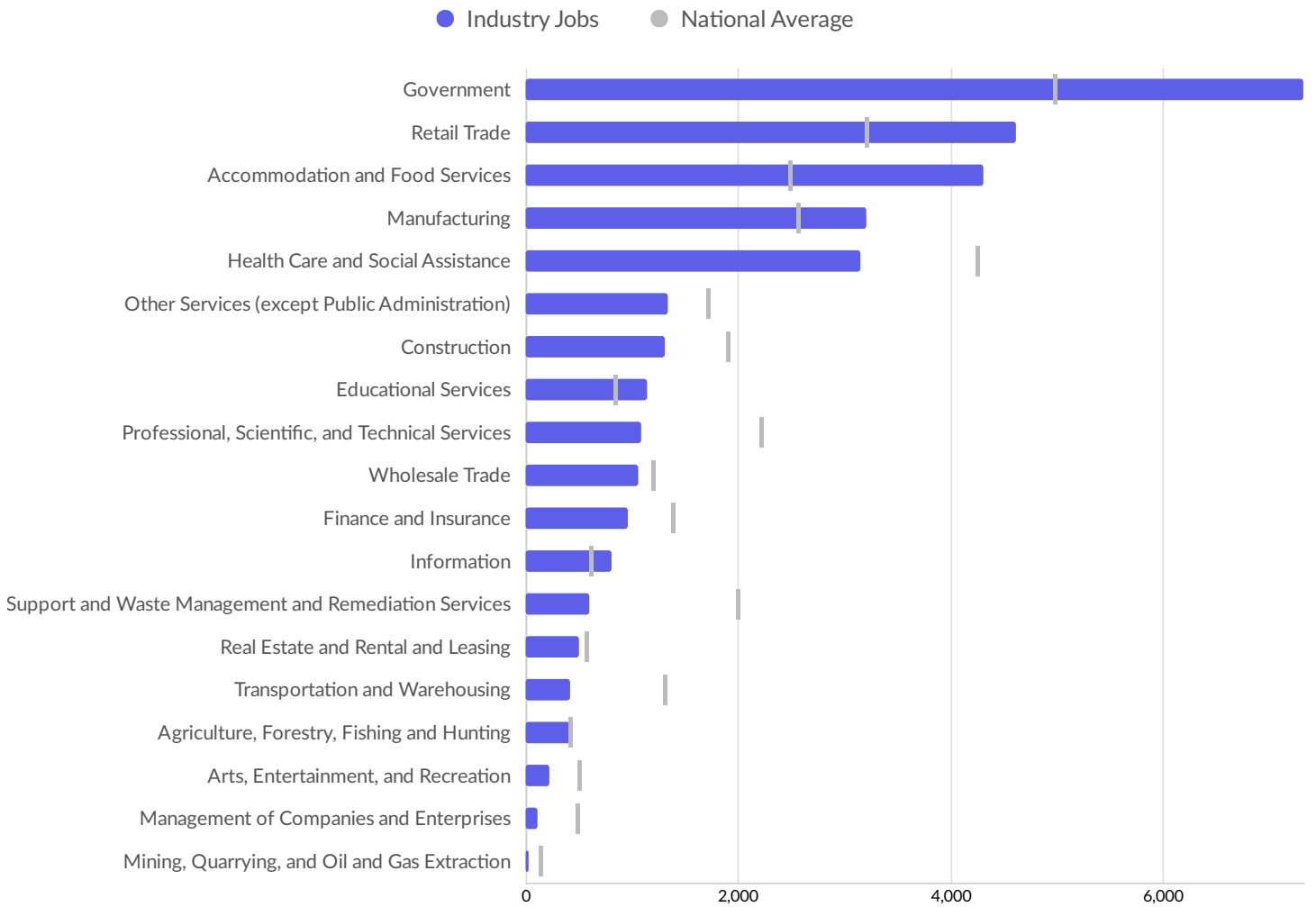
Note: Asterisks (\*\*\*) indicate non-disclosable data.  
 Projections data is for Shenandoah Valley (LWDA IV). No data available for Harrisonburg city.

Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2014-2024.

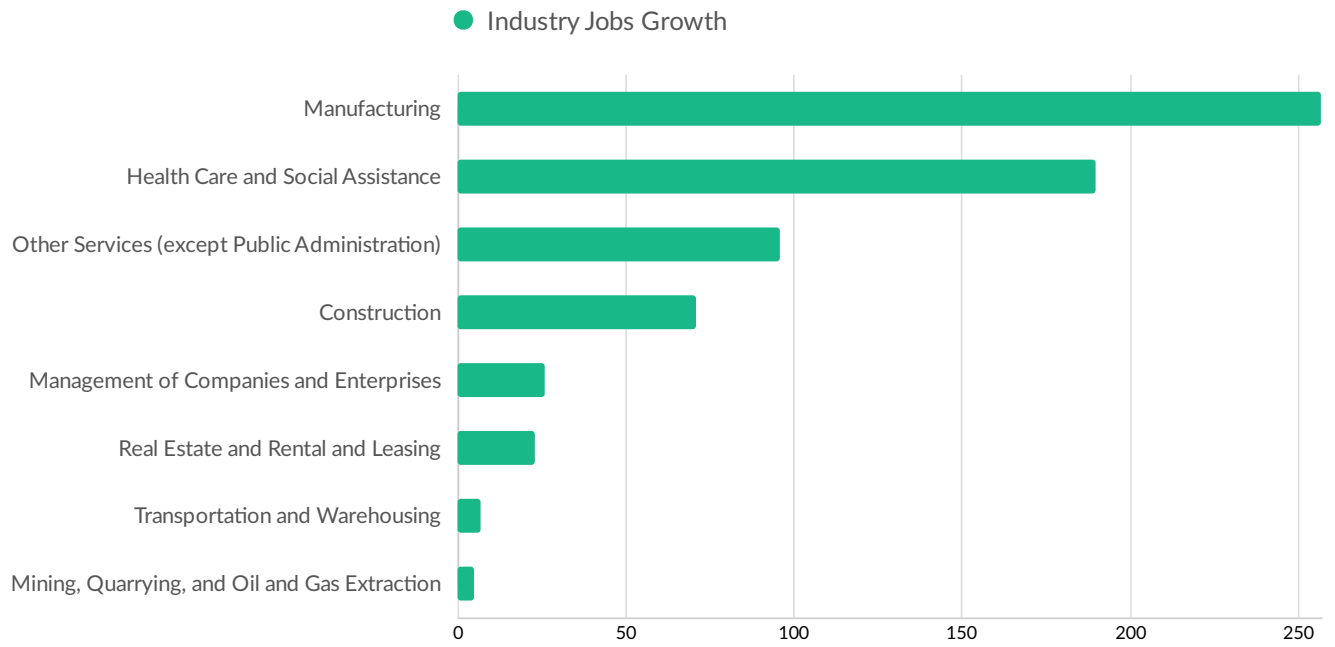


# Industry Characteristics

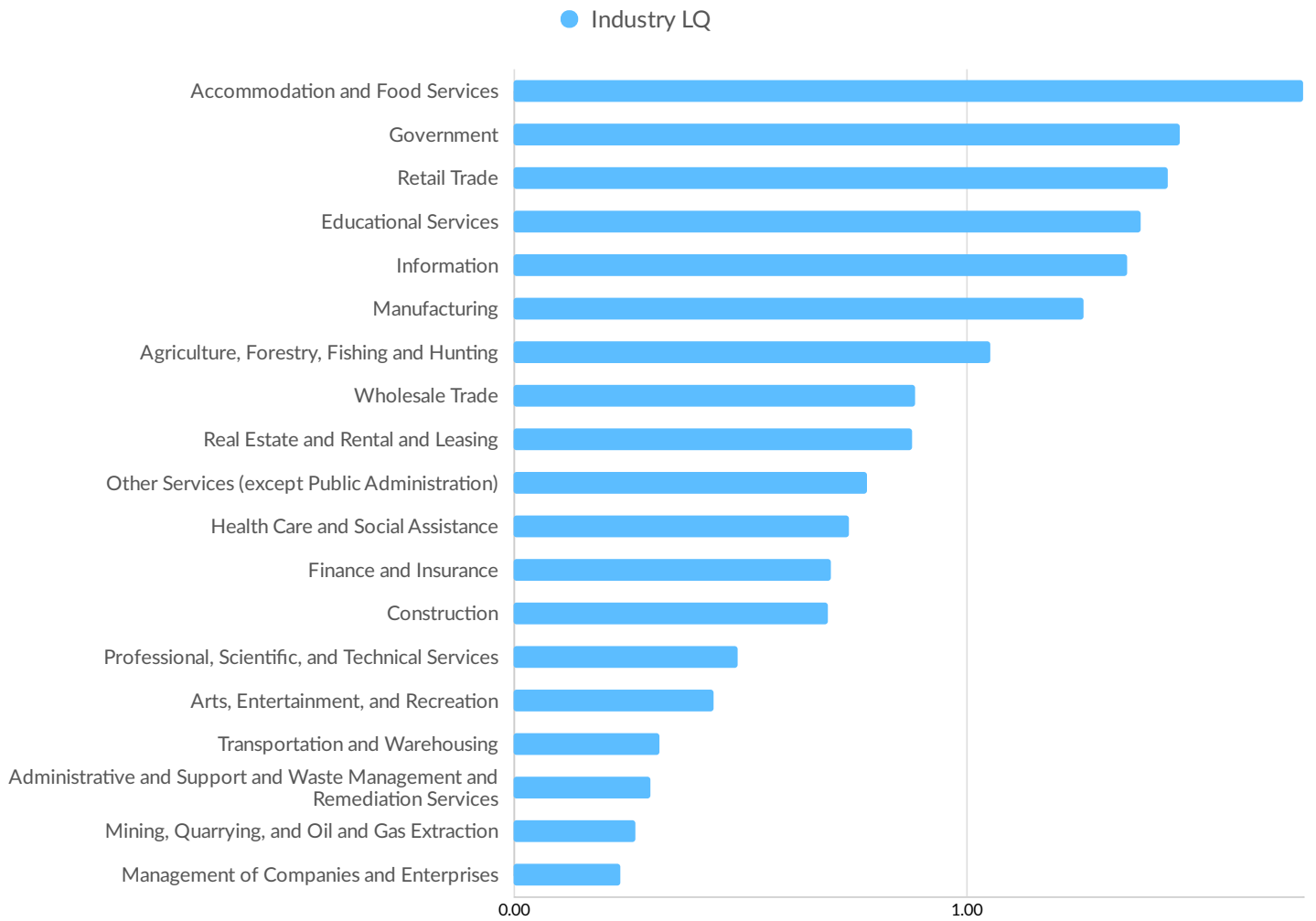
## Largest Industries



## Top Growing Industries



## Top Industry LQ



## Top Industry Earnings



(a) Unemployment level and trends

**Harrisonburg Unemployment 2020 - March 2021**

<u>Year</u>	<u>Month</u>	<u>Labor Force</u>	<u>Employed</u>	<u>Unemployed</u>	<u>Percentage Rate</u>
2020	January	25,092	24,369	723	2.9
2020	February	25,332	24,711	621	2.5
2020	March	24,923	24,147	776	3.1
2020	April	24,782	21,871	2,911	11.7
2020	May	23,699	21,217	2,482	10.5
2020	June	23,985	21,593	2,392	10
2020	July	23,903	21,912	1,991	8.3
2020	August	24,034	22,341	1,693	7
2020	September	23,883	22,499	1,384	5.8
2020	October	23,938	22,768	1,170	4.9
2020	November	23,790	22,655	1,135	4.8
2020	December	23,757	22,466	1,291	5.4
2021	January	23,388	22,064	1,324	5.7
2021	February	23,833	22,583	1,250	5.2
2021	March	24,008	22,758	1,250	5.2

Source: U.S. Bureau of Labor Statistics, May 2021

(b) Income levels

	<u>Harrisonburg</u>	<u>Virginia</u>
Median Household Income 2015-2019	\$46,679	\$74,222
Per Capital Income Past 12 Months	\$23,202	\$39,278
Poverty Rate	28.3%	9.9%

Source: U.S. Census (July 2019)

## (2) Major Employers

1. James Madison University
2. Harrisonburg City Public Schools
3. City of Harrisonburg
4. George's Foods
5. Driv Automotive, Inc.
6. Aramark Campus LLC
7. Shenandoah Valley Organic LLC
8. Virginia Mennonite Retirement
9. Eastern Mennonite University
10. Sentara Healthcare
11. Wal Mart
12. Fairfield and Sons, LTD
13. Tenneco Packaging
14. Food Lion
15. Rockingham County Community Services Board
16. Costco
17. Gretna Health Care Center
18. Martin's Food Market
19. Lowes' Home Centers, Inc.
20. Target Corp
21. McDonalds
22. Cargill Turkey Production
23. ADP Totalsource FL XVIII, Inc.
24. Jenzabar Inc
25. The Home Depot
26. Chick-fil-A at Harrisonburg
27. Harrisonburg Community He
28. Cox Automotive Corporate
29. Kroger
30. Truck Enterprises, Inc.
31. Blauch Brothers, Inc.
32. Comsonics Inc.
33. Kawneer Company
34. Texas Roadhouse
35. Montebello Packaging Inc
36. Rockingham Mutual Ins. Corp.
37. Owens Brockway Plastic Products
38. Pinnacle Automotive Hospitality Services
39. Harrisonburg Honda
40. LSC Communications US, LLC
41. Glass And Metals Inc
42. Nielsen Builders, Inc.
43. Staffmark Investment LLC
44. Buffalo Wild Wings Grill & Bar
45. Cracker Barrel Old Country Store
46. Dean Brothers, Inc.
47. Postal Service
48. Jersey Mike's Subs
49. Christian Light Pub Inc
50. Red Lobster & The Olive Garden

*Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2020.*

# Major Employers in the MSA







(a) Number and types of jobs

<b>NAME</b>	<b>PRODUCT/SERVICE</b>	<b>EMPLOYMENT LEVEL</b>
James Madison University	4-Year Higher Ed	3800+
Sentara/RMH	Health Care	2,500+
Merck & Company Inc	Pharmaceutical/Biologics Mfg	1,100+
LSC Communications	Book Printing (2 facilities)	1,400+
Walmart	Retail Distribution	1,000+
Farmer Focus/Shen Valley Organic	Organic Poultry Processing	700+
DriV Automotive/Tenneco	Automotive Parts Mfg	700+
Packaging Corporation of America	Corrugated Box Mfg	240+
ComSonics, Inc	Telecommunication Equip. Mfg	125+
Rosetta Stone/IXL	Language Software Development	115+
Jenzabar	Software Development	100+
Kerry Foods	Food Processing - Stocks & Broth	100+

Source: Virginia Economic Development Partnership,  
Harrisonburg Economic Development, May 2021