



Harrisonburg
55,700
People



Rockingham County
81,149
People

The Harrisonburg-Rockingham Metropolitan Statistical Area is home to over 136,000 people. Harrisonburg, founded in 1780, is the County seat, an important education, commercial, technology, and government center, and home to James Madison University.

Downtown Harrisonburg was named Virginia's first culinary district in 2014 and is an awarded bicycle-friendly community.

Rockingham County is the largest producer of agricultural products in Virginia with many agritourism opportunities such as farmers markets, u-pick farms, cideries, wineries, and breweries. Bridgewater, Broadway, Dayton, Elkton, Grottoes, Mount Crawford, and Timberville are the County's seven incorporated towns.



Recreation: George Washington and Jefferson National Forests, Skyline Drive, Shenandoah National Park, Appalachian Trail, and Massanutten Four-Season Resort. Local parks, golf courses, pickleball courts, swimming pools, bike trails, and ball fields are abundant.

Attractions: Court Square Theater, Edith J. Carrier Arboretum, Explore More Discovery Museum, Forbes Center for Performing Arts, Fort Harrison House, Fire Department Museum, Green Valley Book Fair, Hardesty-Higgins House Visitors Center, Hugo Kohl's Museum of American Jewelry Design and Manufacturing, Rockingham County Fairgrounds, Shenandoah Heritage Market, and the Virginia Quilt Museum.

2022 Facts & Figures Harrisonburg & Rockingham County



Jobs

People

Region

Median Household Income, 2021

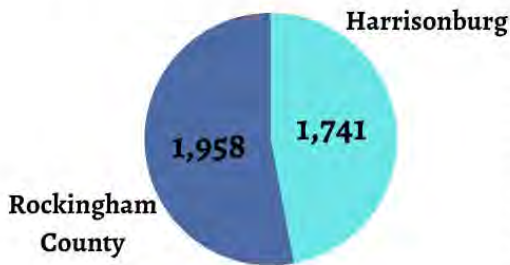
Harrisonburg: \$51,055

Rockingham County: \$67,484

Top 5 Employment Sectors

- Manufacturing
- Educational Services
- Health Care
- Accommodation & Food Services
- Retail Trade

Number of Business Establishments, 2022

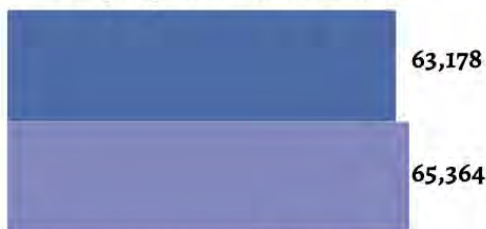


Higher Education

- James Madison University
- Eastern Mennonite University
- Bridgewater College

Labor Force, 2021

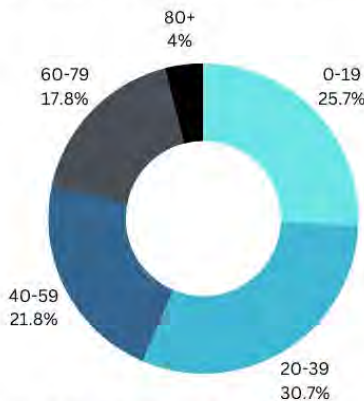
• Employed • Labor Force



Unemployment Rate, 2022

3.1%

Age of Population, 2021



Population Growth, 2000-2021



Highest Level Education Attainment, 2021

Locality	High School	Some College/2 Year	Bachelor's or Higher
Harrisonburg	27%	22%	35%
Rockingham	34%	22%	31%

Public Schools, 2017-2018

K-12 Student Enrollment: 17,157

Total Graduates: 1,339

Percent Continuing Education: 62%

Median Home Value, 2021

Harrisonburg: \$231,300

Rockingham County: \$231,800

Total Housing Units, 2021

54,593

Number of Households, 2021

48,291

Transportation

- Road: Interstate 81
- Rail: CSX, Norfolk Southern, Shenandoah Valley Railroad, and Chesapeake Western
- Air: Shenandoah Valley Regional Airport
- Port: Virginia Inland Port (68 miles north)

Sentara RMH Medical Center provides healthcare services

1 All-Seasons Resort
111 Identified Caves
27 Miles of Interstate
2,026 Farms

Local Government

www.harrisonburgva.gov

www.rockinghamcountyva.gov

Data Sources:

- Weldon Cooper Center
- U.S. Census Bureau
- U.S. Department of Agriculture
- VA Department of Education
- VA Employment Commission

Compiled by:

Central Shenandoah Planning District Commission

www.cspdc.org

Harrisonburg Economic Development

www.harrisonburgdevelopment.com