County Facts: Salem city, VA
Population 26,000

The Local Economy

Unemployment rate
- Salem city: 3.8%
- VA: 3.7%
- United States: 4.7%

Poverty rate
- Salem city: 11.4%
- VA: 15.1%
- United States: 14%

Median family income (000s)
- Salem city: $40
- VA: $57
- United States: $57

Population growth 2000-2017
- Salem city: 20%
- VA: 7%
- United States: 4.7%

Manufacturing share of workforce
- Salem city: 10%
- VA: 10%
- United States: 8%

Farming share of workforce
- Salem city: 0.9%
- VA: 0.5%
- United States: 4.2%

Great Recession unemployment spike (pp)
- Salem city: 8%
- VA: 7%
- United States: 10%

How Local Kids' Lives Turn Out

Percent graduating any college
- Salem city: 58%
- VA: 50%
- United States: 46%

Percent reaching upper-middle class
- Salem city: 23%
- VA: 20%
- United States: 20%

Percent achieving American Dream
- Salem city: 11%
- VA: 10%
- United States: 8%

Percent giving birth as a teen
- Salem city: 17%
- VA: 14%
- United States: 10%

Percent landing in jail
- Salem city: 1.0%
- VA: 1.5%
- United States: 1.5%

Local school expenditure per student (000s)
- Salem city: $6.8
- VA: $6.4
- United States: $6.4
Local Colleges and Upward Mobility

<table>
<thead>
<tr>
<th>Institution</th>
<th>Low-income share of students</th>
<th>Low-income student success rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roanoke College</td>
<td>2.9%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Virginia 4-year-college average</td>
<td>6.4%</td>
<td>13.0%</td>
</tr>
<tr>
<td>U.S. 4-year-college average</td>
<td>9.3%</td>
<td>26.2%</td>
</tr>
<tr>
<td>2-Year Colleges</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virginia Western CC (public)†</td>
<td>11.6%</td>
<td>21%</td>
</tr>
<tr>
<td>Virginia 2-year-college average</td>
<td>13.0%</td>
<td>62%</td>
</tr>
<tr>
<td>U.S. 2-year-college average</td>
<td>15.6%</td>
<td>35.3%</td>
</tr>
</tbody>
</table>

*: Data refers to the full college system, not just this campus. †: In nearby county

Local Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Salem city</th>
<th>VA</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent Black</td>
<td>25%</td>
<td>14%</td>
<td>21%</td>
</tr>
<tr>
<td>Percent Hispanic</td>
<td>21%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>Percent over age 65</td>
<td>17%</td>
<td>12.2%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Percent college grad</td>
<td>26%</td>
<td>17%</td>
<td>62%</td>
</tr>
<tr>
<td>Crime rate (arrests per 10K residents)</td>
<td>48</td>
<td>48</td>
<td>15</td>
</tr>
<tr>
<td>Opioid deaths (deaths per 10K residents)</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>
Definitions and Sources

The Local Economy
- Unemployment rate (August 2018, BLS)
- Poverty rate (2012-2016 ACS)
- Median family income (2016 ACS)
- Manufacturing share of workforce (2012-2016 ACS)
- Farming share of workforce (2012-2016 ACS)
- Great Recession unemployment spike (BLS LAUS)

How Local Kids’ Lives Turn Out
- Percent graduating any college (2-yr or 4-yr, Tax Data 2, N/A for some counties)
- Percent reaching upper middle-class (top 20% of the U.S. income distribution, Tax Data 1, N/A for some counties)
- Percent achieving American Dream (share of local low-income kids—i.e. those with 25th-income-percentile parents—who reach the top 20% of the U.S. income distribution as adults, Tax Data 1, N/A for some counties)
- Percent (of local female kids) giving birth as a teen (Tax Data 1, N/A for some counties)
- Percent landing in jail (percent of local kids in jail on 1 April 2010, Tax Data 1 and 2010 Census, N/A for some counties)
- Local school expenditure per student (in public schools, NCES, N/A for some counties)

Local Colleges and Upward Mobility
- Low-income share of students (share of age-18-22 students with bottom-20% parents, Tax Data 2)
- Low-income student success rate (share of low-income age-18-22 students who reach the top 40% of the U.S. income distribution as adults, Tax Data 2)

Local Demographics
- Percent Black (2012-2016 ACS)
- Percent Hispanic (2012-2016 ACS)
- Percent over age 65 (2010 Census)
- Percent college grad (4-yr college, 2012-2016 ACS)
- Crime rate (serious violent and property arrests per 10,000 residents, FBI Uniform Crime Reports, N/A for some counties)
- Life expectancy (at age 40, Tax Data 3, N/A for some counties)
- Opioid deaths (per 10,000 residents in 2017, CDC, N/A for some counties and some counties report population weighted commuting zone average)

Sources Legend
- ACS: U.S. Census Bureau American Community Surveys, 2012-2016
- CDC: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2017 on CDC WONDER Online Database.
- Census: U.S. Census Bureau