

Roanoke

# COMMUNITY PROFILE



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**Table of Contents**

**I. Introduction . . . . . 3**

**II. Demographic Profile . . . . . 4**

    Population by Age Cohort . . . . . 5

    Population by Race/Ethnicity . . . . . 6

    Population by Gender . . . . . 6

    Population Change . . . . . 7

    Population Projections by Age and Gender . . . . . 8

    Population Projections by Race/Ethnicity . . . . . 8

    English Language Skills . . . . . 9

    Commuting Patterns . . . . . 9

*In-Commuting* . . . . . 10

*Out-Commuting* . . . . . 10

**III. Economic Profile . . . . . 11**

    Unemployment Rates . . . . . 12

    Characteristics of the Insured Unemployed . . . . . 14

    Unemployment Insurance Payments . . . . . 17

    Employers by Size of Establishment . . . . . 19

    Employment by Size of Establishment . . . . . 19

    50 Largest Employers . . . . . 20

    Employment by Industry . . . . . 21

    New Startup Firms . . . . . 22

    New Hires by Industry . . . . . 23

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Turnover by Industry .....	24
Average Weekly Wage by Industry .....	25
Age of Workers by Industry .....	26
Total Employment by Industry .....	27
Employment by Major Occupation Group .....	28
Growth Occupations .....	29
Declining Occupations .....	30
Consumer Price Index (CPI) .....	31
Local Option Sales Tax .....	32
<b>IV. Education Profile .....</b>	<b>34</b>
Education Level .....	35
Graduate Data Trends .....	36
Training Providers .....	37

## I. Introduction

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

[www.VirginiaLMI.com](http://www.VirginiaLMI.com)

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

## II. Demographic Profile

### Overview

The Demographic Profile is designed to assist Workforce Investment Boards (WIB), economic developers, educators, and other local planners in the development of a vibrant workforce that will continue to meet the needs of the local economy.

The social characteristics of the population that follow are age, race, and ethnicity, and gender from the 2010 Census. Also provided are the projected percentage change and absolute value for the area on a decennial basis through 2030. Of great value are the population projections by age, also through 2030. Completing this profile is a measure of the population in 2000, in Roanoke County that lacked English proficiency, and commuting patterns of workers in the area.



### Related Census Terms and Definitions

#### Ability to speak English

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

#### Age

The age classification is based on the age of the person in complete years as of April 1, 2000. The age of the person usually was derived from their date of birth information. Their reported age was used only when date of birth information was unavailable.

#### Gender

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

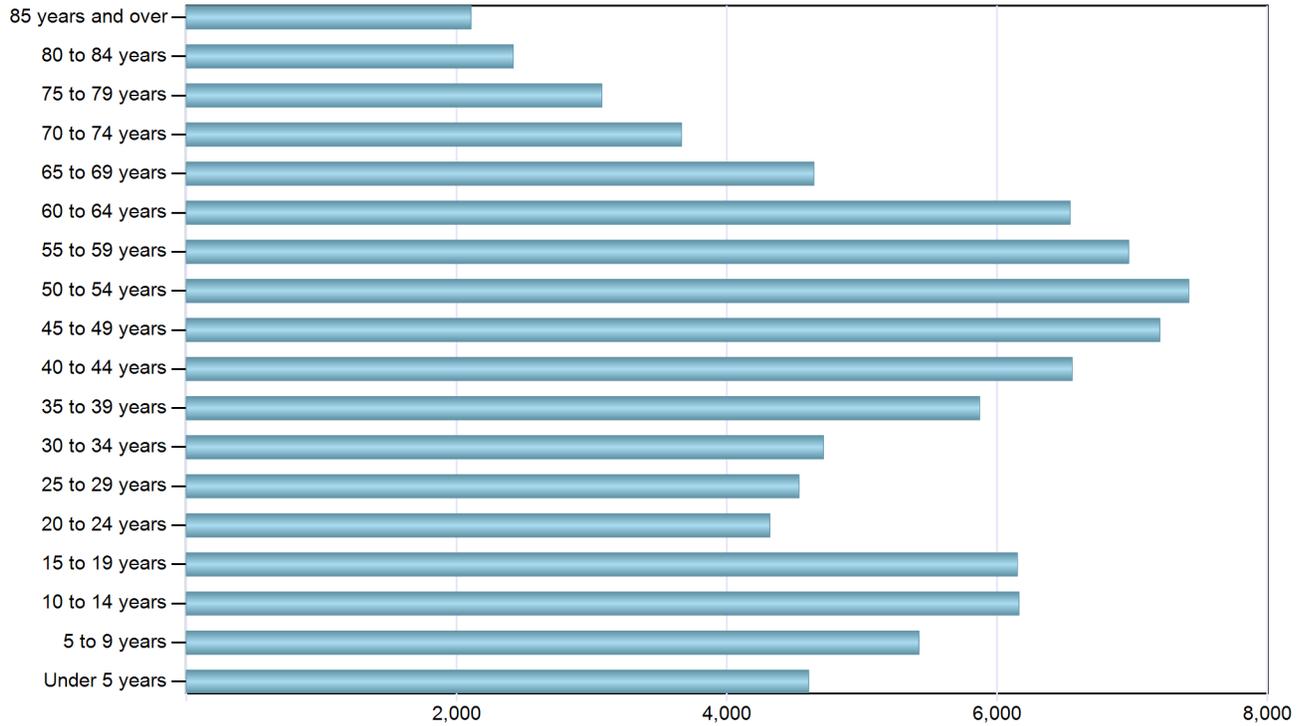
#### Race

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

**Please Note:** We will be updating our 2000 Census data as soon as the U.S. Census Bureau publishes the 2010 data. For more information about the release of data from the 2010 Census, please visit the following website:

[www.census.gov/population/www/cen2010/glance/](http://www.census.gov/population/www/cen2010/glance/)

Population by Age



	Roanoke County	Virginia	United States
<b>Under 5 years</b>	4,605	509,625	20,201,362
<b>5 to 9 years</b>	5,421	511,849	20,348,657
<b>10 to 14 years</b>	6,161	511,246	20,677,194
<b>15 to 19 years</b>	6,150	550,965	22,040,343
<b>20 to 24 years</b>	4,318	572,091	21,585,999
<b>25 to 29 years</b>	4,534	564,342	21,101,849
<b>30 to 34 years</b>	4,715	526,077	19,962,099
<b>35 to 39 years</b>	5,871	540,063	20,179,642
<b>40 to 44 years</b>	6,555	568,865	20,890,964
<b>45 to 49 years</b>	7,203	621,155	22,708,591
<b>50 to 54 years</b>	7,418	592,845	22,298,125
<b>55 to 59 years</b>	6,973	512,595	19,664,805
<b>60 to 64 years</b>	6,540	442,369	16,817,924
<b>65 to 69 years</b>	4,644	320,302	12,435,263
<b>70 to 74 years</b>	3,665	229,502	9,278,166
<b>75 to 79 years</b>	3,076	173,929	7,317,795
<b>80 to 84 years</b>	2,420	130,801	5,743,327
<b>85 years and over</b>	2,107	122,403	5,493,433
	<b>92,376</b>	<b>8,001,024</b>	<b>308,745,538</b>

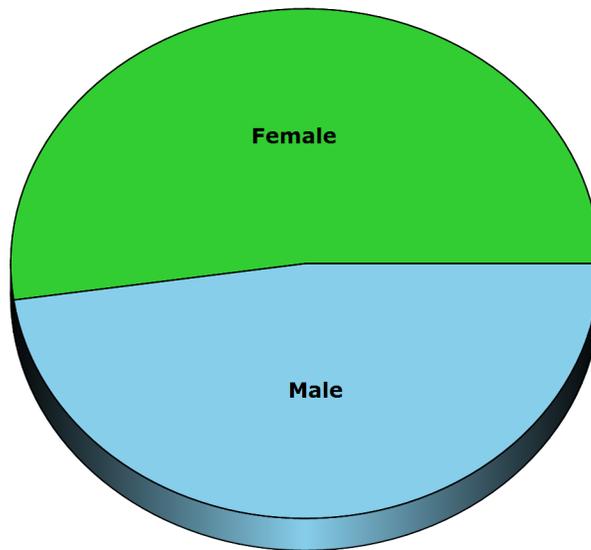
Source: 2010 Census.

### Population by Race/Ethnicity

	Roanoke County	Virginia	United States
<b>Total</b>			
Total Population	92,376	8,001,024	308,745,538
<b>Race</b>			
White	81,886	5,186,450	196,817,552
Black or African American	4,580	1,523,704	37,685,848
American Indian or Alaska Native	121	20,679	2,247,098
Asian	2,455	436,298	14,465,124
Native Hawaiian/Pacific Islander	26	5,061	481,576
Other	89	15,338	604,265
Multiple Races	1,268	181,669	5,966,481
<b>Ethnicity</b>			
Hispanic or Latino (of any race)	1,951	631,825	50,477,594

Source: 2010 Census.

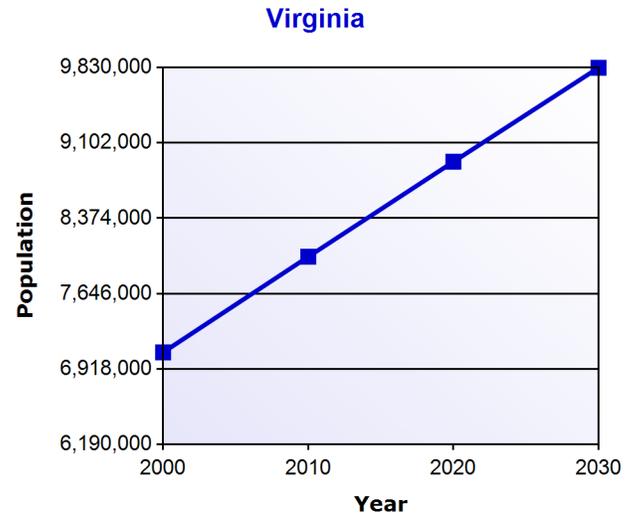
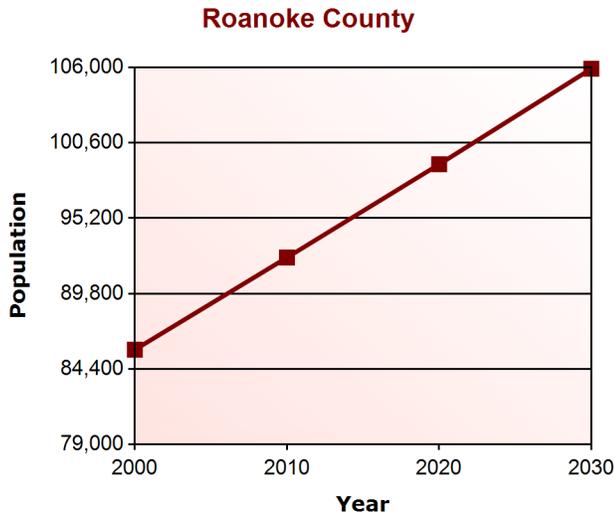
### Population by Gender



	Roanoke County	Virginia	United States
<b>Male</b>	44,079	3,925,983	151,781,326
<b>Female</b>	48,297	4,075,041	156,964,212
	<b>92,376</b>	<b>8,001,024</b>	<b>308,745,538</b>

Source: 2010 Census.

### Population Change



	Roanoke County	(% change)	Virginia	(% change)
<b>1990</b>	79,332		6,187,358	
<b>2000</b>	85,778	8.13 %	7,078,515	14.40 %
<b>2010</b>	92,376	7.69 %	8,001,024	13.03 %
<b>2020</b>	99,048	7.22 %	8,917,396	11.45 %
<b>2030</b>	105,889	6.91 %	9,825,019	10.18 %

Note: We will be updating our population projections in 2012 to reflect the 2010 Census counts.  
 Source: U.S. Census Bureau, Virginia Employment Commission.

### Did you know...

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

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

[www.VirginiaLMI.com](http://www.VirginiaLMI.com)



### Population Projections by Age and Gender

	2020		2030	
	Female	Male	Female	Male
<b>Under 5 years</b>	2,955	3,123	3,213	3,391
<b>5 to 9 years</b>	3,077	3,239	3,358	3,549
<b>10 to 14 years</b>	3,088	3,205	3,452	3,607
<b>15 to 19 years</b>	2,998	2,933	3,421	3,309
<b>20 to 24 years</b>	2,403	2,339	2,883	2,727
<b>25 to 29 years</b>	2,629	2,716	2,683	2,729
<b>30 to 34 years</b>	2,938	2,992	2,583	2,732
<b>35 to 39 years</b>	3,003	3,206	3,020	3,283
<b>40 to 44 years</b>	2,863	2,862	3,328	3,440
<b>45 to 49 years</b>	2,928	2,792	3,231	3,408
<b>50 to 54 years</b>	3,111	3,008	3,006	3,060
<b>55 to 59 years</b>	3,753	3,284	3,095	2,892
<b>60 to 64 years</b>	3,813	3,367	3,069	2,839
<b>65 to 69 years</b>	3,462	3,006	3,338	2,815
<b>70 to 74 years</b>	3,163	2,331	3,525	2,557
<b>75 to 79 years</b>	2,026	1,418	3,070	2,045
<b>80 to 84 years</b>	1,560	864	2,468	1,426
<b>85 years and over</b>	1,799	794	2,241	1,096
	<b>51,569</b>	<b>47,479</b>	<b>54,984</b>	<b>50,905</b>
	<b>99,048</b>		<b>105,889</b>	

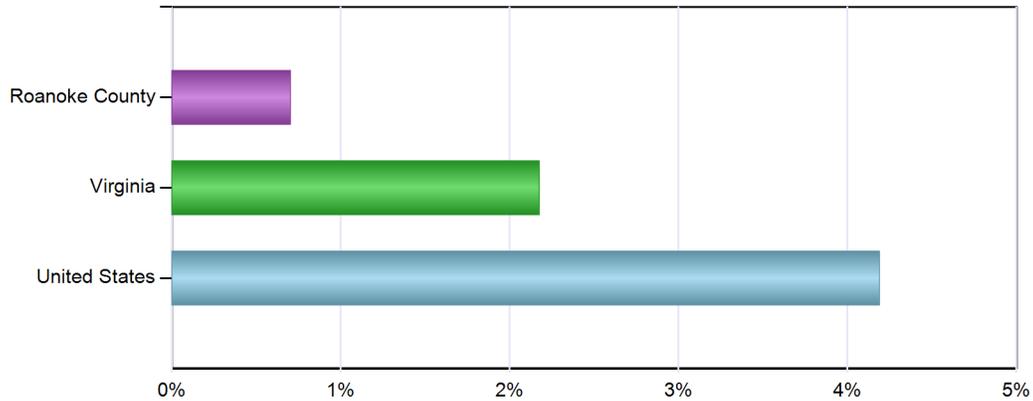
Note: We will be updating our population projections in 2012 to reflect the 2010 Census counts.  
 Source: Virginia Employment Commission.

### Population Projections by Race/Ethnicity

	2020	2030
<b>Total</b>		
Total Population	99,048	105,889
<b>Race</b>		
White	88,996	93,313
Black or African American	5,391	6,675
American Indian or Alaska Native	90	65
Asian	2,513	3,131
<b>Ethnicity</b>		
Hispanic or Latino (of any race)	2,058	2,705

Note: We will be updating our population projections in 2012 to reflect the 2010 Census counts.  
 Source: Virginia Employment Commission.

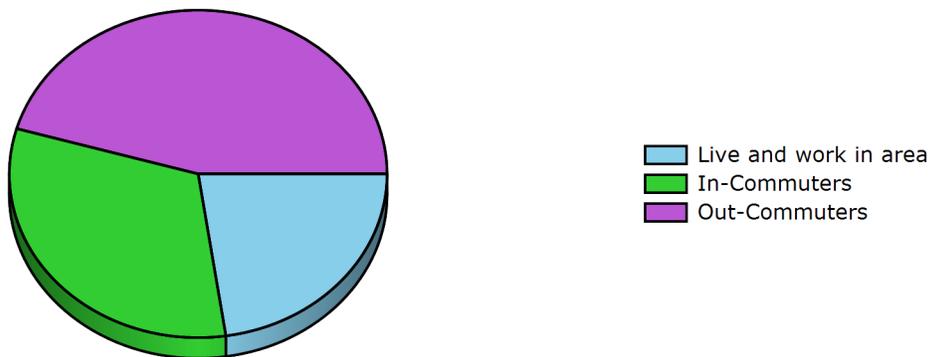
### English Language Skills (Age 5 and over that speak English less than well)



	Total	Speak English less than well	Percent
<b>Roanoke County</b>	81,225	570	0.70%
<b>Virginia</b>	6,616,533	143,865	2.17%
<b>United States</b>	262,246,108	10,986,851	4.19%

Source: 2000 Census.

### Commuting Patterns



Commuting Patterns	
People who live and work in the area	14,425
In-Commuters	20,247
Out-Commuters	28,994
Net In-Commuters (In-Commuters minus Out-Commuters)	-8,747

Source: 2000 Census.

### Top 10 Places Residents are Commuting To

Area	Workers
Roanoke city, VA	19,447
Salem city, VA	6,442
Botetourt County, VA	831
Montgomery County, VA	534
Franklin County, VA	476
Bedford County, VA	163
Bedford city, VA	82
Pulaski County, VA	79
Radford city, VA	59
Floyd County, VA	51

### Top 10 Places Workers are Commuting From

Area	Workers
Roanoke city, VA	8,625
Bedford County, VA	2,445
Botetourt County, VA	2,387
Salem city, VA	2,365
Franklin County, VA	1,656
Montgomery County, VA	1,036
Craig County, VA	448
Floyd County, VA	372
Radford city, VA	113
Pulaski County, VA	88

Source: 2000 Census.

## III. Economic Profile

### Overview

The Economic Profile of Roanoke County will provide a selection of workforce data collected and developed by the Virginia Employment Commission (VEC), along with data stemming from a partnership with the U.S. Census Bureau.

In its central concentration, economic data provides insight into the area's industrial strengths and weaknesses. Viewing our historical and current Quarterly Census of Employment and Wages (QCEW) data, one can track employment levels as industry reacts to domestic and foreign exogenous effects. Industry's need for workers will, in time, be reflected in the Local Area Unemployment Statistics (LAUS) data; this series is a useful gauge on the health of the overall economy. The Characteristics of the Insured Unemployed is an accurate depiction of the social and economic attributes of the worker that is available for hire. This data is a valuable resource for economic developers in marketing the unemployed workers to prospective companies, especially where mass layoffs have occurred. The LAUS and Characteristics of the Insured Unemployment data are useful in viewing the surpluses and shortages of labor, and also who this labor is. Unemployment Insurance Payments data is a temporal series designed to track the dollar amount of payments made to claimants of unemployment insurance. It is yet another measure of the wellness of the local workforce and area.

The Occupational Employment Statistics (OES) program is a survey of the businesses in Virginia in relation to the occupations of the people they employ. This data is a vital segment of the long-term Industry and Occupational Projections that are prepared every other year. These data are aggregated at the state and WIB levels. Recently, the VEC and the U.S. Census Bureau partnered to produce a new workforce data series that would possess a dimensional quality. The aptly named Local Employment Dynamics (LED) data describes the workforce not only by industry but also by demographic qualities such as gender and age brackets. LED also enumerates the flow of the workforce within the local and state economies. Lastly, this profile chronicles ten years of the monthly Consumer Price Index (CPI) and the Local Option Sales Tax.

### Related Terms and Definitions

#### Average Weekly Wage

Computed as average quarterly wages divided by 13.

#### Consumer Price Index (CPI)

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

#### Local Employment Dynamics (LED)

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

#### Quarterly Census of Employment & Wages (QCEW)

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

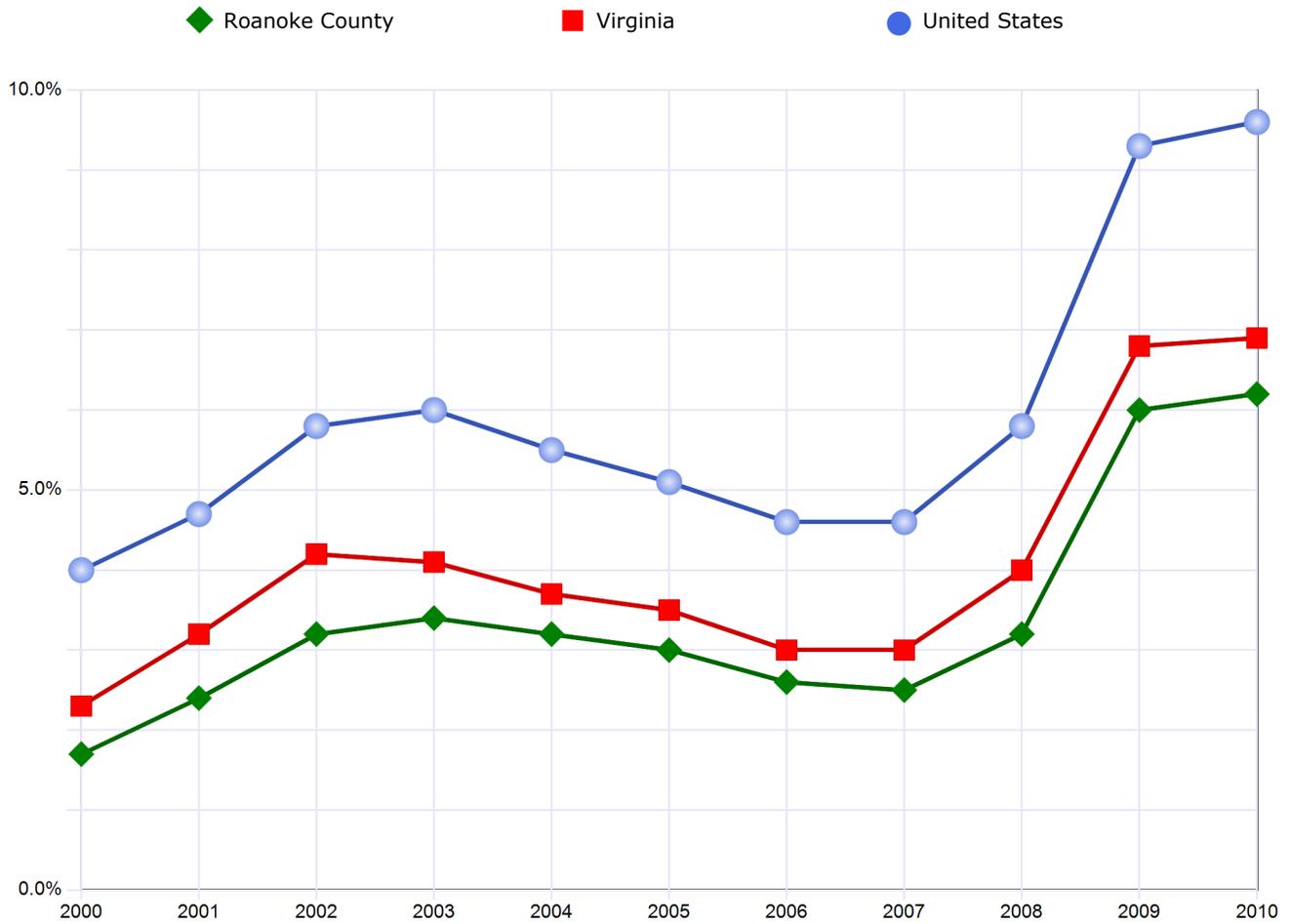
#### Unemployment Insurance (UI)

Unemployment insurance is a program for the accumulation of funds paid by employers to be used for the payment of unemployment insurance to workers during periods of unemployment which are beyond the workers' control. Unemployment insurance replaces a part of the worker's wage loss if he becomes eligible for payments. UI serves as an economic stabilizer by maintaining an individual's purchasing power when unemployed.

#### Unemployment Rate

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

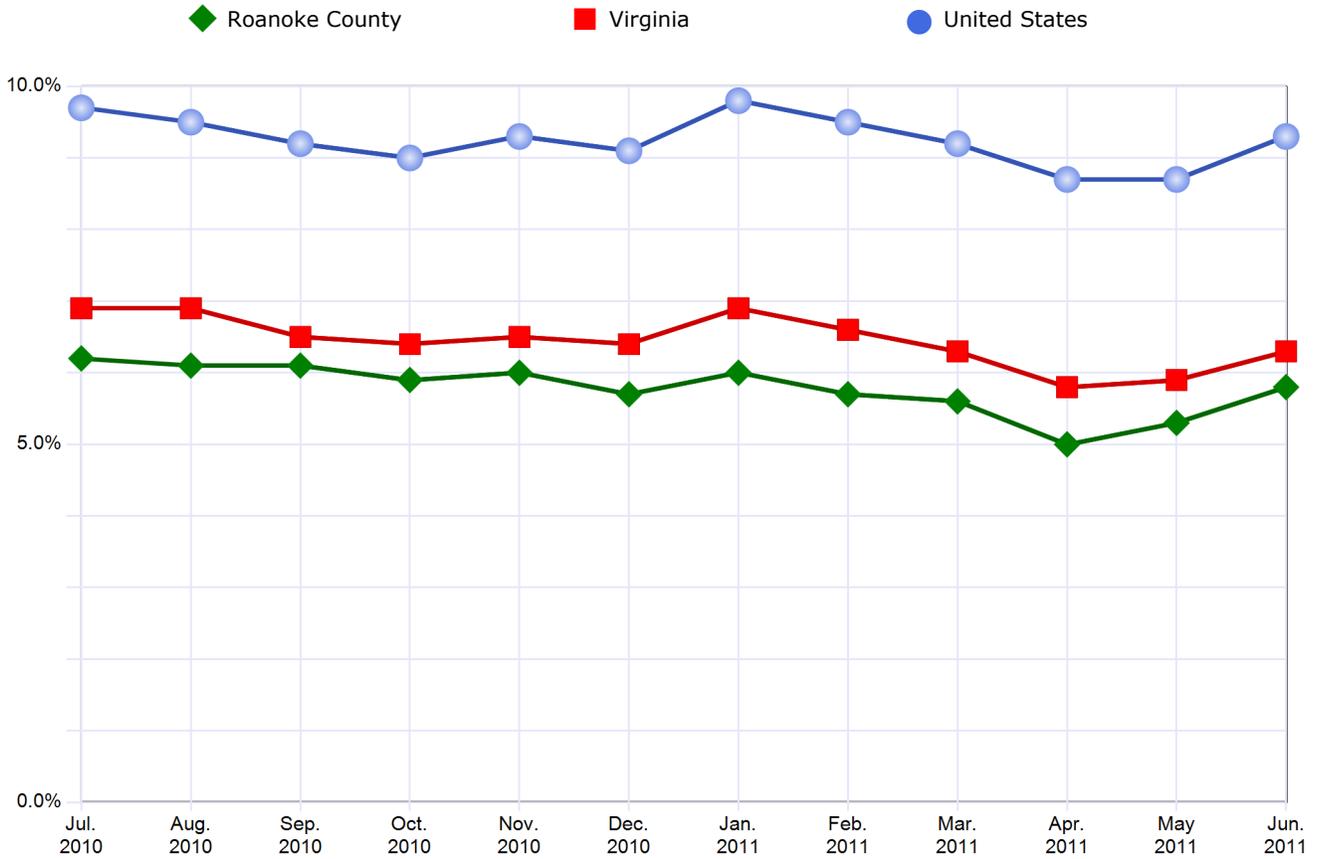
## Unemployment Rates *Trends*



	Roanoke County	Virginia	United States
<b>2000</b>	1.7%	2.3%	4.0%
<b>2001</b>	2.4%	3.2%	4.7%
<b>2002</b>	3.2%	4.2%	5.8%
<b>2003</b>	3.4%	4.1%	6.0%
<b>2004</b>	3.2%	3.7%	5.5%
<b>2005</b>	3.0%	3.5%	5.1%
<b>2006</b>	2.6%	3.0%	4.6%
<b>2007</b>	2.5%	3.0%	4.6%
<b>2008</b>	3.2%	4.0%	5.8%
<b>2009</b>	6.0%	6.8%	9.3%
<b>2010</b>	6.2%	6.9%	9.6%

Source: Virginia Employment Commission,  
Local Area Unemployment Statistics.

### Unemployment Rates Past 12 Months



	Roanoke County	Virginia	United States
<b>Jul. 2010</b>	6.2%	6.9%	9.7%
<b>Aug. 2010</b>	6.1%	6.9%	9.5%
<b>Sep. 2010</b>	6.1%	6.5%	9.2%
<b>Oct. 2010</b>	5.9%	6.4%	9.0%
<b>Nov. 2010</b>	6.0%	6.5%	9.3%
<b>Dec. 2010</b>	5.7%	6.4%	9.1%
<b>Jan. 2011</b>	6.0%	6.9%	9.8%
<b>Feb. 2011</b>	5.7%	6.6%	9.5%
<b>Mar. 2011</b>	5.6%	6.3%	9.2%
<b>Apr. 2011</b>	5.0%	5.8%	8.7%
<b>May 2011</b>	5.3%	5.9%	8.7%
<b>Jun. 2011</b>	5.8%	6.3%	9.3%

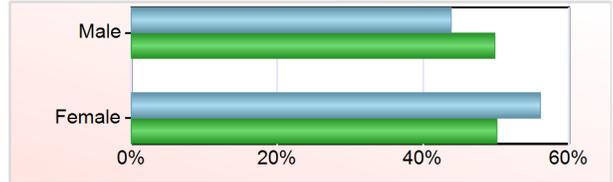
Source: Virginia Employment Commission, Local Area Unemployment Statistics.

## Characteristics of the Insured Unemployed

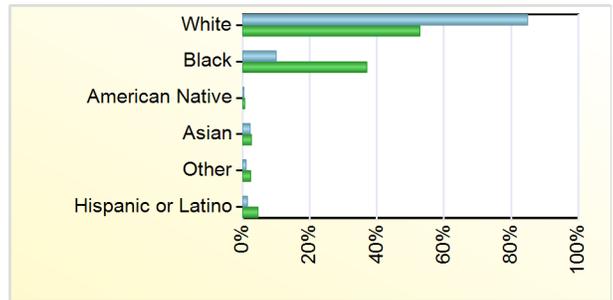
Roanoke County - (490 claimants)

Virginia - (55,195 claimants)

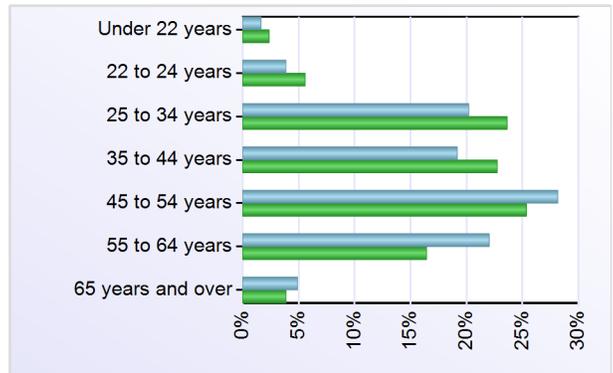
Gender	Roanoke County	Virginia
<b>Male</b>	215	27,520
<b>Female</b>	275	27,675
<b>Unspecified</b>		



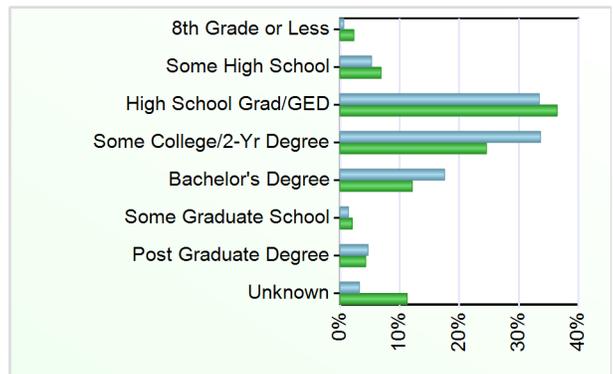
Race	Roanoke County	Virginia
<b>White</b>	416	29,141
<b>Black</b>	49	20,418
<b>American Native</b>	2	346
<b>Asian</b>	11	1,441
<b>Other</b>	5	1,316
<b>Hispanic or Latino</b>	7	2,533



Age	Roanoke County	Virginia
<b>Under 22 years</b>	8	1,305
<b>22 to 24 years</b>	19	3,079
<b>25 to 34 years</b>	99	13,044
<b>35 to 44 years</b>	94	12,556
<b>45 to 54 years</b>	138	14,000
<b>55 to 64 years</b>	108	9,071
<b>65 years and over</b>	24	2,140
<b>Unknown</b>		



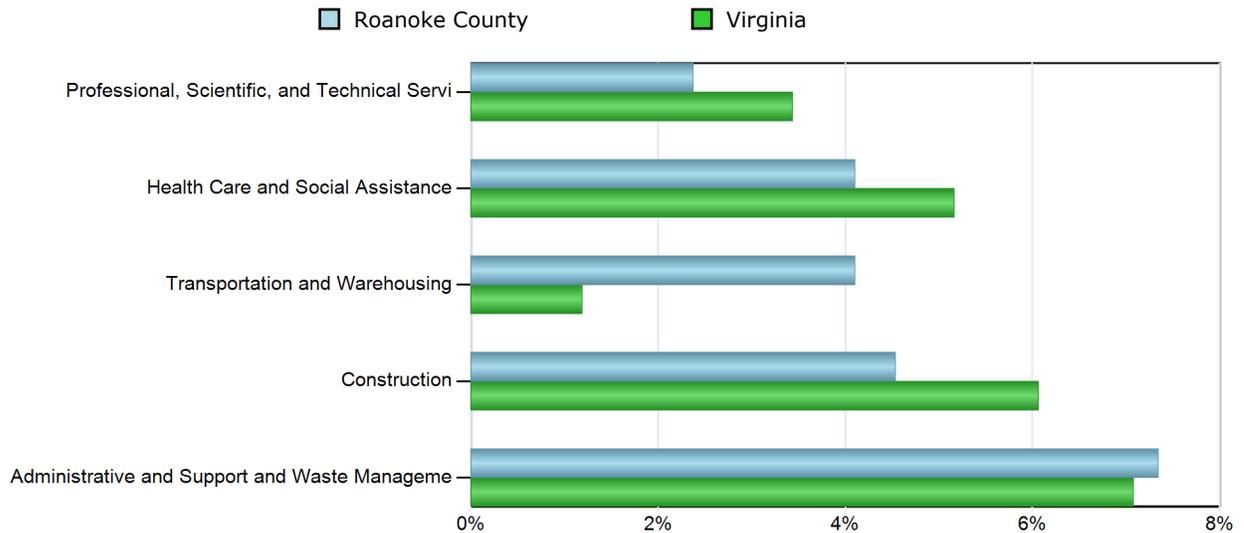
Education	Roanoke County	Virginia
<b>8th Grade or Less</b>	3	1,280
<b>Some High School</b>	26	3,803
<b>High School Grad/GED</b>	164	20,113
<b>Some College/2-Yr Degree</b>	165	13,576
<b>Bachelor's Degree</b>	86	6,700
<b>Some Graduate School</b>	7	1,126
<b>Post Graduate Degree</b>	23	2,379
<b>Unknown</b>	16	6,218



Source: Virginia Employment Commission, Characteristics of the Insured Unemployed, July 2011.

## Characteristics of the Insured Unemployed

**Top 5 Industries With Largest Number of Claimants in Roanoke County**  
(excludes unclassified)

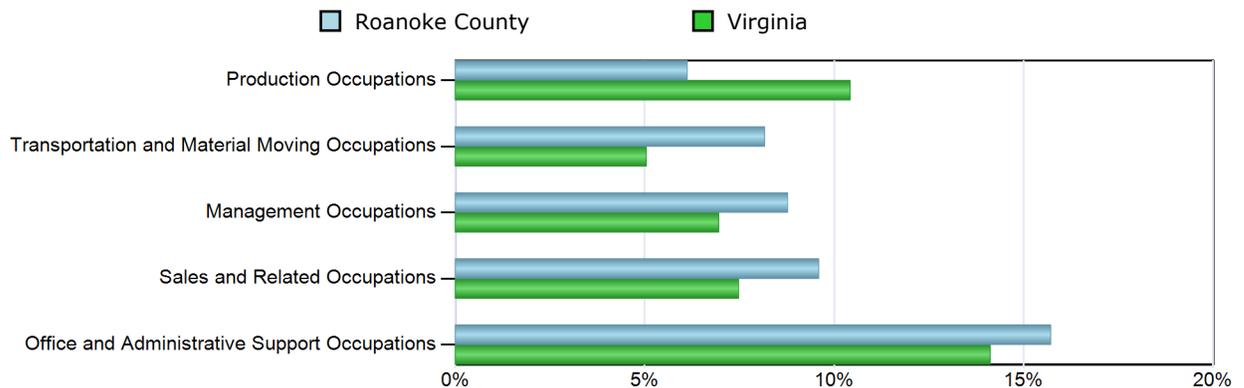


Industry	Roanoke County	Virginia
Agriculture, Forestry, Fishing and Hunting	1	78
Mining, Quarrying, and Oil and Gas Extraction	1	94
Utilities	1	19
Construction	21	3,019
Manufacturing	6	790
Wholesale Trade	10	915
Retail Trade	6	1,274
Transportation and Warehousing	19	592
Information	1	304
Finance and Insurance	10	539
Real Estate and Rental and Leasing	3	402
Professional, Scientific, and Technical Services	11	1,711
Management of Companies and Enterprises	1	87
Administrative and Support and Waste Management	34	3,525
Educational Services	2	318
Health Care and Social Assistance	19	2,571
Arts, Entertainment, and Recreation		171
Accommodation and Food Services	7	2,853
Other Services (except Public Administration)	3	1,007
Unclassified	307	29,527

Source: Virginia Employment Commission, Characteristics of the Insured Unemployed, July 2011.

## Characteristics of the Insured Unemployed

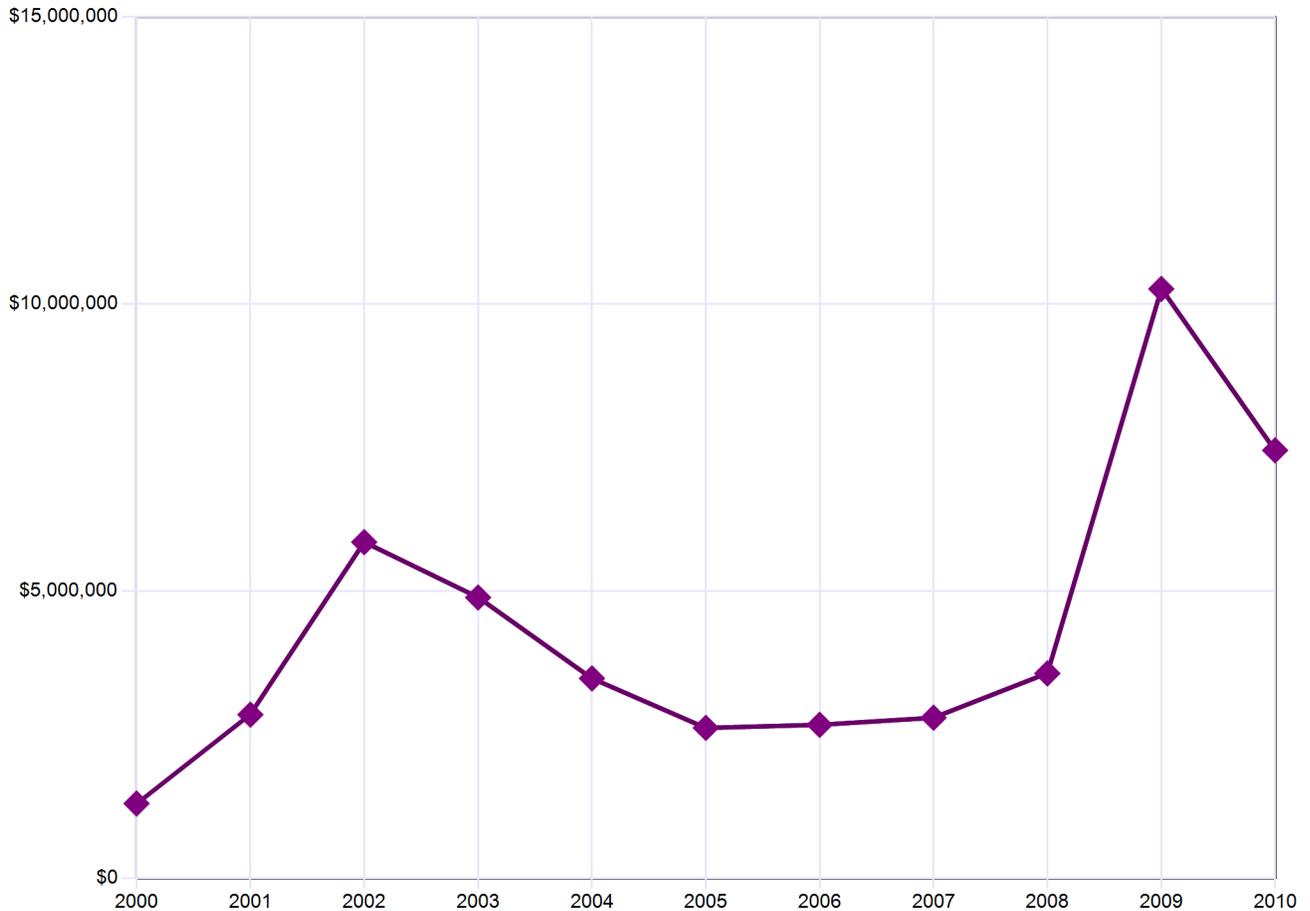
**Top 5 Occupation Groups With Largest Number of Claimants in Roanoke County**  
(excludes unclassified)



Occupation	Roanoke County	Virginia
Management Occupations	43	3,838
Business and Financial Operations Occupations	23	1,957
Computer and Mathematical Occupations		119
Architecture and Engineering Occupations	13	771
Life, Physical, and Social Science Occupations		177
Community and Social Service Occupations	7	636
Legal Occupations		283
Education, Training, and Library Occupations	10	1,810
Arts, Design, Entertainment, Sports, and Media Occ	6	769
Healthcare Practitioners and Technical Occupations	18	846
Healthcare Support Occupations	11	1,004
Protective Service Occupations	1	640
Food Preparation and Serving Related Occupations	9	3,273
Building and Grounds Cleaning and Maintenance Occu	6	1,122
Personal Care and Service Occupations	6	765
Sales and Related Occupations	47	4,129
Office and Administrative Support Occupations	77	7,792
Farming, Fishing, and Forestry Occupations		122
Construction and Extraction Occupations	26	4,513
Installation, Maintenance, and Repair Occupations	15	1,600
Production Occupations	30	5,752
Transportation and Material Moving Occupations	40	2,784
Military Specific Occupations	5	653
Unknown Occupation Code	97	9,840

Source: Virginia Employment Commission,  
Characteristics of the Insured Unemployed, July 2011.

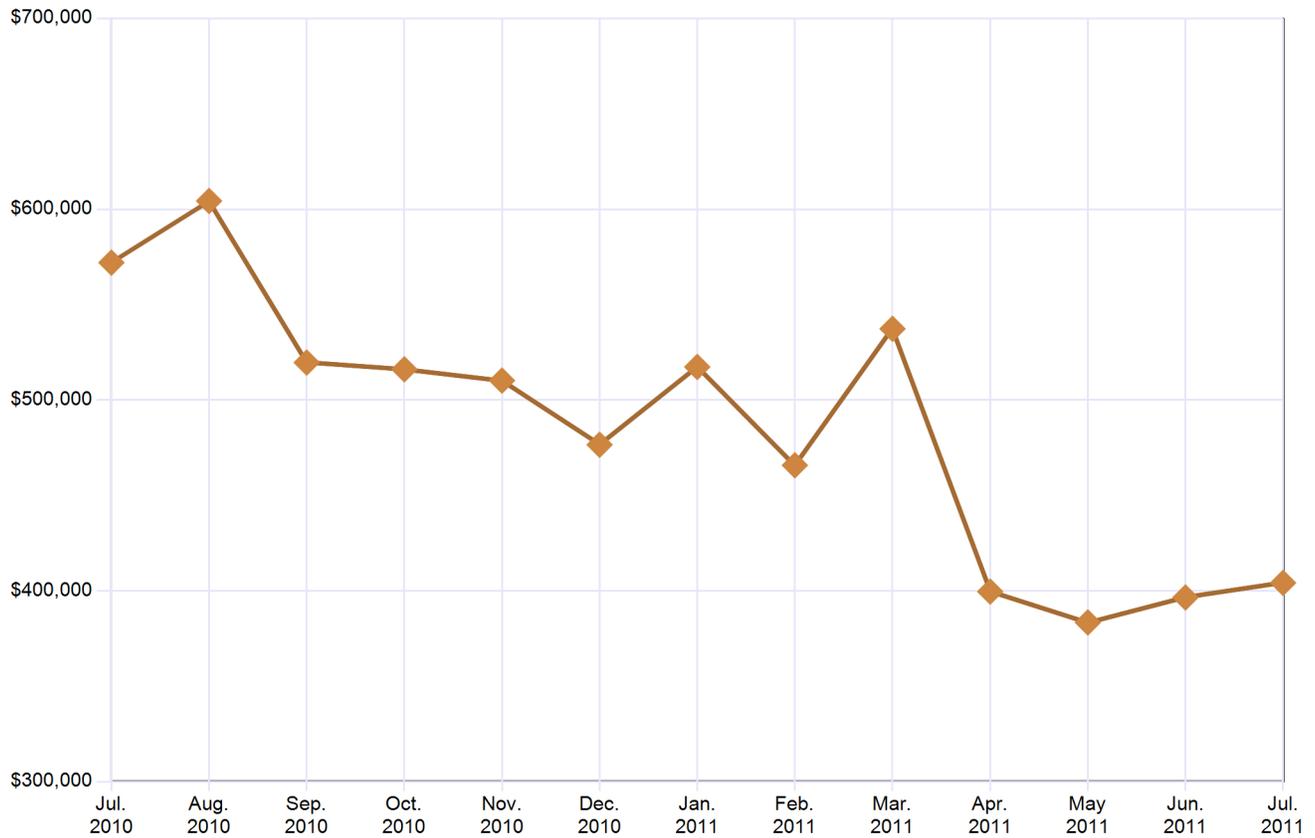
## Unemployment Insurance Payments *Trends*



	Roanoke County		Virginia	
	Weeks Paid	Amount Paid	Weeks Paid	Amount Paid
<b>2000</b>	6,006	\$1,303,398	937,805	\$187,330,159
<b>2001</b>	11,091	\$2,850,608	1,556,117	\$377,609,910
<b>2002</b>	18,800	\$5,854,848	2,494,138	\$741,502,766
<b>2003</b>	17,951	\$4,891,055	2,320,260	\$608,250,060
<b>2004</b>	14,656	\$3,481,978	1,632,841	\$376,193,745
<b>2005</b>	10,563	\$2,620,919	1,382,659	\$327,192,126
<b>2006</b>	10,469	\$2,673,706	1,334,848	\$334,996,815
<b>2007</b>	10,374	\$2,797,159	1,384,335	\$364,789,088
<b>2008</b>	12,710	\$3,568,261	1,699,923	\$468,544,246
<b>2009</b>	36,238	\$10,263,719	3,782,630	\$1,069,206,277
<b>2010</b>	26,505	\$7,453,597	2,727,738	\$748,174,724

Source: Virginia Employment Commission, Unemployment Insurance Program.

### Unemployment Insurance Payments Past 12 Months



	Roanoke County		Virginia	
	Weeks Paid	Amount Paid	Weeks Paid	Amount Paid
<b>Jul. 2010</b>	2,063	\$572,032	204,326	\$55,453,420
<b>Aug. 2010</b>	2,171	\$604,338	226,637	\$61,409,847
<b>Sep. 2010</b>	1,875	\$519,671	185,846	\$50,893,789
<b>Oct. 2010</b>	1,848	\$516,107	179,450	\$48,991,848
<b>Nov. 2010</b>	1,837	\$510,215	211,716	\$57,336,865
<b>Dec. 2010</b>	1,753	\$476,585	197,294	\$52,609,736
<b>Jan. 2011</b>	1,999	\$517,357	218,926	\$57,878,601
<b>Feb. 2011</b>	1,766	\$465,823	215,045	\$57,417,781
<b>Mar. 2011</b>	1,985	\$537,343	245,941	\$66,152,979
<b>Apr. 2011</b>	1,421	\$399,627	180,075	\$49,060,815
<b>May 2011</b>	1,383	\$383,478	170,093	\$46,488,654
<b>Jun. 2011</b>	1,457	\$396,539	175,997	\$47,667,362
<b>Jul. 2011</b>	1,473	\$404,196	160,910	\$44,009,434

Source: Virginia Employment Commission, Unemployment Insurance Program.

### Employers by Size of Establishment

	Roanoke County	Virginia
<b>0 to 4 employees</b>	1,290	136,322
<b>5 to 9 employees</b>	346	37,012
<b>10 to 19 employees</b>	270	26,311
<b>20 to 49 employees</b>	191	18,933
<b>50 to 99 employees</b>	62	6,561
<b>100 to 249 employees</b>	46	3,622
<b>250 to 499 employees</b>	8	973
<b>500 to 999 employees</b>	***	381
<b>1000 and over employees</b>	***	228
	<b>2,218</b>	<b>230,343</b>

### Employment by Size of Establishment

	Roanoke County	Virginia
<b>0 to 4 employees</b>	2,095	211,525
<b>5 to 9 employees</b>	2,281	245,581
<b>10 to 19 employees</b>	3,651	357,251
<b>20 to 49 employees</b>	5,906	576,377
<b>50 to 99 employees</b>	4,149	449,403
<b>100 to 249 employees</b>	7,575	542,183
<b>250 to 499 employees</b>	2,543	337,653
<b>500 to 999 employees</b>	***	260,346
<b>1000 and over employees</b>	***	594,101
	<b>34,732</b>	<b>3,574,420</b>

Note: Asterisks (\*\*\*) indicate non-disclosable data.  
 'Zero; no employment' typically represents new startup firms or sole-proprietorships.

Source: Virginia Employment Commission,  
 Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2010.

## 50 Largest Employers

- |                                   |                                       |
|-----------------------------------|---------------------------------------|
| 1. Roanoke County School Board    | 26. Randstad Us L P                   |
| 2. Wells Fargo Bank NA            | 27. Paychecks Plus                    |
| 3. County of Roanoke              | 28. Carilion Healthcare               |
| 4. Allstate Insurance Company     | 29. Optical Cable Corporation         |
| 5. Kroger                         | 30. Private Duty Services             |
| 6. Bright Personnel and Business  | 31. Western Virginia Regional         |
| 7. Friendship Manor               | 32. Integrity Windows Inc             |
| 8. Hollins University             | 33. Valcom                            |
| 9. Louisa Health Care Center      | 34. The Wackenhut Corporation         |
| 10. Wal Mart                      | 35. Blue Ridge Beverage Company, Inc. |
| 11. Richfield Nursing Center      | 36. R.R. Donnelley and Sons Company   |
| 12. Verizon Virginia, Inc.        | 37. North Cross School                |
| 13. HSN LP                        | 38. J.C. Penney Corporation, Inc      |
| 14. Catawba Hospital              | 39. Kelly Services, Inc.              |
| 15. Lowes' Home Centers, Inc.     | 40. Double Envelope                   |
| 16. Plastic Products Company      | 41. First Team                        |
| 17. Home Instead Senior Care      | 42. John W. Hancock Jr., Inc.         |
| 18. Advance Auto Business Support | 43. Alphastaff Inc                    |
| 19. Medeco Security Locks         | 44. Overnite Transport Company        |
| 20. Precision Fabrics Group       | 45. Coxcom                            |
| 21. Richfield Retirement Comm     | 46. Ruan Transport Corporation        |
| 22. Delta Dental of Virginia      | 47. Food Lion                         |
| 23. Hanover Direct Oper Group     | 48. Cardinal Glass Industries Inc     |
| 24. Olsten Staffing Services Corp | 49. East Mental Health Servic         |
| 25. Advance Auto Parts            | 50. Guardsmark LLC                    |

Source: Virginia Employment Commission, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2010.

### Did you know...

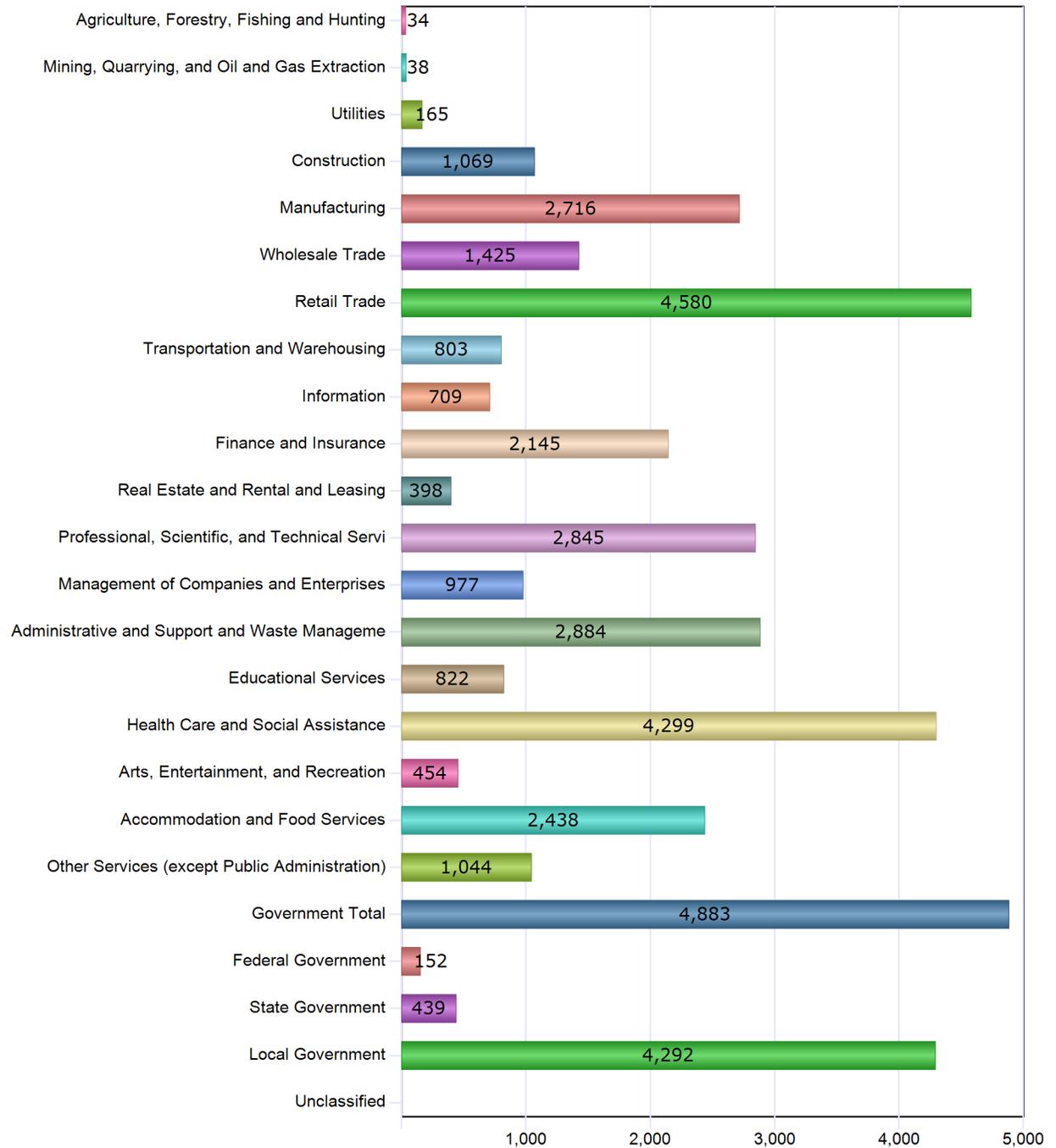
you can search over 300,000 employer listings on our website provided by Infogroup? This easy-to-use feature lets you search for employers by keyword, industry, sales volume, size range, and more!



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

[www.VirginiaLMI.com](http://www.VirginiaLMI.com)

### Employment by Industry

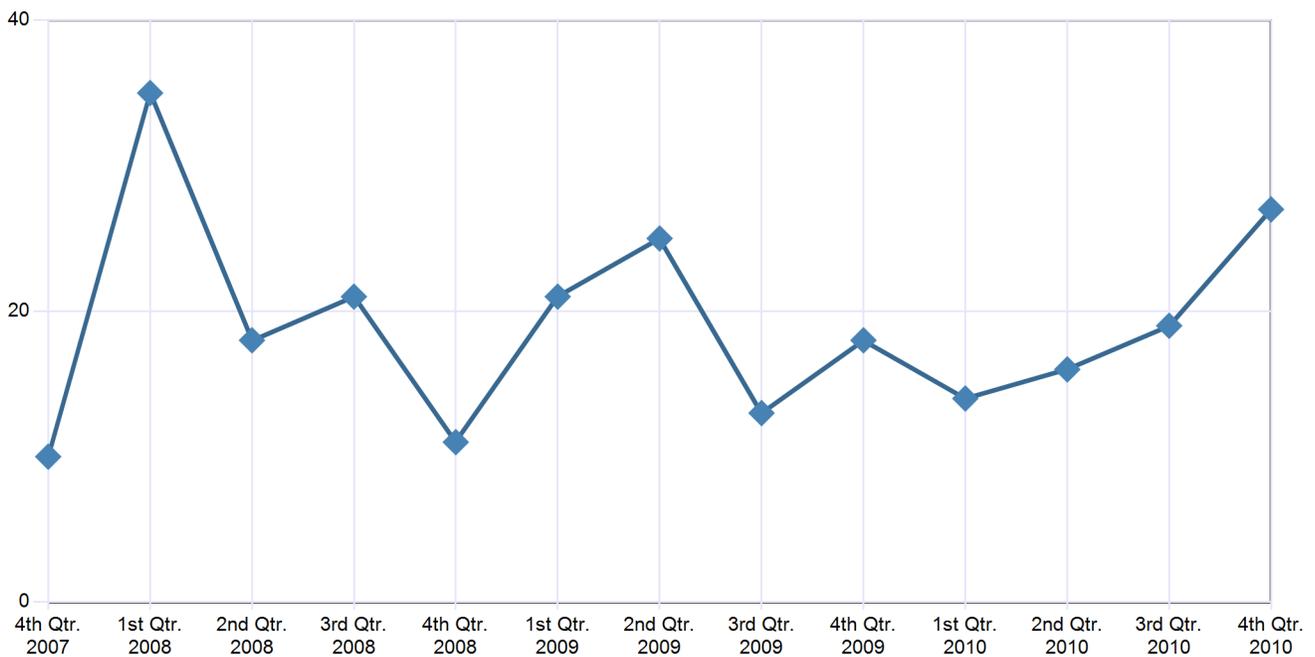


**Total: 34,732**

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

Source: Virginia Employment Commission, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2010.

### New Startup Firms

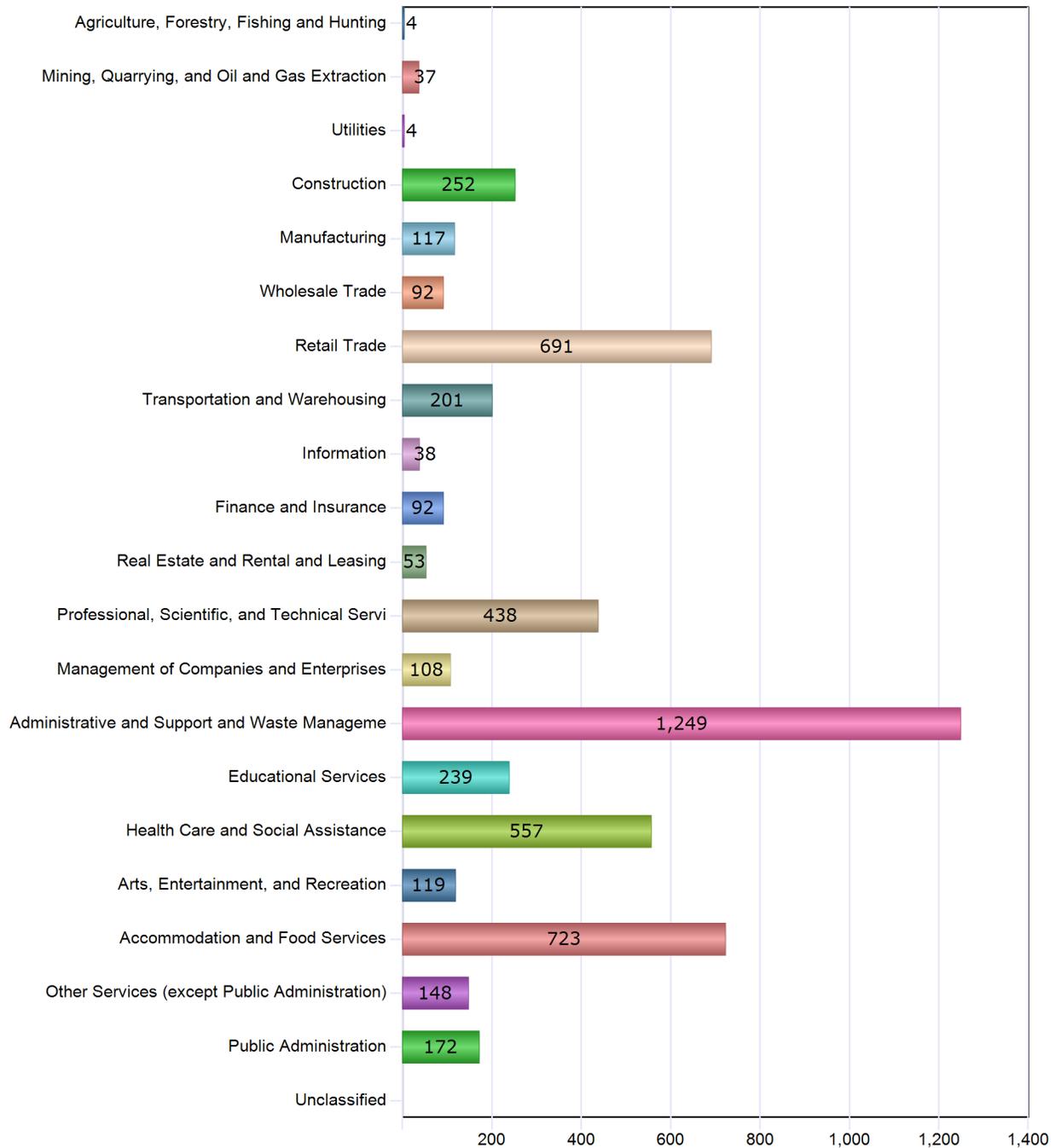


	Roanoke County	Virginia
<b>4th Qtr. 2007</b>	10	878
<b>1st Qtr. 2008</b>	35	4,819
<b>2nd Qtr. 2008</b>	18	1,894
<b>3rd Qtr. 2008</b>	21	2,304
<b>4th Qtr. 2008</b>	11	2,163
<b>1st Qtr. 2009</b>	21	2,466
<b>2nd Qtr. 2009</b>	25	2,467
<b>3rd Qtr. 2009</b>	13	2,475
<b>4th Qtr. 2009</b>	18	2,169
<b>1st Qtr. 2010</b>	14	2,668
<b>2nd Qtr. 2010</b>	16	2,514
<b>3rd Qtr. 2010</b>	19	2,791
<b>4th Qtr. 2010</b>	27	2,616

Note: The following criteria was used to define new startup firms:  
 1.) Setup and liability date both occurred during 4th Quarter (October, November, December) 2010  
 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, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2010.

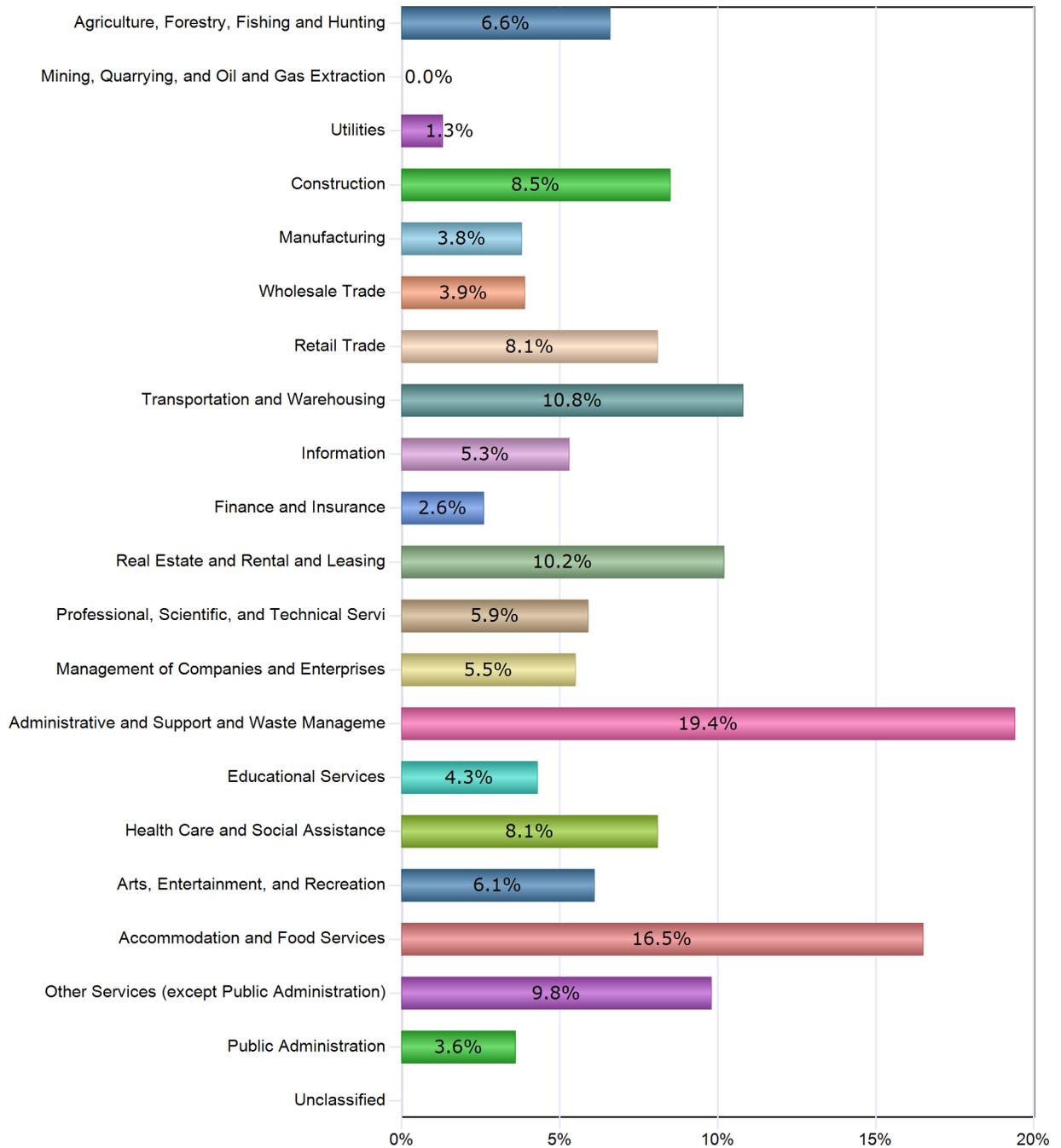
### New Hires by Industry



**Total: 5,332**

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 2nd Quarter (April, May, June) 2010, all ownerships.

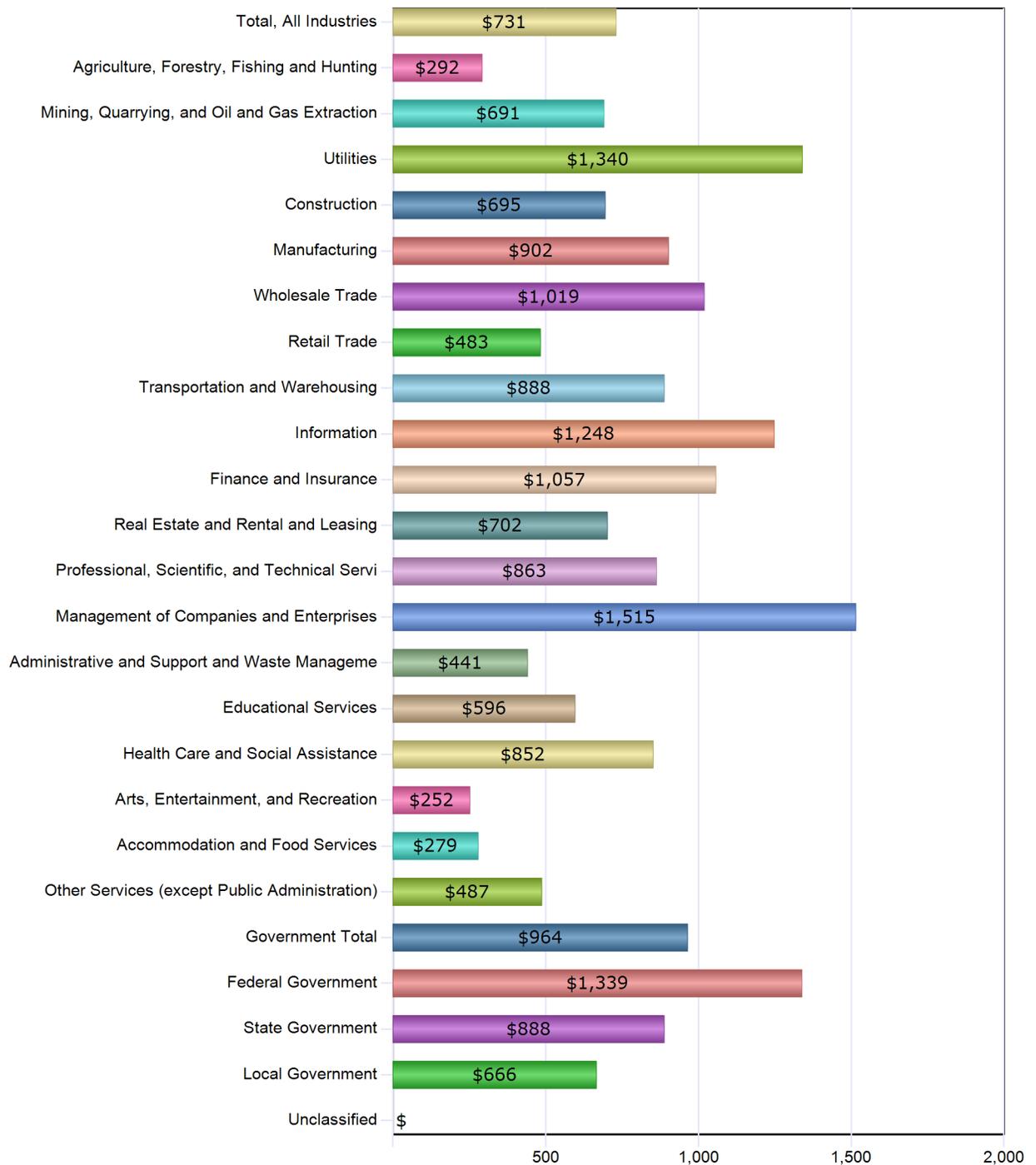
### Turnover by Industry



**Average: 7.6%**

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 1st Quarter (January, February, March) 2010, all ownerships.

### Average Weekly Wage by Industry



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

Source: Virginia Employment Commission, Quarterly Census of Employment and Wages (QCEW), 4th Quarter (October, November, December) 2010.

### Age of Workers by Industry

	14 - 18	19 - 21	22 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
Total, All Industries	924	1,788	2,114	7,088	8,310	8,886	6,254	1,831
Agriculture, Forestry, Fishing and Hunting	3			7	4		6	2
Mining, Quarrying, and Oil and Gas Extraction				3		5		
Utilities			3	22	42	94	77	4
Construction	6	33	58	273	292	343	183	60
Manufacturing	5	38	63	298	525	802	500	104
Wholesale Trade		19	56	244	330	381	264	62
Retail Trade	266	482	400	849	812	977	727	325
Transportation and Warehousing		28	55	189	311	343	259	43
Information	11	16	17	194	323	237	144	20
Finance and Insurance	6	20	80	597	819	861	504	64
Real Estate and Rental and Leasing	7	20	22	67	87	98	78	32
Professional, Scientific, and Technical Servi	17	73	224	868	951	835	515	100
Management of Companies and Enterprises	9	38	64	274	335	294	182	47
Administrative and Support and Waste Manageme	46	173	254	672	579	495	312	114
Educational Services	12	19	94	617	901	1,027	1,028	328
Health Care and Social Assistance	52	191	231	828	1,083	1,215	900	305
Arts, Entertainment, and Recreation	27	38	21	71	67	57	53	21
Accommodation and Food Services	385	509	352	612	401	350	162	69
Other Services (except Public Administration)	40	68	63	172	171	191	153	90
Public Administration	27	23	55	231	276	280	206	41

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 2nd Quarter (April, May, June) 2010, all ownerships.

### What is LED?

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

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



### Total Employment by Industry

	Employment			Percent	
	Estimated 2008	Projected 2018	Change	Total	Annual
Total, All Industries	173,803	194,122	20,319	11.69%	1.11%
Agriculture, Forestry, Fishing and Hunting	182	184	2	1.1%	.11%
Mining, Quarrying, and Oil and Gas Extraction	217	199	-18	-8.29%	-.86%
Utilities	508	463	-45	-8.86%	-.92%
Construction	10,323	12,312	1,989	19.27%	1.78%
Manufacturing	18,740	16,975	-1,765	-9.42%	-.98%
Wholesale Trade	7,201	7,870	669	9.29%	.89%
Retail Trade	20,759	21,747	988	4.76%	.47%
Transportation and Warehousing	6,361	6,790	429	6.74%	.65%
Information	2,519	2,501	-18	-.71%	-.07%
Finance and Insurance	6,320	6,689	369	5.84%	.57%
Real Estate and Rental and Leasing	2,038	2,293	255	12.51%	1.19%
Professional, Scientific, and Technical Services	7,004	9,359	2,355	33.62%	2.94%
Management of Companies and Enterprises	4,518	4,720	202	4.47%	.44%
Administrative and Support and Waste Management	9,458	11,002	1,544	16.32%	1.52%
Educational Services	11,834	14,130	2,296	19.4%	1.79%
Health Care and Social Assistance	22,113	28,605	6,492	29.36%	2.61%
Arts, Entertainment, and Recreation	1,633	2,017	384	23.52%	2.13%
Accommodation and Food Services	12,723	14,132	1,409	11.07%	1.06%
Other Services (except Public Administration)	5,161	5,786	625	12.11%	1.15%

Note: Asterisks (\*\*\*) indicate non-disclosable data. Projections data is for Western Virginia (LWIA III). No data available for Roanoke County.

Source: Virginia Employment Commission, Industry and Occupational Projections, 2008-2018.

### Employment by Major Occupation Group

	Employment			Openings		
	Estimated 2008	Projected 2018	% Change	Replace-ments	Growth	Total
Total, All Occupations	173,803	194,122	11.69%	3,976	2,222	6,198
Management Occupations	6,597	7,040	6.72%	157	48	205
Business and Financial Operations Occupations	7,445	8,717	17.09%	150	128	278
Computer and Mathematical Occupations	2,380	2,859	20.13%	45	50	95
Architecture and Engineering Occupations	1,968	2,072	5.28%	43	14	57
Life, Physical, and Social Science Occupations	746	880	17.96%	22	14	36
Community and Social Service Occupations	2,479	3,289	32.67%	56	81	137
Legal Occupations	1,032	1,211	17.35%	17	18	35
Education, Training, and Library Occupations	8,738	10,617	21.5%	191	188	379
Arts, Design, Entertainment, Sports, and Media Occupations	2,369	2,677	13%	62	33	95
Healthcare Practitioners and Technical Occupations	11,282	13,845	22.72%	231	256	487
Healthcare Support Occupations	5,013	6,735	34.35%	54	174	228
Protective Service Occupations	4,047	4,764	17.72%	110	72	182
Food Preparation and Serving Related Occupations	13,329	15,226	14.23%	441	190	631
Building and Grounds Cleaning and Maintenance Occupations	5,319	5,849	9.96%	91	53	144
Personal Care and Service Occupations	4,296	5,287	23.07%	117	99	216
Sales and Related Occupations	20,491	21,918	6.96%	623	143	766
Office and Administrative Support Occupations	29,628	32,610	10.06%	624	346	970
Farming, Fishing, and Forestry Occupations	264	259	-1.89%	7	1	8
Construction and Extraction Occupations	10,515	11,985	13.98%	185	148	333
Installation, Maintenance, and Repair Occupations	8,032	8,722	8.59%	159	74	233
Production Occupations	14,042	13,447	-4.24%	273	30	303
Transportation and Material Moving Occupations	13,791	14,113	2.33%	318	64	382

Note: Asterisks (\*\*\*) indicate non-disclosable data. Projections data is for Western Virginia (LWIA III). No data available for Roanoke County.

Source: Virginia Employment Commission, Industry and Occupational Projections, 2008-2018.

### Growth Occupations

	Employment			Average Annual Openings			Average Annual Salary
	Estimated 2008	Projected 2018	% Change	Replacements	Growth	Total	
Home Health Aides	747	1,278	71.08%	7	53	60	\$19,596
Social and Human Service Assistants	358	576	60.89%	8	22	30	\$26,905
Personal Care Aides	499	784	57.11%	6	29	35	\$18,992
Self-Enrichment Education Teachers	215	307	42.79%	3	9	12	\$50,550
Mental Health Counselors	153	218	42.48%	3	7	10	\$38,437
Veterinarians	86	122	41.86%	2	4	6	\$81,596
Substance Abuse and Behavioral Disorder Counselors	121	171	41.32%	2	5	7	\$36,898
Bill and Account Collectors	730	1,027	40.68%	14	30	44	\$28,591
Occupational Therapy Assistants	59	83	40.68%	1	2	3	\$50,643
Fitness Trainers and Aerobics Instructors	365	510	39.73%	7	15	22	\$33,341
Physical Therapist Assistants	119	166	39.5%	2	5	7	\$52,698
Physician Assistants	61	85	39.34%	1	2	3	\$81,607
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	546	759	39.01%	9	21	30	\$43,187
Personal Financial Advisors	155	215	38.71%	2	6	8	\$109,943
Cartographers and Photogrammetrists	13	18	38.46%	0	1	1	\$54,315
Education Administrators, All Other	37	51	37.84%	1	1	2	N/A
Medical Equipment Repairers	53	73	37.74%	2	2	4	\$44,213
Environmental Science and Protection Technicians, Including Health	19	26	36.84%	1	1	2	\$33,383
Dental Hygienists	282	380	34.75%	6	10	16	\$56,003
Compliance Officers	243	326	34.16%	3	8	11	\$52,743

Note: Asterisks (\*\*\*) indicate non-disclosable data. Projections and OES wage data are for Western Virginia (LWIA III). No data available for Roanoke County.

Source: Virginia Employment Commission, Industry and Occupational Projections, 2008-2018 Occupational Employment Statistics (OES) Survey, 2010.

### Declining Occupations

	Employment			Openings		
	Estimated 2008	Projected 2018	% Change	Replacements	Growth	Total
Postal Service Mail Sorters, Processors, and Processing Machine Operators	302	213	-29.47%	3	0	3
Textile Bleaching and Dyeing Machine Operators and Tenders	89	64	-28.09%	1	0	1
Order Clerks	214	158	-26.17%	6	0	6
Drilling and Boring Machine Tool Setters, Operators, and Tenders, Metal and Plastic	63	47	-25.4%	1	0	1
Textile Winding, Twisting, and Drawing Out Machine Setters, Operators, and Tenders	201	151	-24.88%	3	0	3
Desktop Publishers	34	26	-23.53%	1	0	1
File Clerks	186	143	-23.12%	5	0	5
Lathe and Turning Machine Tool Setters, Operators, and Tenders, Metal and Plastic	112	87	-22.32%	2	0	2
Chemists	19	15	-21.05%	1	0	1
Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic	20	16	-20%	0	0	0
Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	219	178	-18.72%	4	0	4
Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	276	225	-18.48%	5	0	5
Electrical and Electronic Equipment Assemblers	452	372	-17.7%	7	0	7
Logging Equipment Operators	82	68	-17.07%	2	0	2
Mail Clerks and Mail Machine Operators, Except Postal Service	168	140	-16.67%	3	0	3
Postal Service Clerks	80	67	-16.25%	2	0	2
Electrical and Electronics Drafters	13	11	-15.39%	0	0	0
Rolling Machine Setters, Operators, and Tenders, Metal and Plastic	98	83	-15.31%	2	0	2
Postmasters and Mail Superintendents	27	23	-14.82%	1	0	1
Chemical Engineers	29	25	-13.79%	1	0	1

Note: Asterisks (\*\*\*) indicate non-disclosable data. Projections data is for Western Virginia (LWIA III). No data available for Roanoke County.

Source: Virginia Employment Commission, Industry and Occupational Projections, 2008-2018.

## Consumer Price Index (CPI)

### All Urban Consumers (CPI-U)

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Ann.	% chg
<b>2001</b>	175.100	175.800	176.200	176.900	177.700	178.000	177.500	177.500	178.300	177.700	177.400	176.700	177.100	2.8
<b>2002</b>	177.100	177.800	178.800	179.800	179.800	179.900	180.100	180.700	181.000	181.300	181.300	180.900	179.900	1.6
<b>2003</b>	181.700	183.100	184.200	183.800	183.500	183.700	183.900	184.600	185.200	185.000	184.500	184.300	184.000	2.3
<b>2004</b>	185.200	186.200	187.400	188.000	189.100	189.700	189.400	189.500	189.900	190.900	191.000	190.300	188.900	2.7
<b>2005</b>	190.700	191.800	193.300	194.600	194.400	194.500	195.400	196.400	198.800	199.200	197.600	196.800	195.300	3.4
<b>2006</b>	198.300	198.700	199.800	201.500	202.500	202.900	203.500	203.900	202.900	201.800	201.500	201.800	201.600	3.2
<b>2007</b>	202.416	203.499	205.352	206.686	207.949	208.352	208.299	207.917	208.490	208.936	210.177	210.036	207.342	2.8
<b>2008</b>	211.080	211.693	213.528	214.823	216.632	218.815	219.964	219.086	218.783	216.573	212.425	210.228	215.303	3.8
<b>2009</b>	211.143	212.193	212.709	213.240	213.856	215.693	215.351	215.834	215.969	216.177	216.330	215.949	214.537	-0.4
<b>2010</b>	216.687	216.741	217.631	218.009	218.178	217.965	218.011	218.312	218.439	218.711	218.803	219.179	218.056	1.6
<b>2011</b>	220.223	221.309	223.467	224.906	225.964	225.722	225.922							

### Urban Wage Earners and Clerical Workers (CPI-W)

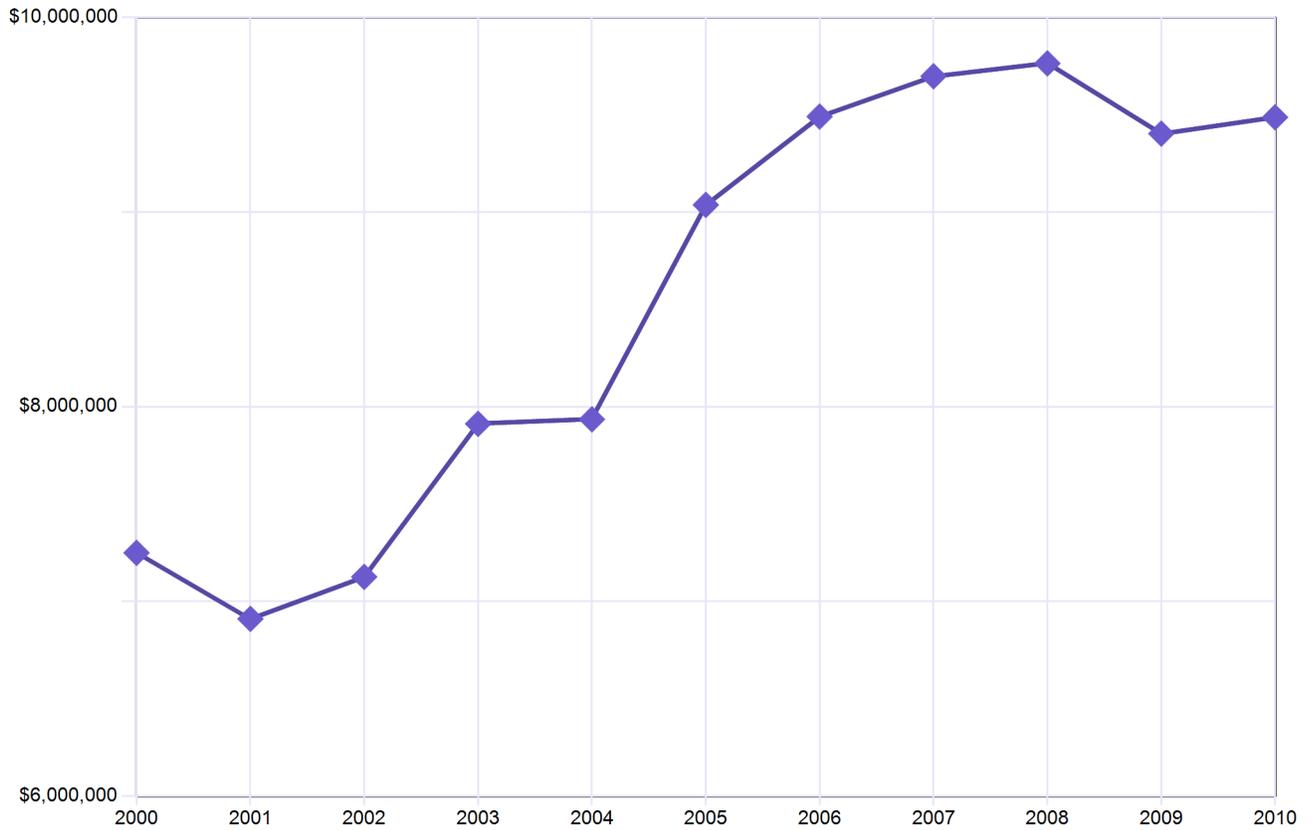
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Ann.	% chg
<b>2001</b>	171.700	172.400	172.600	173.500	174.400	174.600	173.800	173.800	174.800	174.000	173.700	172.900	173.500	2.7
<b>2002</b>	173.200	173.700	174.700	175.800	175.800	175.900	176.100	176.600	177.000	177.300	177.400	177.000	175.900	1.4
<b>2003</b>	177.700	179.200	180.300	179.800	179.400	179.600	179.600	180.300	181.000	180.700	180.200	179.900	179.800	2.2
<b>2004</b>	180.900	181.900	182.900	183.500	184.700	185.300	184.900	185.000	185.400	186.500	186.800	186.000	184.500	2.6
<b>2005</b>	186.300	187.300	188.600	190.200	190.000	190.100	191.000	192.100	195.000	195.200	193.400	192.500	191.000	3.5
<b>2006</b>	194.000	194.200	195.300	197.200	198.200	198.600	199.200	199.600	198.400	197.000	196.800	197.200	197.100	3.2
<b>2007</b>	197.559	198.544	200.612	202.130	203.661	203.906	203.700	203.199	203.889	204.338	205.891	205.777	202.767	2.9
<b>2008</b>	206.744	207.254	209.147	210.698	212.788	215.223	216.304	215.247	214.935	212.182	207.296	204.813	211.053	4.1
<b>2009</b>	205.700	206.708	207.218	207.925	208.774	210.972	210.526	211.156	211.322	211.549	212.003	211.703	209.630	-0.7
<b>2010</b>	212.568	212.544	213.525	213.958	214.124	213.839	213.898	214.205	214.306	214.623	214.750	215.262	213.967	2.1
<b>2011</b>	216.400	217.535	220.024	221.743	222.954	222.522	222.686							

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

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

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

### Local Option Sales Tax Trends

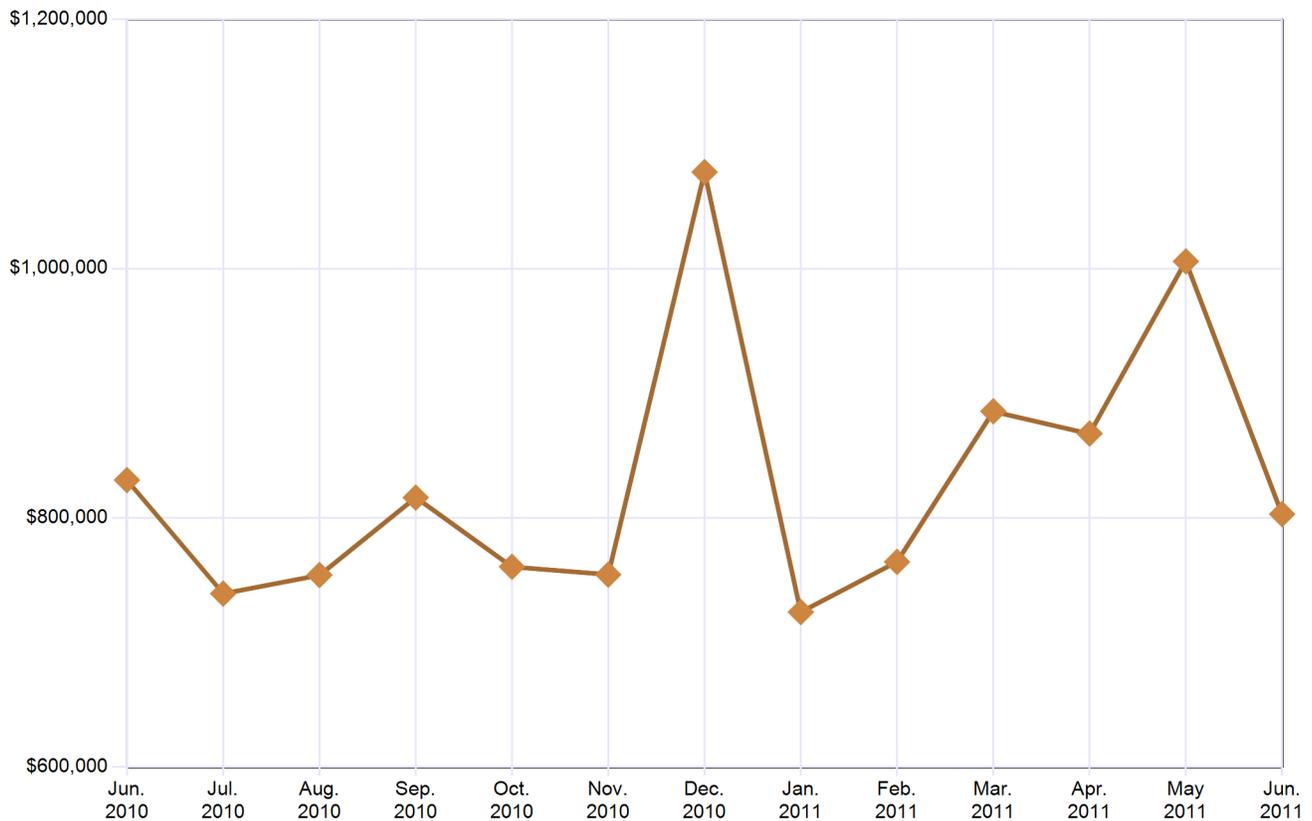


	Roanoke County	Virginia
<b>2000</b>	\$7,250,056	\$777,850,960
<b>2001</b>	\$6,911,017	\$777,241,737
<b>2002</b>	\$7,126,675	\$789,905,170
<b>2003</b>	\$7,912,721	\$838,275,059
<b>2004</b>	\$7,935,976	\$914,499,686
<b>2005</b>	\$9,037,785	\$976,923,577
<b>2006</b>	\$9,491,421	\$1,028,544,074
<b>2007</b>	\$9,698,528	\$1,056,766,678
<b>2008</b>	\$9,764,549	\$1,032,815,078
<b>2009</b>	\$9,403,830	\$979,594,664
<b>2010</b>	\$9,487,694	\$992,820,512

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

Source: Virginia Department of Taxation,  
Revenue Forecasting.

### Local Option Sales Tax Past 12 Months



	Roanoke County	Virginia
<b>Jun. 2010</b>	\$830,369	\$87,187,573
<b>Jul. 2010</b>	\$739,246	\$82,551,043
<b>Aug. 2010</b>	\$754,163	\$81,354,444
<b>Sep. 2010</b>	\$816,301	\$86,940,858
<b>Oct. 2010</b>	\$760,791	\$83,031,897
<b>Nov. 2010</b>	\$754,501	\$82,342,664
<b>Dec. 2010</b>	\$1,077,593	\$102,695,881
<b>Jan. 2011</b>	\$724,416	\$74,641,844
<b>Feb. 2011</b>	\$764,726	\$74,941,174
<b>Mar. 2011</b>	\$885,606	\$84,495,493
<b>Apr. 2011</b>	\$867,734	\$86,985,262
<b>May 2011</b>	\$1,005,904	\$85,406,955
<b>Jun. 2011</b>	\$803,049	\$92,135,494

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

Source: Virginia Department of Taxation, Revenue Forecasting.

## IV. Education Profile

### Overview

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

Education levels for individuals ages 25 and over are broken down by the following categories: high school graduate/GED, some college, associate's degree, bachelor's degree, post-graduate degree. Also provided are the annual graduate data trends for the past 10 years. The program completion data is taken from a database that includes information from over 2,300 schools across the Commonwealth of Virginia and is broken down into 10 degree/certificate levels. Completing this profile is a sample of the various training providers in Roanoke County offering post-secondary instructional programs. The sample includes the top 10 schools with the largest number of graduates for the 2006-2007 academic year.



### Related Terms and Definitions

#### Associate's degree

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

#### Bachelor's degree

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

#### Post-baccalaureate certificate

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

#### Master's degree

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

#### Post-master's certificate

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

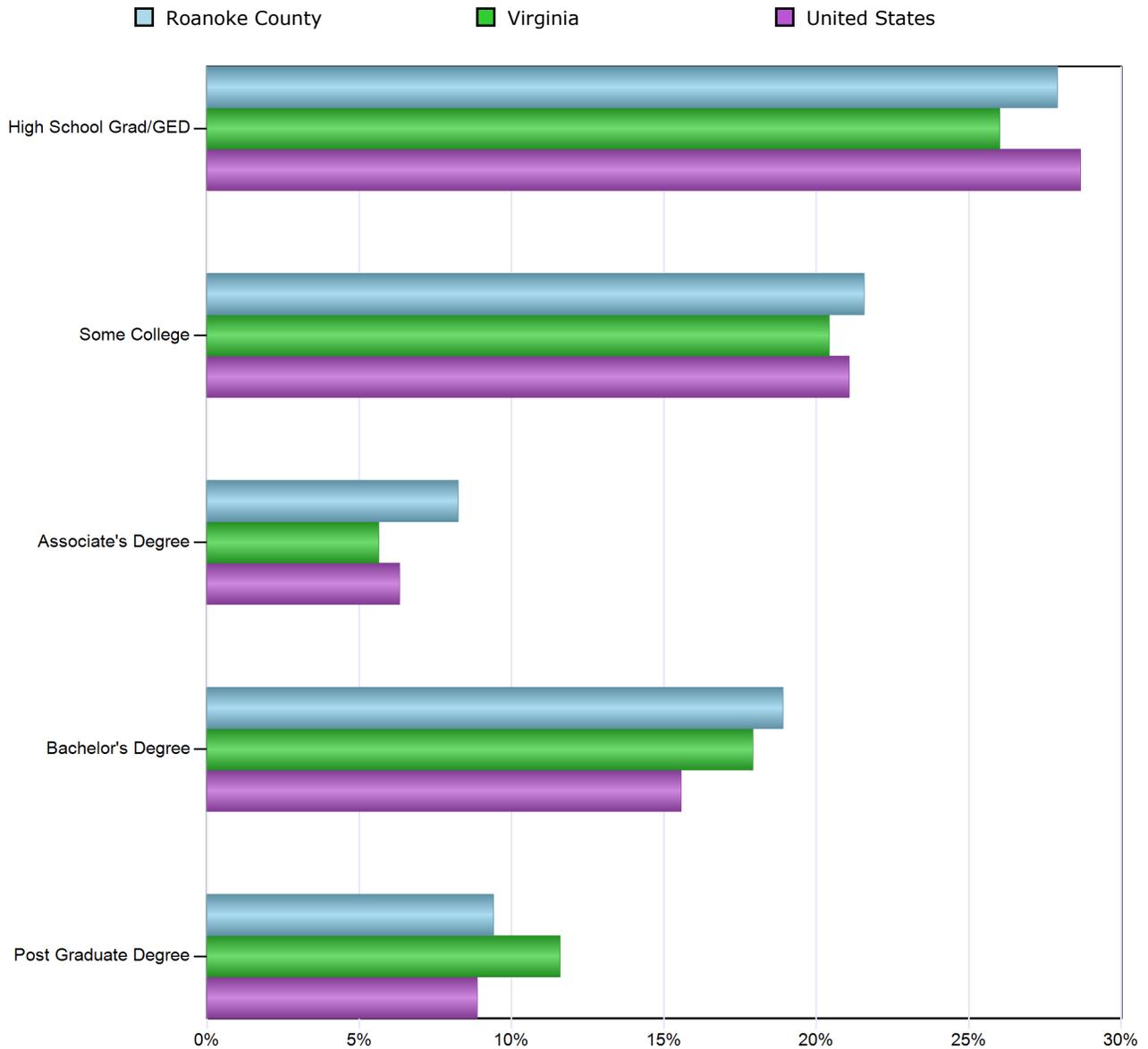
#### Doctor's degree

The highest award a student can earn for graduate study.

#### First-professional degree

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

### Education Level (Population 25 years and over)



	Roanoke County	Virginia	United States
<b>High School Grad/GED</b>	16,907	1,212,463	52,168,981
<b>Some College</b>	13,066	951,700	38,351,595
<b>Associate's Degree</b>	4,995	262,813	11,512,833
<b>Bachelor's Degree</b>	11,452	835,011	28,317,792
<b>Post Graduate Degree</b>	5,699	539,977	16,144,813

Source: 2000 Census.

### Graduate Data Trends

#### Roanoke County

	Cert. <1 yr.	Cert. 1-2 yrs.	Assoc.	Cert. 2-4 yrs.	BA	Cert. Post-BA	MA	Cert. Post-MA	Ph.D.	1st Prof.
1997	55	16	429		170		71			
1998	61	21	443		217		34			
2000	62	13	394		142		57			
2001	56	21	379		172		54			
2002	87	18	396		171		67			
2003	134	12	396		209		83			
2004	110	10	400		199		84	2		
2005	66	11	440		198		74			
2006	86	29	502		213		72	1		
2007	74	20	438		213		94	1		

Note: This table only reflects the degrees completed from institutions within Roanoke County.

#### Virginia Statewide

	Cert. <1 yr.	Cert. 1-2 yrs.	Assoc.	Cert. 2-4 yrs.	BA	Cert. Post-BA	MA	Cert. Post-MA	Ph.D.	1st Prof.
1997	2,904	2,269	9,242	158	26,416	261	9,800	184	945	1,902
1998	3,319	2,440	8,969	259	26,648	185	9,560	184	886	1,919
2000	3,804	2,368	9,223	212	28,948	451	9,431	113	917	2,181
2001	4,710	2,419	9,581	175	30,709	339	9,424	104	871	2,134
2002	4,970	2,730	10,241	134	30,653	441	9,303	95	954	2,213
2003	5,245	3,079	11,174	97	32,635	178	9,948	447	974	2,133
2004	4,465	3,772	11,400	76	33,392	247	10,487	360	1,033	2,407
2005	3,983	3,831	11,833	77	34,615	476	11,255	251	1,268	2,496
2006	4,213	4,298	14,431	102	39,247	608	12,429	225	1,440	2,490
2007	4,478	3,686	15,519	116	40,381	650	12,781	252	1,516	2,626

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

### Did you know...

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

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

[www.VirginiaLMI.com](http://www.VirginiaLMI.com)



## Training Providers

**National College of Business and Tech.**

1813 E Main St  
Salem, VA 24153-

Phone: (540) 098-1800

[www.national-college.edu](http://www.national-college.edu)

Number of 2007 graduates: 1,031

**Jefferson College of Health Sciences**

920 S Jefferson St  
Roanoke, VA 24016-

Phone: (888) 898-8483

[www.jchs.edu](http://www.jchs.edu)

Number of 2007 graduates: 151

**Virginia Western Community College**

3093 Colonial Ave  
Roanoke, VA 24018-

Phone: (540) 085-7311

[www.viriniawestern.edu](http://www.viriniawestern.edu)

Number of 2007 graduates: 532

**Dabney S Lancaster Community College**

1000 Dabney Drive  
Clifton Forge, VA 24422-1000

Phone: (540) 086-2815

[www.dslcc.edu](http://www.dslcc.edu)

Number of 2007 graduates: 127

**Roanoke College**

221 College Ln  
Salem, VA 24153-3794

Phone: (540) 037-2500

[www.roanoke.edu](http://www.roanoke.edu)

Number of 2007 graduates: 417

**ECPI Technical College**

5234 Airport Rd  
Roanoke, VA 24012-

Phone: (540) 056-8080

[www.ecpitech.edu](http://www.ecpitech.edu)

Number of 2007 graduates: 73

**Hollins University**

7916 Williamson Rd Nw  
Roanoke, VA 24020-

Phone: (540) 036-6000

[www.hollins.edu](http://www.hollins.edu)

Number of 2007 graduates: 308

**Bar Palma Beauty Careers Academy**

3535 D Franklin Rd Sw  
Roanoke, VA 24014-

Phone: (540) 034-0153

[atihollywood.com](http://atihollywood.com)

Number of 2007 graduates: 41

**Ferrum College**

215 Ferrum Mountain Road  
Ferrum, VA 24088-9000

Phone: (540) 036-2121

[www.ferrum.edu](http://www.ferrum.edu)

Number of 2007 graduates: 178

**Tap This Valley Works Cet**

108 N. Jefferson Street, Suite 303  
Roanoke, VA 24016-

Phone: (540) 076-6220

[taproanoke.org](http://taproanoke.org)

Number of 2007 graduates: 16

Source: U.S. Department of Education,  
Institute of Education Sciences (IES), 2007.