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 and recreation programs, golf courses, tennis courts, swimming pools, bike trails, and ball fields are abundant.

### Median Household Income, 2017
- Harrisonburg: $43,009
- Rockingham County: $57,651

### Top 5 Employment Sectors
- Manufacturing
- Educational Services
- Health Care
- Accommodations & Food Services
- Retail Trade

### Number of Business Establishments: All Industries, 2017
- Harrisonburg: 1,673
- Rockingham County: 1,764

### Higher Education
- James Madison University
- Eastern Mennonite University
- Bridgewater College

### Labor Force, 2017
- Civilian Labor Force
  - Harrisonburg: 62,925
  - Rockingham County: 65,330

### Transportation
- Road: Interstates 81
- Rail: CSX, Norfolk Southern, Shenandoah Valley Railroad, and Chesapeake Western
- Air: Shenandoah Valley Regional Airport
- Port: Virginia Inland Port (65 miles north)

### Sentara RMH Medical Center
Provides healthcare services

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

### Median Home Value, 2017
- Harrisonburg: $196,200
- Rockingham County: $206,700

### Total Housing Units, 2017
- 53,045

### Number of Households, 2017
- 46,987

### Age of Population, 2017
- 0-19: 20,686 (16%)
- 20-39: 30,985 (23%)
- 40-59: 36,066 (27%)
- 60-79: 39,076 (30%)
- 80+: 4,904 (4%)

### Population Growth, 2008-2018
- 121,430 (Initial Population)
- 136,028 (Final Population)

### Highest level Education Attainment, 2017

<table>
<thead>
<tr>
<th>Locality</th>
<th>High School</th>
<th>Some College/2 Year Degree</th>
<th>Bachelor’s or Higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harrisonburg</td>
<td>26.0%</td>
<td>23.0%</td>
<td>34.9%</td>
</tr>
<tr>
<td>Rockingham County</td>
<td>35.0%</td>
<td>22.7%</td>
<td>24.8%</td>
</tr>
</tbody>
</table>

### Public Schools, 2017-2018
- K-12 Student Enrollment: 18,080
- Total Graduates & Completers: 1,320
- Percent Continuing Education: 74.8%

### Unemployment Rate, 2017
- 3.7%

Compiled and published by the Central Shenandoah Planning District Commission
www.cspdc.org
(540) 885-5174
112 MacTanly Place, Staunton VA 24401

Data Sources:
- Weldon Cooper Center
- United States Census Bureau
- United States Department of Agriculture
- Virginia Department of Education
- Virginia Employment Commission

www.rockinghamcountyva.gov