



PREPARED FOR

The Institute for Advanced Learning and Research



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Southern Virginia Living Wage and Job Availability Analysis

1. Executive Summary

The Institute for Advanced Learning & Research (IALR) serves as a regional catalyst for economic transformation. IALR's vision is to realize Southern Virginia as home to a dynamic economy where all can live and thrive. To accomplish this vision, IALR desires to understand the region's living wage (i.e., the employment income needed to meet basic household expenses) and the availability of jobs which pay a living wage. Chmura Economics & Analytics (Chmura) was contracted to perform such an analysis.

Chmura used the methodology first developed by Chmura for the Dan River Region in 2016 at the request of the Dan River Region Collaborative (DRRC) in order to compute the living wage. During the 2016 study, a survey was conducted to understand the composition of the region's families, which Chmura extrapolated to include the **entire GO Virginia 3 region in 2024**. Chmura then estimated the quantity and quality of job openings in the region before evaluating whether the localities in the region have the capacity to provide jobs which pay a living wage. Finally, Chmura forecasted demand alignment. The main conclusions of the research are summarized below:

Using the methodology from the previous 2016 DRRC study, Chmura estimated the living wage for the region.

- Chmura's estimated annual living expenses for the region ranged from \$24,582 for a one-adult family to \$78,445 for a family with two adults (both working) and three children. Within the region, living expenses were lowest in the cities of Danville and Martinsville and highest in Amelia County. **Compared with the MIT calculator, Chmura's estimated family living expenses were lower for all family types.**
- Chmura converted annual minimum living expenses into a pre-tax hourly wage rate for each family type and locality.
 - The living wage is lowest at \$9.42 per hour for a family with two working adults without children.
 - Two family types, families with two working adults without children and families with one adult without children can be supported on a state minimum wage of \$12.41.
 - The highest living wage is for families with one adult and three children, which is estimated to be \$32.10 per hour.
 - **Chmura estimated the average living wage for the region is \$14.56 per hour, \$2.15 higher than the state minimum wage.**

Contents

1. EXECUTIVE SUMMARY	1
2. BACKGROUND	5
3. LIVING WAGE OF THE GO VIRGINIA 3 REGION	6
3.1. Basic Annual Living Expenses of Families	6
3.1.1. Food	6
3.1.2. Housing	7
3.1.3. Child Care	8
3.1.4. Healthcare	9
3.1.5. Transportation	10
3.1.6. Other Necessities	10
3.1.7. Taxes	11
3.1.8. Total Annual Living Wages	12
3.2. Estimating Living Wages by Households	13
3.3. Comparison with State and National Living Wages	15
4. JOBS AVAILABILITY IN THE GO VIRGINIA 3 REGION	16
4.1. Job Availability by Industry Sector & Employers	16
4.1.1. Job Availability by Industry Sector	16
4.1.2. Job Availability by Occupation	17
4.1.3. Job Availability by Major Employers	18
4.2. Job Availability by Pay Range and Living Wages	18
4.2.1. Job Availability by Pay Range	18
4.2.2. Availability of Living-Wage Jobs	19
4.3. Job Availability by Education Requirement	20
4.4. Correlation Between Education and Wages	21
4.5. Jobs Availability in the Controlled Environment Agriculture Industry	21
4.6. Jobs Availability in the Advanced Manufacturing Industry	23
5. ANALYSIS OF JOB AVAILABILITY IN THE GO VIRGINIA 3 REGION IN JUNE 2017 AND JUNE 2025	25
5.1. Job Availability by Industry Sector & Employers	25
5.1.1. Job Availability by Industry Sector	25
5.1.2. Job Availability by Occupation	26
5.1.3. Job Availability by Major Employers	27
5.2. Job Availability by Pay Range and Living Wages	28
5.2.1. Job Availability by Pay Range	28
5.2.2. Availability of Living Wage Jobs	31
5.3. Job Availability by Education Requirement	31
5.4. Correlation Between Education and Wages	32
5.5. Job Availability in the Controlled Environment Agriculture Industry	33
5.6. Job Availability in the Advanced Manufacturing Industry	33
6. ANALYSIS OF REGIONAL CAPACITY	36

- IALR also sought to understand the difference in living wages between full-time and part-time workers. The key difference in living expenses between these groups is healthcare cost, which is lower for part-time workers due to healthcare subsidies. The living wage is lowest for part-time workers for a family with two working adults without children, at \$8.71 per hour. The highest living wage for part-time workers is for a family with one adult and three children which is estimated to be \$29.95 per hour.

Using Chmura's Real-Time Intelligence (RTI) database, the quantity and quality of available jobs in the GO Virginia 3 region were estimated for 2025 Q1. Available jobs are defined as the current job openings in the region, and were quantified by industry sector, pay range, and education requirement.

- Of the 15,383 job openings in the region in 2025 Q1, over a third (36%) were in the health care and social assistance sector. The next-largest number of openings was in the retail trade sector (12%), followed by accommodation and food services (8%).
- Job openings in GO Virginia Region 3 are skewed toward mid-to-high-wage jobs.
 - More than one-fifth of the region's job openings (21%) were in the \$15.00-\$17.99 per hour range which is consistent with the large number of openings in the retail and food services sectors. Occupations such as retail salespersons, first-line supervisors of retail sales workers, and first-line supervisors of food preparation workers were highly represented in this range.
 - More than 19% of jobs pay between \$30.00 and \$39.99 per hour due to the high prevalence of registered nurse job postings, which account for 41% of the openings in this range.
- While the majority of job openings in the region can support families with fewer than two children, families with three children or with two children but only one earner have a harder time supporting their basic needs.
 - Based on job openings in the region in 2025 Q1, 100% of available jobs can support one-adult families without children, two working adult families without children, and 99% can support two working adult families with one child.
 - As the number of adults or children increases, however, so do the wages necessary to support those family members. For example, for a family with three children, only 30% of available jobs can support this family with one adult, and 38% of jobs can support two adults (1 working). If a family has two working adults and three children, however, 64% of available jobs can support them due to having a dual income.
- More than three-fifths of job openings in the region (60.5%) do not require any post-secondary education. This is compared with 43.1% of openings statewide indicating that job openings in the GO Virginia 3 region tend to be low-skilled positions that do not require college or higher degrees.

Using the RTI database, Chmura also analyzed the quality and quantity of jobs in the controlled environment agriculture industry and the advanced manufacturing industry, which are both targeted, expanding industries in the region.

- There is one company in the GO Virginia Region 3 controlled environment agriculture industry, AeroFarms, with 48 job openings.
 - Almost 30% (29.2%) of the job openings in controlled environment agriculture were in the \$20.00 to \$24.99 wage range. This was followed by the \$25.00 to \$29.00 range and the \$30.00 to \$39.00 range with 16.7% of openings each.
 - Six family types in the controlled environment agriculture industry had a higher percentage of living wage jobs available in this industry than the region overall, and four family types had a lower percentage of living wage jobs available.
- There were 910 job openings in the manufacturing sector in the GO Virginia 3 region during 2025 Q1, accounting for 6% of total job posts.

- The most job openings were in the \$20.00 to \$24.99 wage range with 22.5% of openings. This was followed by the \$15.00 to \$17.99 wage range (20.9%) and the \$18.00 to \$19.99 wage range (15.0%). Manufacturing wages less prevalent in the lowest and highest wage ranges and more concentrated in the middle wage ranges than the region overall.
- The manufacturing sector performed better than the region overall for only one family type (2 adults, one working with no children) but worse for nine family types, with families with more than one child generally having a lower availability of living wage jobs than the region overall due to the higher prevalence of high-paid jobs in the region overall compared to the sector.

Chmura repeated this analysis for June 2025 and June 2017 to compare the availability of living wage jobs in the current year with the outcomes of the previous DRRC study.

- In June 2017, job postings were more concentrated in lower-wage sectors than in June 2025.
 - Of the 7,843 job openings in the region in June 2025, over a third (36%) were in the health care and social assistance sector. The next-largest number of openings was in the retail trade sector (16%), followed by accommodation and food services (11%).
 - In June 2017, the largest sector by job openings was the retail trade sector with 30% of job openings. This was followed by the healthcare and social assistance sector (18%) and the accommodation and food service sector (13%).
- Job openings in June 2017 skewed towards the lower end of the wage ranges, while in June 2025, they were more concentrated in the mid-to-high wage ranges.
 - In June 2025, 23.5% of job openings specified a wage in the \$15.00 to \$17.99 range, 18.9% were in the \$30.00 to \$39.00 wage range, and 14.6% were in the \$40.00 and up range.
 - In June 2017, 23.8% of job openings were in the \$9.00 to \$10.99 wage range, 15.5% were in the \$15.00 to \$17.99 wage range, and 14.9% were in the \$11.00 to \$12.99 wage range.
- Living wage jobs availability was higher in June 2025 than in June 2017.
 - All of the family types performed better in June 2025 than in June 2017 except for families with two adults without children, for which 100% job postings could support a living wage in both periods.
- Although job posts in June 2025 were still most concentrated in occupations that did no formal educational credential or high school degree or equivalent (49.9%), they were less concentrated than in June 2017 (69.5%). A greater proportion of job posts required a bachelor's degree in June 2025 (23.5%) than in June 2017 (14.7%). This suggests that the GO Virginia 3 region has made progress on transitioning from lower-wage, lower-skilled jobs to higher-wage, higher-skilled jobs.

Chmura used its proprietary JobsEQ technology platform to evaluate whether the GO Virginia 3 region has the capacity to fill living wage jobs and determined that the fundamental challenge for the region is to expand job opportunities for residents.

- In 2025 Q1, the GO Virginia 3 region has an estimated available workforce of 14,483. With open positions of 15,383, this indicates that the total number of available positions exceeds the available workforce by 900 in the region.
 - The GO Virginia 3 region has an estimated pool of 434 healthcare practitioners and technical workers (unemployed plus new entries) and 3,854 job openings for healthcare practitioners and technical occupations, leaving a massive labor shortage of 3,420 highlighting the difficulty of finding qualified candidates for healthcare-related roles.
 - For occupation groups such as community and social services, management positions, and sales and related positions, job openings surpass the number of available workers by over 250.
 - There are, however, some occupation groups, including production workers, where the available workforce exceeds available jobs.

- When filtering for living wage jobs, in 2025 Q1, the GO Virginia 3 region had 13,899 open positions above a living wage of \$14.56, which was 584 less than the available workforce of 14,483, indicating a surplus of workers looking for jobs that can be supported by a living wage.
 - Sales and related workers, which exhibited a labor shortage before filtering, had a surplus of 111 workers after filtering.
 - Lower wage fields such as food preparation and serving related positions, building and grounds cleaning and maintenance occupations, transportation and material moving occupations, and administrative support occupations expanded their surpluses by over 100 workers, suggesting that job quality is still an area for improvement in the region.

Finally, Chmura analyzed the five-year forecasted labor demand in the GO Virginia 3 region and evaluated the forecasts by wage range and education requirements.

- Over the next five years, the industries with the highest forecasted demand include healthcare and social assistance (17.3% of total regional demand), retail trade (13.8%), and accommodation and food services (13.8%).
- Forecasted demand over the next five years is skewed towards the low-to-mid-range wage bands, highlighting the need for growth in higher-paid areas in the region.
 - Forecasted demand is highest for the \$13.00 to \$14.99 wage range jobs, which include high-turnover occupations such as fast-food workers and retail cashiers.
- Total forecasted demand is highest for positions that do not require a post-secondary education, suggesting an oversaturation of high-turnover, low wage positions in GO Virginia region 3.
- Despite lower total demand due to lower turnover, occupations with higher wages and higher education requirements, such as nurse practitioners, are expected to grow over the next five years, highlighting progress being made on job quality in the region.

2. Background

In 2016, the Institute for Advanced Learning and Research (IALR), on behalf of the Dan River Region Collaborative (DRRC), engaged Chmura Economics & Analytics in a study of “good jobs” in the region. The scope of the study included creating a living wage model better suited for Southern Virginia than the MIT living wage calculator, quantifying jobs in the region by industry, wage-band, and education requirement, and evaluating the region’s capacity to provide living wage jobs. Since 2016, along with the significant macroeconomic drivers such as the Covid-19 pandemic and related recession, and rising inflation, there have been several regional developments, with advanced manufacturing employers locating and expanding in Southern Virginia. In order to assess the capacity and needs of the region, Chmura is updating the report to account for these economic developments in the GO Virginia 3 region. The overall research objective can be separated into the following research objectives:

1. Evaluate existing living wage calculations for the region (by locality) and propose a method for improving the estimation of living wages.
2. Estimate the available jobs by industry sector for different wage levels and minimum education requirements.
3. Evaluate the capacity of the region to fulfill the needs of those “good jobs.”
4. Forecast labor demand in the region over the next five years with respect to wage levels and minimum education requirements.

Chmura Economics & Analytics (Chmura) was contracted to conduct this research. The remainder of this report is organized as follows:

- Section 3 reports the estimation of living wage for the GO Virginia 3 region.
- Section 4 estimates the available jobs in 2025 Q1 by industry sector, different wage levels, and minimum education requirements as well as specifically for the controlled environment agriculture sector and the advanced manufacturing sector.
- Section 5 repeats the analysis from section 4 for June 2025 and June 2017 to compare current trends with those of the original study period.
- Section 6 assesses the capacity of the region to fill living wage jobs.
- Section 7 summarizes the forecasted 5-year demand in the region by wage level and educational requirement.

3. Living Wage of the GO Virginia 3 Region

3.1. Basic Annual Living Expenses of Families

Living wage is defined as a wage rate (either annual or hourly) that can support the basic needs of a family. As a result, the first step in estimating a living wage is to understand the basic needs of a family. After the amount of money to fulfill the basic needs of a family is determined, that amount can be converted into annual or hourly wages.

Consistent with other methodologies, Chmura assumes that the basic needs of a family consist of the following categories: food, housing, healthcare, childcare, transportation, and other necessities. There is no surplus funding for savings, vacations, and other entertainment.

Family composition affects basic living expenses. Thus, Chmura will estimate living expenses in the GO Virginia 3 Region for the following 12 family types:

- 1 adult
- 1 adult and 1 child
- 1 adult and 2 children
- 1 adult and 3 children
- 2 adults (one working)
- 2 adults (one working) and 1 child
- 2 adults (one working) and 2 children
- 2 adults (one working) and 3 children
- 2 adults (both working)
- 2 adults (both working) and 1 child
- 2 adults (both working) and 2 children
- 2 adults (both working) and 3 children

Chmura's estimates will be compared to popular indices such as the MIT living wages, the Economic Policy Institute (EPI) living wages, and the University of Washington self-sufficiency wages. Consistent with other methodologies, Chmura assumes that working adults will be working full-time, which equates to 2,080 working hours per year.¹ The age of children has a significant impact on the cost of childcare. Based on the Chmura survey, it is assumed that for families with two adults and one child, the child is ten years old. But for families with one adult and one child, the child is three years old.² For families with two children, the ages of children are assumed to be seven and ten. For families with three children, the ages of the children are assumed to be four, ten, and fourteen. Compared with other tools, Chmura's assumptions, which are based on a survey of the Dan River Region's residents in 2016, are more representative of the age composition of the region's families.

Living expenses are estimated for 2024. If the source data are not available for 2024, Chmura will use the consumer price index (CPI) in adjusting to 2024 levels.

3.1.1. Food

The estimate for the food expenses was retrieved from the USDA Food Plan, by the USDA Center for Nutrition Policy and Promotion.³ The USDA estimates of food costs are used in programs such as Supplemental Nutrition Assistance Program (SNAP), thus are recognized as the required costs to satisfy the basic needs of a family.⁴ The USDA Food Plan estimates the cost of food for all meals prepared

¹ Chmura will discuss implications for part-time workers in Section 3.2.

² This assumption was requested by DRRC during the 2016 study to understand the living wage of a single parent with young child.

³ This is the same source used by the MIT and the EPI living wage calculator.

⁴ Source: USDA Food Plans: Cost of Food. United States Department of Agriculture Center for Nutrition Policy and Promotion. Available at: <https://www.fns.usda.gov/research/cnpp/usda-food-plans/cost-food-monthly-reports>

at home, assuming families on basic budgets do not eat out at restaurants. Chmura used July 2024 data in this analysis, as the July data represent the annual average for 2024.⁵

The USDA data have average monthly food costs for children and adults based on gender and age groups. The at-home food costs are estimated for a family of four, but the USDA also provided guidance to estimate the food costs for larger or smaller families. Considering there are some types of economies of scale, adults and children will have different per capita food costs depending on family size.⁶ USDA estimates are only available for the national average. Chmura further uses the latest cost of living index to estimate food costs for the GO Virginia 3 Region. Chmura did not further adjust for the difference between Danville and Pittsylvania County or between Henry County and Martinsville, because those areas are relatively compact and residents in those localities can easily shop for food in the other locality and vice versa. So, those households are likely to face the same food prices.

Table 3.1 presents the estimated annual food costs for the GO Virginia 3 Region in 2024. At the regional level, the estimated annual food cost in 2024 ranged from \$3,876 for 1-adult families to \$13,828 for families with two adults and three children.

Table 3.1: Estimated Annual Food Costs-2024

Family Type	National	Virginia	GO VA Region 3
1 Adult	\$4,072	\$4,162	\$3,876
1 Adult 1 Child	\$5,982	\$6,113	\$5,694
1 Adult 2 Children	\$8,954	\$9,150	\$8,523
1 Adult 3 Children	\$11,897	\$12,158	\$11,325
2 Adults (1 working)	\$7,466	\$7,630	\$7,107
2 Adults (1 working) 1 Child	\$9,274	\$9,477	\$8,827
2 Adults (1 working) 2 Children	\$11,921	\$12,182	\$11,347
2 Adults (1 working) 3 Children	\$14,526	\$14,845	\$13,828
2 Adults	\$7,466	\$7,630	\$7,107
2 Adults 1 Child	\$9,274	\$9,477	\$8,827
2 Adults 2 Children	\$11,921	\$12,182	\$11,347
2 Adults 3 Children	\$14,526	\$14,845	\$13,828

Source: Chmura Economics and Analytics

3.1.2. Housing

Housing costs are estimated using fair market rent levels (FMRs) published by the U.S. Department of Housing and Urban Development (HUD).⁷ FMRs are gross rent estimates. They include the shelter rent plus the cost of all tenant-paid utilities such as electricity, water, and sewer. But FMRs do not include costs for telephone, cable or satellite television, or internet service. The current definition of FMRs for each region uses the 40th percentile rent in that market, implying that FMRs represent a rent below which 40 percent of the standard-quality rental housing units are rented.⁸ The HUD FMRs provide rental rates for five dwelling units: efficiency, one-bedroom, two-bedroom, three-bedroom, and four-bedroom.

In calculating the basic housing cost for the GO Virginia 3 Region, it is assumed that all families are renters. The rationale for this assumption is that families on a basic budget spend all of their income on basic needs, and there is no surplus to save for a down payment to purchase a house. In addition, sharing of bedrooms is needed for family members since families are on a basic budget. Consistent with other tools, Chmura assumes that a one-adult family would rent an efficiency unit (zero bedroom). A two-adult family would rent a one-bedroom apartment. Families with one child or two children will rent a two-bedroom apartment, and families with three children would rent a three-bedroom apartment.

The HUD estimates are available for Bureau of Economic Analysis (BEA) economic areas. While BEA economic areas are generally consistent with counties or cities, they sometimes combine some localities. For example, BEA treats the city of Danville and Pittsylvania County as one economic area, and the city of Martinsville and Henry County as its own economic area. Chmura further uses the latest home value data to differentiate rents between Danville and Pittsylvania County, and between Martinsville and Henry County. Chmura assumes that areas with high-value homes will have higher apartment rents as well.

⁵ Due to inflation in food prices, data from early months tend to be less than the annual average, and data from later months tend to be higher than the annual average. As a result, the mid-year data are closest to the annual average.

⁶ For example, a larger family can buy bulk or family-size food items, resulting in a lower average cost. As a result, a child living in a smaller household has a higher food cost than the same child living in a larger household.

⁷ This is the same source used by the MIT and the EPI living wage calculators.

⁸ Source: Fair Market Rents For the Section 8 Housing Assistance Payment Programs, U.S. Department of Housing and Urban Development, Office of Policy Development & Research. Available at: <https://www.huduser.gov/portal/datasets/fmr.html#year2024>

Table 3.2 presents the estimated annual housing costs for counties and cities in the Dan River Region. At the regional level, the estimated annual housing costs in 2024 ranged from \$8,465 for 1-adult families to \$14,261 for families with three children.

3.1.3. Child Care

For families with children, childcare is a major responsibility. Chmura assumes that for families with one adult, this person works full-time and pays someone else to care for the children. The same assumption applies for 2-adult families where both adults are working. For families with two adults but only one is working, Chmura assumes that the non-working adult takes care of the children at home.

Childcare costs vary greatly by the age of the children being cared for. Based on the Chmura survey, it is assumed that for one-child families with two adults, the age of the child is ten. For a family with one adult and one child, the age of the child is three. For households with two children, the ages of the children are assumed to be seven and ten. For families with three children, the ages of the children are assumed to be four, ten, and fourteen. In terms of childcare cost, it is assumed that children over the age of 13 will not need arrangements for childcare, while a young child (below 5) needs full-time care, and school-aged children (5-13) only need care after school and in summertime.

Basic childcare cost data are from Child Care Aware of America.⁹ This is the data source used by the MIT and EPI cost of living calculators as well. Child Care Aware of America is the national clearinghouse for childcare-related resources, providing information on childcare costs for both center-based care and family care for children of different ages—infants, preschoolers, and school-aged children. Chmura chose to use the cost of family care, as this option is more affordable for parents. In addition, the latest data from Child Care Aware of America are for the childcare costs in 2023. Chmura used the consumer price index (CPI) to estimate the 2024 cost. Since only the state-level data are available, Chmura used the cost-of-living index to estimate the local childcare cost based on Virginia statewide data.

Chmura did not further adjust the difference between Danville and Pittsylvania County or between Henry County and Martinsville, because those areas are geographically close and people in Danville can choose childcare facilities in Pittsylvania County and vice versa.

Table 3.3 summarizes the estimated annual childcare costs for counties and cities in the GO Virginia 3 Region in 2024. At the regional level, the estimated annual childcare cost was \$0 for families without any children or for families with one adult staying at home to care for their children. The highest cost occurred for families with three children who have to pay for childcare. The estimated childcare cost was \$14,785 for those families.

Table 3.2: Estimated Annual Housing Costs-2024

Family Type	National	Virginia	GO VA Region 3
1 Adult	\$10,859	\$13,136	\$8,465
1 Adult 1 Child	\$14,180	\$17,154	\$11,055
1 Adult 2 Children	\$14,180	\$17,154	\$11,055
1 Adult 3 Children	\$18,293	\$22,129	\$14,261
2 Adults (1 working)	\$11,558	\$13,982	\$9,010
2 Adults (1 working) 1 Child	\$14,180	\$17,154	\$11,055
2 Adults (1 working) 2 Children	\$14,180	\$17,154	\$11,055
2 Adults (1 working) 3 Children	\$18,293	\$22,129	\$14,261
2 Adults	\$11,558	\$13,982	\$9,010
2 Adults 1 Child	\$14,180	\$17,154	\$11,055
2 Adults 2 Children	\$14,180	\$17,154	\$11,055
2 Adults 3 Children	\$18,293	\$22,129	\$14,261

Source: Chmura Economics and Analytics

Table 3.3: Estimated Annual Childcare Costs-2024

Family Type	National	Virginia	GO VA Region 3
1 Adult	\$0	\$0	\$0
1 Adult 1 Child	\$9,939	\$11,050	\$9,371
1 Adult 2 Children	\$11,487	\$12,770	\$10,830
1 Adult 3 Children	\$15,682	\$17,434	\$14,785
2 Adults (1 working)	\$0	\$0	\$0
2 Adults (1 working) 1 Child	\$0	\$0	\$0
2 Adults (1 working) 2 Children	\$0	\$0	\$0
2 Adults (1 working) 3 Children	\$0	\$0	\$0
2 Adults	\$0	\$0	\$0
2 Adults 1 Child	\$5,743	\$6,385	\$5,415
2 Adults 2 Children	\$11,487	\$12,770	\$10,830
2 Adults 3 Children	\$15,682	\$17,434	\$14,785

Source: Chmura Economics and Analytics

⁹ Source: Child Care at a Standstill: Price and Landscape Analysis 2023. Available at: <https://www.childcareaware.org/thechildcarestandstill/#PriceofCare>

3.1.4. Healthcare

Healthcare costs include two major components—the health insurance premium and out-of-pocket costs for medical services—including prescription drugs, doctor's visits, and hospital visits. The magnitude of a family's healthcare costs thus depends on whether the family has employment-based health insurance or purchased insurance in the private market or in the healthcare exchange market established by the Affordable Care Act (ACA). Even for families with the same type of insurance, the difference in coverage or deductibles will still affect healthcare costs significantly.

The EPI living wage model utilized the health premiums from the ACA health exchange. However, using the ACA insurance premium is not accurate because the majority of American families receive insurance through their employers. For this reason, both the MIT and UW models utilized employment-based insurance premiums retrieved from the Medical Expenditure Panel Survey (MEPS).¹⁰ In Virginia, 52% of the population was insured through employer-based plans in 2023.¹¹ As a result, Chmura also used the employment-based insurance premium in estimating basic healthcare expenses.

For out-of-pocket expenses, both the EPI and UW models used data from MEPS. However, the MIT calculator utilized medical expenses from the consumer expenditure survey (CES). Chmura decided to use MEPS Household Component data for out-of-pocket expenditures. Since this data is only available by macro regions, an estimate for Virginia was created using an average of the South and Northeast regions.

For health insurance premiums, MEPS provided employee contributions to premiums for three categories: single coverage, single plus one coverage, and family coverage. Chmura assumes that a 1-adult family will pay the premium for single coverage. For 2-person households (2 adults or 1 adult plus one child), the insurance cost will be the single plus one premium. For all other families, their insurance cost is the family coverage premium.¹² Because the state-level data are only available for 2020, Chmura estimated 2024 costs using the CPI for healthcare.

For out-of-pocket costs, the state-level data are only available for 2020, but the national data are available for 2022. Chmura first estimated Virginia 2022 costs based on changes in national out-of-pocket costs from 2020 to 2022, and calculated 2024 costs using the CPI for healthcare. Chmura then utilized the regional cost-of-living index to adjust healthcare costs at the regional level. Chmura did not further adjust for the difference between Danville and Pittsylvania County or between Henry County and Martinsville, because those areas are geographically close and residents in one locality can seek healthcare services in neighboring counties.

Table 3.4 summarizes the estimated annual healthcare costs for counties and cities in the GO Virginia 3 Region in 2024. At the regional level, the estimated annual healthcare cost ranged from \$2,641 for a one-adult family to \$9,418 for families with two adults and three children.

Table 3.4: Estimated Annual Healthcare Costs-2024

Family Type	National	Virginia	GO VA Region 3
1 Adult	\$2,655	\$2,808	\$2,641
1 Adult 1 Child	\$5,024	\$5,314	\$4,997
1 Adult 2 Children	\$8,156	\$8,627	\$8,112
1 Adult 3 Children	\$8,559	\$9,053	\$8,513
2 Adults (1 working)	\$5,757	\$6,089	\$5,726
2 Adults (1 working) 1 Child	\$8,664	\$9,163	\$8,617
2 Adults (1 working) 2 Children	\$9,067	\$9,590	\$9,018
2 Adults (1 working) 3 Children	\$9,470	\$10,016	\$9,418
2 Adults	\$5,757	\$6,089	\$5,726
2 Adults 1 Child	\$8,664	\$9,163	\$8,617
2 Adults 2 Children	\$9,067	\$9,590	\$9,018
2 Adults 3 Children	\$9,470	\$10,016	\$9,418

Source: Chmura Economics and Analytics

¹⁰ Source: Department of Health and Human Services, Agency for Healthcare Research and Quality, Medical Expenditure Panel Survey. Available at: <https://meps.ahrq.gov/mepsweb/>

¹¹ Source: Health Insurance Coverage of the Total Population, Kaiser Family Foundation, available at: <http://kff.org/other/state-indicator/total-population/?currentTimeframe=0#notes>

¹² This is consistent with the assumptions made by the MIT calculator.

3.1.5. Transportation

Chmura's transportation costs were estimated differently from other calculators. The EPI model computed non-social trips (based on estimated miles traveled to work, grocery stores, medical appointments, etc.) but it assumes that all families own cars. Therefore, transportation costs could be overstated for those who use public transportation. Another drawback of the EPI calculator is that it does not factor in transportation costs for children, e.g., its estimated transportation costs for one adult with one child, two children, or three children are the same. This is unrealistic because additional children have transportation needs such as doctor's appointments, school, and shopping, which are part of the basic necessities. The MIT calculator, instead, includes the average transportation cost from the 2023 Consumer Expenditure Survey.¹³ This estimation also has some shortcomings, since it tends to overstate the costs for two reasons. First, the CES survey on transportation spending includes leisure travel such as vacations. The premise of a living wage is that vacations are not a basic need and should be excluded. In addition, the CES national number is based on households with a national average income of \$109,211 per year for a 2-person household, and \$146,667 for a 4-person household. Those income levels are too high for families on a basic budget, indicating that the MIT calculator's transportation costs are too high.

Chmura took the following approach to estimate transportation costs for the GO Virginia 3 region. Chmura used CES 2023 data from the Bureau of Labor Statistics as the base for estimation. Chmura only included costs for gasoline and motor oil, other vehicle expenses such as insurance and finance charges, vehicle maintenance and repair, public transportation, and used vehicle purchases. Chmura excluded new car purchases. Chmura used national averages for vehicle-related costs for households in lower income brackets, as opposed to households making average wages.¹⁴ This also moderates the concerns about vacation transportation costs, as low-income households are less likely to take vacations or leisure trips. In addition, Chmura distinguished the transportation costs between children and adults, based on CES data.¹⁵ Finally, Chmura also used the CPI to estimate 2024 costs using CES 2024 data and the cost of living index to estimate local transportation costs.

Chmura further adjusted the transportation cost difference between Danville and Pittsylvania County, and between Henry County and Martinsville. Pittsylvania is the suburban county surrounding the city of Danville. Since Danville is compact and is home to many of the jobs in the region, it is likely that residents in Pittsylvania County will commute longer to work, resulting in higher transportation expenses. Data from the U.S. Census Bureau confirmed that. The average commuting time for Danville is 20 minutes while that for Pittsylvania County is 26 minutes.¹⁶ A difference of six minutes can translate into hundreds of dollars in transportation costs per year, in terms of gasoline and vehicle maintenance costs. Similarly, Chmura used commuting time to differentiate the transportation costs between the city of Martinsville and Henry County.

Table 3.5: Estimated Annual Transportation Costs-2024

Family Type	National	Virginia	GO VA Region 3
1 Adult	\$4,363	\$4,230	\$3,941
1 Adult 1 Child	\$4,650	\$4,508	\$4,200
1 Adult 2 Children	\$5,870	\$5,690	\$5,301
1 Adult 3 Children	\$7,089	\$6,872	\$6,402
2 Adults (1 working)	\$6,548	\$6,348	\$5,914
2 Adults (1 working) 1 Child	\$6,835	\$6,627	\$6,173
2 Adults (1 working) 2 Children	\$8,054	\$7,808	\$7,275
2 Adults (1 working) 3 Children	\$9,274	\$8,990	\$8,376
2 Adults	\$8,733	\$8,466	\$7,887
2 Adults 1 Child	\$9,020	\$8,745	\$8,147
2 Adults 2 Children	\$10,239	\$9,926	\$9,248
2 Adults 3 Children	\$11,458	\$11,108	\$10,349

Source: Chmura Economics and Analytics

Table 3.5 summarizes the estimated annual transportation costs for counties and cities in the GO Virginia 3 Region in 2024. At the regional level, the estimated annual transportation cost ranged from \$3,941 for a one-adult family to \$10,349 for families with two working adults and three children.

3.1.6. Other Necessities

Different calculators take different approaches to estimating the cost of other necessities. The University of Washington model simply inflates the combined costs of food, housing, childcare, healthcare, and transportation by 10% to 15%, and considers that to be the cost

¹³ Source: Consumer Expenditure Survey, 2023, Table 1400 and Table 1800.

¹⁴ Source: Consumer Expenditure Survey, 2023, Table 1203. Chmura used the average for households in the lower 50% of all U.S. households.

¹⁵ Source: Consumer Expenditure Survey, 2023, Table 1502.

¹⁶ Source: JobsEQ, Demographic Profile.

of other necessities. The EPI model uses a percentage of housing and food costs and applies it to all households to proxy for other necessities. The MIT calculator is more detailed since it is based on the annual consumer expenditure survey. However, the MIT model estimates can overstate the cost of other necessities because it is based on households with national average incomes. In addition, it did not differentiate between the cost of other necessities for adults and children, which can vary greatly. The MIT calculator also did not include utilities such as phones and cell phones.¹⁷

Chmura took the following approach to estimate other necessities cost. Chmura used CES 2023 data from the Bureau of Labor Statistics. Chmura only included the following basic expenses: housekeeping supplies, apparel and services, personal care products and services, reading, and telephone services. Chmura excluded non-necessities such as furniture, entertainment and recreation, and education. To be conservative, Chmura used the average spending of households in the lower half of the income spectrum.¹⁸

Finally, Chmura used the CPI to estimate the 2024 value and the cost-of-living index to estimate the local cost for other necessities. Chmura did not further adjust for the difference between Danville and Pittsylvania County or between Henry County and Martinsville, because those areas are interconnected and residents can travel easily between those localities to shop for those necessities, and thus they are likely to face the same prices.

Table 3.6 summarizes the estimated annual other necessities costs for counties and cities in the GO Virginia 3 Region for 2024. At the regional level, the estimated annual other necessities costs ranged from \$2,419 for a one-adult family to \$6,242 for families with two adults and three children.

Table 3.6: Estimated Annual Other Necessities Costs-2024

Family Type	National	Virginia	GO VA Region 3
1 Adult	\$2,604	\$2,622	\$2,419
1 Adult 1 Child	\$2,637	\$2,655	\$2,450
1 Adult 2 Children	\$3,481	\$3,504	\$3,233
1 Adult 3 Children	\$4,324	\$4,353	\$4,016
2 Adults (1 working)	\$5,000	\$5,034	\$4,644
2 Adults (1 working) 1 Child	\$5,033	\$5,067	\$4,675
2 Adults (1 working) 2 Children	\$5,877	\$5,916	\$5,458
2 Adults (1 working) 3 Children	\$6,720	\$6,765	\$6,242
2 Adults	\$5,000	\$5,034	\$4,644
2 Adults 1 Child	\$5,033	\$5,067	\$4,675
2 Adults 2 Children	\$5,877	\$5,916	\$5,458
2 Adults 3 Children	\$6,720	\$6,765	\$6,242

Source: Chmura Economics and Analytics

3.1.7. Taxes

Basic living expenses are the expenses remaining after families pay federal, state, and local taxes. There are also different tax burdens for different families, and there are different methods used to calculate the tax burden for each family. The MIT calculator included three tax types: federal income tax, federal payroll tax, and state income tax. However, this model used an effective federal income tax rate for a family of four for all family types, resulting in very similar overall tax rates for all families regardless of composition. This is not accurate because it understates the tax rate for households without children as they will not benefit from tax credits related to having children or childcare expenses. The UW model included federal and state income tax, state sales tax, and calculated tax credits for children separately. On the other hand, the EPI calculator used a composite federal and state tax rate from the National Bureau of Economic Research (NBER) Tax Simulation (TAXSIM) Model, and tax rates are customized to different family types. In addition, the NBER TAXSIM Model incorporated tax exemptions and tax credits related to childcare, thus is a more relevant tax rate for working families.

Chmura chose to follow the EPI model to estimate tax because it provides an accurate estimate of federal and state taxes for all different family types. Chmura also considered three tax types: federal income tax, federal payroll tax, and state income tax. That is because those taxes are withheld from employee paychecks and are not part of their disposable income. Sales tax on food and household supplies is part of the family budget, and is included in the spending items estimated above, and does not need to be paid separately.¹⁹

¹⁷ Basic utilities such as electricity and water are included in the housing cost estimate.

¹⁸ Source: Consumer Expenditure Survey, 2023, Table 1203.

¹⁹ Real estate taxes are not included because it is assumed that households with basic needs do not own homes. In addition, personal property tax is not included because it is assumed that it is included in car ownership cost (which is part of transportation cost).

The federal payroll tax rate for an employee in 2024 is 6.2% for social security and 1.45% for Medicare.²⁰ For federal and state income tax, Chmura applied an effective tax rate from the NBER TAXSIM Model. In estimating the federal and state income tax rate, the NBER model considered the number of adults, the number of children, personal exemptions, and standard deduction, as well as the child tax credit and earned income credit.²¹

Table 3.7 summarizes the estimated annual tax expenses, per family, for counties and cities in the GO Virginia 3 Region in 2024. The tax burden depends on the family type. Adults with children have a lower tax rate due to childcare costs and child tax credits which ultimately reduce their taxes.

Table 3.7: Estimated Annual Tax Payment-2024

Family Type	National	Virginia	GO VA Region 3
1 Adult	\$3,728	\$4,093	\$3,240
1 Adult 1 Child	\$1,325	\$1,461	\$1,180
1 Adult 2 Children	\$5,104	\$5,571	\$4,607
1 Adult 3 Children	\$8,295	\$9,071	\$7,471
2 Adults (1 working)	\$4,671	\$5,024	\$4,166
2 Adults (1 working) 1 Child	\$2,913	\$3,145	\$2,606
2 Adults (1 working) 2 Children	\$4,461	\$4,783	\$4,011
2 Adults (1 working) 3 Children	\$6,031	\$6,493	\$5,394
2 Adults	\$5,408	\$5,785	\$4,827
2 Adults 1 Child	\$5,992	\$6,462	\$5,394
2 Adults 2 Children	\$7,658	\$8,240	\$6,949
2 Adults 3 Children	\$10,571	\$11,424	\$9,562

Source: Chmura Economics and Analytics

3.1.8. Total Annual Living Wages

After adding all basic living expenses and tax burdens together, Table 3.8 summarizes the estimated annual pre-tax wages needed to support basic living expenses for families in the GO Virginia 3 Region localities. At the regional level, estimated annual living expenses range from \$24,582 for a one-adult family to \$78,445 for families with two working adults and three children.

For working families in the GO Virginia 3 Region, housing is typically the largest expense item in the family budget (Figure 3.1). However, for families with one adult and two children, childcare is the largest spending item. For families without children or without childcare expenses, the cost of food is typically the second-highest spending item. Figure 3.1 lists the spending pattern for each family type, based on the regional averages.

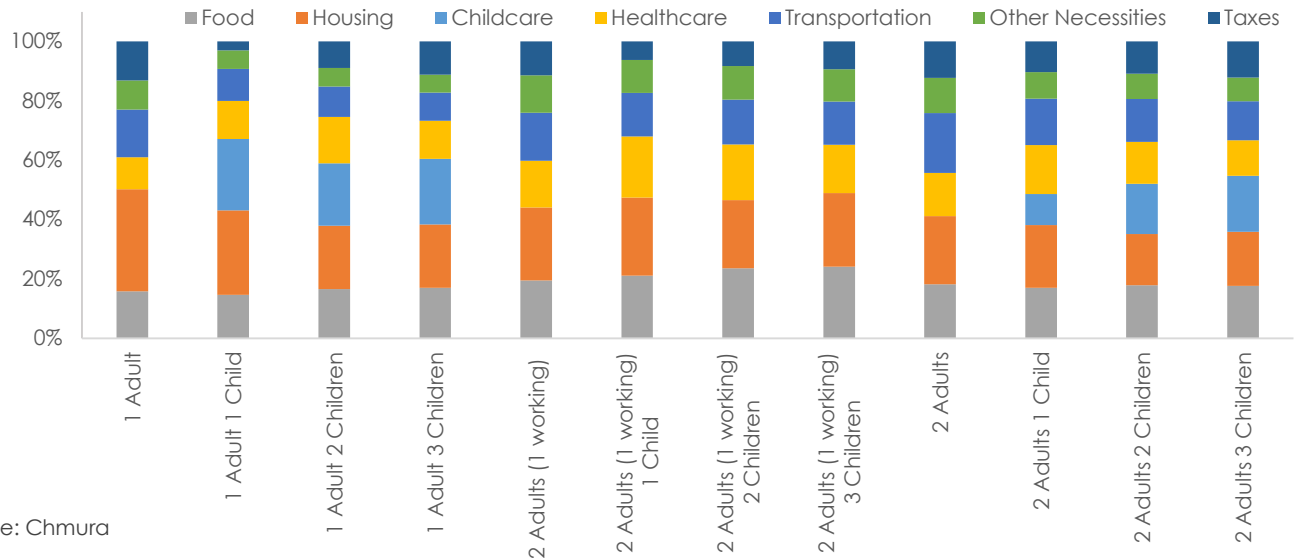
Table 3.8: Estimated Annual Living Wage-2024

Family Type	National	Virginia	GO VA Region 3
1 Adult	\$28,281	\$31,050	\$24,582
1 Adult 1 Child	\$43,739	\$48,257	\$38,947
1 Adult 2 Children	\$57,231	\$62,466	\$51,661
1 Adult 3 Children	\$74,140	\$81,071	\$66,774
2 Adults (1 working)	\$40,999	\$44,106	\$36,567
2 Adults (1 working) 1 Child	\$46,900	\$50,634	\$41,954
2 Adults (1 working) 2 Children	\$53,559	\$57,434	\$48,164
2 Adults (1 working) 3 Children	\$64,313	\$69,238	\$57,518
2 Adults	\$43,921	\$46,985	\$39,201
2 Adults 1 Child	\$57,906	\$62,454	\$52,130
2 Adults 2 Children	\$70,428	\$75,779	\$63,904
2 Adults 3 Children	\$86,720	\$93,722	\$78,445

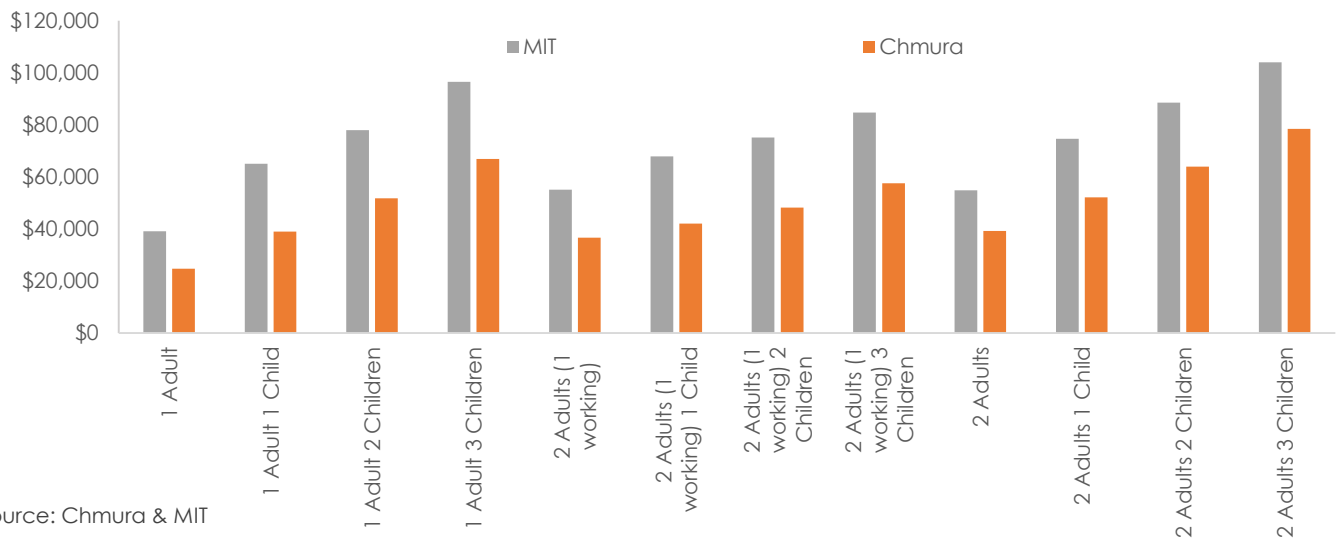
Source: Chmura Economics and Analytics

²⁰ This is just the employee responsibility. The employer will also pay the same amount to the federal government. Source: Internal Revenue Service <https://www.irs.gov/publications/p15/ar01.html>.

²¹ Source: National Bureau of Economic Research, Internet TAXSIM Version 9. <http://users.nber.org/~taxsim/taxsim-calc9/index.html>.

Figure 3.1: Distribution of Spending Categories

Since the MIT calculator is well known and widely used around the country, Figure 3.2 compared the Chmura estimates with the estimates from the MIT calculator. Chmura's average annual living expenses for all families are consistently lower than those estimated by the MIT calculator due to the cost-of-living adjustment. As mentioned before, the MIT calculator used national and state averages for several key spending items, such as food, childcare, transportation, and other necessities. It did not take into consideration that the cost of living in GO Virginia Region 3 is lower than the national and state average. As a result, the required living expenses for families in the region should be lower. The other differences can be attributed to different data sources (healthcare costs, for example) and different estimating methodology. For example, the MIT calculation of transportation and other necessities costs used the expenditure for households making mean incomes, while Chmura's estimate used the average for households with incomes in the lower half of all households.

Figure 3.2: Comparison with MIT Calculator

3.2. Estimating Living Wages by Households

After annual minimum living expenses were calculated for each family type and each locality, Chmura converted them into a pre-tax hourly wage rate, assuming individuals work full time (2,080 hours per year).

In estimating living wages, Chmura assumes that each household is responsible for its own expenses and did not consider other financial support. For example, for a single parent with children, Chmura does not consider whether the single parent receives child support from other sources. In addition, some families may be eligible for public assistance programs. Public assistance was not considered in this analysis.

As Table 3.9 shows, the living wage is lowest for a family with two working adults without children. For them, the living wage is \$9.42 per hour. Only this family type and one adult families with no children can meet basic needs with the state minimum wage of \$12.41 per hour. The highest living wage is for one adult with three children, which is estimated to be \$32.10 per hour.

Table 3.9: Estimated Annual Living Wage-2024

Family Type	National	Virginia	GO VA Region 3
1 Adult	\$13.60	\$14.93	\$11.82
1 Adult 1 Child	\$21.03	\$23.20	\$18.72
1 Adult 2 Children	\$27.51	\$30.03	\$24.84
1 Adult 3 Children	\$35.64	\$38.98	\$32.10
2 Adults (1 working)	\$19.71	\$21.21	\$17.58
2 Adults (1 working) 1 Child	\$22.55	\$24.34	\$20.17
2 Adults (1 working) 2 Children	\$25.75	\$27.61	\$23.16
2 Adults (1 working) 3 Children	\$30.92	\$33.29	\$27.65
2 Adults	\$10.56	\$11.29	\$9.42
2 Adults 1 Child	\$13.92	\$15.01	\$12.53
2 Adults 2 Children	\$16.93	\$18.22	\$15.36
2 Adults 3 Children	\$20.85	\$22.53	\$18.86

Source: Chmura Economics and Analytics

IALR also desires to understand the estimated living wages for full-time and part-time workers. The key difference is healthcare costs. The healthcare cost estimate in Section 3.1.4. includes the assumption that employers pay a portion of the health insurance premium. But for part-time workers who do not have employment-based health insurance, they will not have this benefit. For those individuals, they will need to purchase health insurance from the individual insurance market because the Patient Protection and Affordable Care Act (ACA) requires everyone to have insurance.²² ACA also offers premium subsidies to households with moderate incomes.²³ Since households with living wages have incomes only sufficient to cover basic living expenses, they will be eligible for a premium credit. Chmura used the ACA tools from the Kaiser Family Foundation to estimate the health insurance premium for part-time workers in Virginia.²⁴ It turns out that all households purchasing insurance from the ACA health exchange can get a lower premium cost, after factoring premium subsidies, than they would have to pay with employment-based insurance. As a result, the resulting living wages for part-time workers are slightly lower than living wages for full-time workers.

Table 3.10 shows the living wages for part-time workers in the GO Virginia 3 Region. The living wage is lowest for a family with two working adults without children, at \$8.71 per hour. The highest living wage is for one adult with three children, which is estimated to be \$29.95 per hour.

Table 3.10: Estimated Annual Living Wage-Part-Time-2024

Family Type	GO VA Region 3
1 Adult	\$11.11
1 Adult 1 Child	\$17.03
1 Adult 2 Children	\$22.28
1 Adult 3 Children	\$29.95
2 Adults (1 working)	\$16.02
2 Adults (1 working) 1 Child	\$17.16
2 Adults (1 working) 2 Children	\$20.09
2 Adults (1 working) 3 Children	\$24.65
2 Adults	\$8.71
2 Adults 1 Child	\$11.26
2 Adults 2 Children	\$14.20
2 Adults 3 Children	\$17.89

Source: Chmura Economics and Analytics

²² ACA is often referred to as Obamacare by the news media. However, with the Trump Administration taking office, the fate of ACA is not clear at the time of this report. The law could be repealed, or replaced with different plans. It is not clear whether the individual mandate or premium subsidy will be retained. The analysis in this section assumes ACA remains in effect.

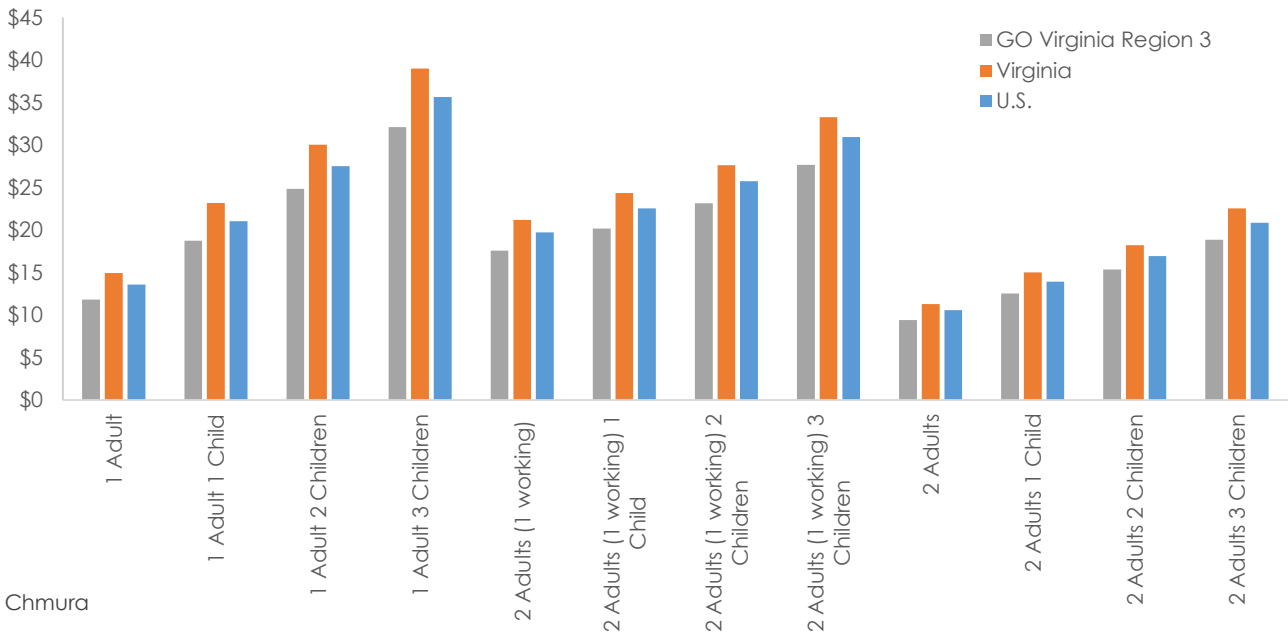
²³ For example, ACA provides premium credits for incomes up to four times the federal poverty line. The amount of the credit depends on household income.

²⁴ Source: Kaiser Family Foundation. This is calculated for each locality based on family type. <https://www.kff.org/interactive/subsidy-calculator/>

3.3. Comparison with State and National Living Wages

Chmura also estimated the state and national living wages and compared them with the GO Virginia 3 Region average. In general, living wages in the GO Virginia 3 Region are lower than both state and national levels for all family types. The regional living wage average (hourly wages) was estimated at \$14.56 in 2024. This is \$3.08 lower than the state average and \$1.76 lower than the national average, due to the lower cost of living in the GO Virginia 3 Region. This translates into lower costs for food, housing, transportation, and other spending items.

Figure 3.3: Comparison with Virginia and National Living Wages



Source: Chmura

4. Jobs Availability in the GO Virginia 3 Region

In this section, Chmura estimates the quantity and quality of available jobs in the GO Virginia 3 Region in 2025 Q1. Available jobs are defined as the current job openings in the region, and were quantified by industry sector, pay range, and education requirement.

4.1. Job Availability by Industry Sector & Employers

In the first quarter of 2025, there were 15,383 job openings in the GO Virginia 3 Region. These data were collected via “spidering” online job posting sites to collect information regarding available jobs.²⁵ With the current employment of 131,176 in the region, there is one job opening per 9 current workers. As a comparison, there is one job opening per 10 current workers in the state of Virginia. This indicates that job availability seems to be slightly more plentiful in the GO Virginia 3 Region than in the state of Virginia.

4.1.1. Job Availability by Industry Sector

Chmura’s RTI database on job openings collected data on position titles. Those position titles enabled Chmura to classify available jobs into detailed occupations based on Standard Occupation Code (SOC) codes from the O*Net database.²⁶ Afterward, Chmura utilized the region’s industry-occupation matrix to estimate the number of job openings in industries based on two-digit and six-digit North American Industry Classification System (NAICS) codes.²⁷

Table 4.1 presents job availability by industry sector. Data indicate that the health care and social assistance sector had the largest number of job openings in the first quarter of 2025, with more than one-third of job openings in the region (35.8%). The healthcare industry includes hospitals, medical offices, and dental offices. It also includes businesses such as nursing homes and mental health establishments. Healthcare is a growing industry in the region with adequate job opportunities. Some of the occupations with a lot of openings are

Table 4.1: GO Virginia Region 3 Job Openings by Industry Sector, 2025 Q1

Sector	Job Openings	Sector Distribution
	2025 Q1	(%)
Accommodation and Food Services	1,242	8.1%
Administrative Support and Waste Management	889	5.8%
Agriculture, Forestry, Fishing and Hunting	13	0.1%
Arts, Entertainment, and Recreation	158	1.0%
Construction	1,071	7.0%
Educational Services	1,165	7.6%
Finance and Insurance	345	2.2%
Health Care and Social Assistance	5,514	35.8%
Information	110	0.7%
Management of Companies and Enterprises	10	0.1%
Manufacturing	910	5.9%
Mining, Quarrying, and Oil and Gas Extraction	10	0.1%
Other Services	172	1.1%
Professional, Scientific, and Technical Services	676	4.4%
Public Administration	314	2.0%
Real Estate and Rental and Leasing	93	0.6%
Retail Trade	1,912	12.4%
Transportation and Warehousing	553	3.6%
Utilities	27	0.2%
Wholesale Trade	199	1.3%
Total	15,383	100.0%

Source: Chmura Economics & Analytics

²⁵ Counts of unique job postings may not equate with actual job demand. For example, job postings may be placed in anticipation of possible openings that do not materialize. Moreover, slight variations of ads may be placed such that the number of ads exceeds the actual number of openings. In addition, online jobs included were active at any point in the first quarter of 2025. As such, this report may include some ads that were closed as of that date and may include some ads that were first posted prior to the 30-day period.

²⁶ O*Net is a national occupation classification system, sponsored by the U.S. Department of Labor, Employment and Training Administration. Source: <https://www.onetonline.org/>

²⁷ This approach is used because most job postings do not specify an industry. In addition, many advertisements are posted by staffing firms, which will then place workers in different firms or industries.

registered nurses (1,336), physical therapists (364), speech-language pathologists (338), licensed practical and licensed vocational nurses (256), medical and health services managers (231), and critical care nurses (189).

About 12% of all job openings (1,912) in the GO Virginia 3 Region are in the retail trade industry. The retail trade sector includes retail establishments such as grocery stores, department stores, and gas stations. There are two factors that contribute to a large number of job openings—fast job growth due to demand and high turnover. Retail jobs tend to have high turnover rates, where workers often move between similar jobs frequently. Some of the major occupations in retail services with sizable job openings are retail salespersons (511), first-line supervisors of retail sales workers (471), and stockers and order fillers (87).

Accommodation and food services is the third-largest industry in the region based on job openings and accounts for 8% of all job openings (1,242) in GO Virginia Region 3. This sector includes both lodging services, such as hotels, and food service establishments, such as full-service restaurants, fast food restaurants, and bars. Similar to the retail trade sector, the accommodation and food services sector experiences high turnover among employees. Some of the major occupations in this sector with large numbers of job openings are fast food and counter workers (284), first-line supervisors of food preparation and serving workers (281), and food services managers (59).

Other sectors with large amounts of job openings are educational services (1,165), construction (1,071), and manufacturing (910).

4.1.2. Job Availability by Occupation

Table 4.2 shows the top 20 occupations with the most job postings in GO Virginia Region 3. The most job posts were for registered nurses, with 1,361 job openings in 2025 Q1. Including registered nurses, nine of the top 20 occupations were in healthcare practitioners and technical occupations and healthcare support occupations. Two other occupations related to health care and social assistance are in the top 20: medical and health service managers and social and human service assistants. Unsurprisingly, the second and third occupations with the most job postings are highly represented in the retail trade sector: retail salespersons and first-line supervisors of retail sales workers.

Table 4.2: Job Openings by Top 20 Occupations in GO Virginia Region 3, 2025 Q1

Occupation	Job Openings
Registered Nurses	1,361
Retail Salespersons	622
First-Line Supervisors of Retail Sales Workers	548
Physical Therapists	373
Medical and Health Services Managers	357
Social and Human Service Assistants	356
Heavy and Tractor-Trailer Truck Drivers	355
Fast Food and Counter Workers	351
Speech-Language Pathologists	351
First-Line Supervisors of Food Preparation and Serving Workers	346
Maintenance and Repair Workers, General	290
Licensed Practical and Licensed Vocational Nurses	265
Stockers and Order Fillers	250
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	229
Merchandise Displayers and Window Trimmers	219
Critical Care Nurses	189
Nursing Assistants	187
Radiologic Technologists and Technicians	163
Occupational Therapy Assistants	162
Physical Therapist Assistants	146

Source: Chumra & Jobs EQ

4.1.3. Job Availability by Major Employers

Most of the top 10 employers with the most job openings in the GO Virginia 3 Region are in the health care and social assistance sector and the retail trade sector. As Table 4.3 shows, in 2025 Q1, there were 305 open positions at LifePoint Health and 200 open positions at Centra Health, both major healthcare providers in the region. These are followed by Walmart (165), a major retailer. The other retailers in the top 10 are Dollar General (121), AutoZone (120), CVS (101), and Food Lion (98). The list also includes Caesars Entertainment (158), a casino operator in the arts, entertainment, and recreation sector that operates the Caesars Virginia Casino in Danville. Henry County Public Schools (110), in the educational services sector, is also in the top ten. One organization in the accommodation and food services sector is in the top ten. Carrols Corporation, a major franchisee for Burger King, had 94 job openings.

Table 4.3: Job Openings by Top 10 Employers in GO Virginia Region 3, 2025 Q1

Company	Job Openings
LifePoint Health	305
Centra Health	200
Walmart	165
Caesars Entertainment	158
Dollar General	121
AutoZone	120
Henry County Public Schools	110
CVS	101
Food Lion	98
Carrols Corporation	94

Source: Chmura & JobsEQ

4.2. Job Availability by Pay Range and Living Wages

4.2.1. Job Availability by Pay Range

IALR desires to know the job availability by different pay ranges, from the state minimum wage of \$12.41 per hour (corresponding to an annual wage of \$25,813 if a person works full-time) to jobs paying over \$40 per hour (\$83,200 annual wage). Chmura used JobsEQ Real Time Intelligence job posting wages to set openings into eight pay brackets.

Table 4.4 presents the job openings by pay range. The pay range with the most openings (3,167) is \$15.00-\$17.99 per hour. This range accounts for 20.6% of total job openings. Retail salespersons, first-line supervisors of retail sales workers, and first-line supervisors of food preparation workers dominate this pay range.

Jobs that pay between \$30.00 and \$39.99 per hour make up 19.4% of job postings with wages. Registered nurses account for 41.3% of job openings in this pay range, with 1,233 registered nurse job postings in this range (90.6% of registered nurse job postings).

Table 4.4: Job Openings by Pay Range in GO Virginia Region 3, 2025 Q1

Wage Range	Job Openings	Wage Range Distribution
	2025 Q1	(%)
\$12.41 - \$12.99	335	2.2%
\$13.00 - \$14.99	1,115	7.2%
\$15.00 - \$17.99	3,167	20.6%
\$18.00 - \$19.99	1,374	8.9%
\$20.00 - \$24.99	1,980	12.9%
\$25.00 - \$29.99	1,951	12.7%
\$30.00 - \$39.99	2,985	19.4%
\$40.00 and up	2118	13.8%

Source: Chmura & JobsEQ

Table 4.5 lists the job openings in the GO Virginia 3 Region by industry and pay range to illustrate the types of jobs available in various industry sectors. For the health care and social assistance sector, which has the most job openings and generally pays a higher-than-average wage, 39.1% of job openings are in \$30.00-\$39.99 pay range due to the high incidence of registered nurse job postings in this range. Both the retail trade sector and the accommodation and food services sector, which are the second and third largest sectors by job openings, respectively, are highly represented in the \$15.00-\$17.99 pay range. For the retail trade sector, 39.3% of job openings are in this range, and for the accommodation and food services sector, 37.7% are in this range.

Table 4.5: Job Openings by Pay Range and Industry in GO Virginia Region 3, 2025 Q1

	\$12.41 - \$12.99	\$13.00 - \$14.99	\$15.00 - \$17.99	\$18.00 - \$19.99	\$20.00 - \$24.99	\$25.00 - \$29.99	\$30.00 - \$39.99	\$40.00 and up
Agriculture, Forestry, Fishing and Hunting	0	1	6	1	2	2	0	0
Mining, Quarrying, and Oil and Gas Extraction	0	0	3	0	5	2	0	0
Utilities	0	0	5	4	6	3	5	4
Construction	3	29	181	127	307	176	125	122
Manufacturing	8	76	189	136	203	122	78	92
Wholesale Trade	1	8	51	25	47	24	24	16
Retail Trade	78	270	752	324	125	57	47	88
Transportation and Warehousing	2	23	138	31	86	197	49	19
Information	1	2	8	8	18	11	20	41
Finance and Insurance	1	15	55	36	39	72	64	62
Real Estate and Rental and Leasing	0	4	19	15	23	17	7	8
Professional, Scientific, and Technical Services	99	40	151	41	86	73	77	103
Management of Companies and Enterprises	3	5	2	0	0	0	0	0
Administrative Support and Waste Management	9	63	168	76	153	257	69	85
Educational Services	20	49	243	95	158	287	186	80
Health Care and Social Assistance	12	131	562	270	497	524	2,157	1,326
Arts, Entertainment, and Recreation	11	41	39	10	13	10	10	12
Accommodation and Food Services	68	336	468	102	93	56	31	32
Other Services (except Public Administration)	12	7	56	32	40	9	10	6
Public Administration	7	15	71	41	79	52	26	22
Total	335	1,115	3,167	1,374	1,980	1,951	2,985	2,118

Source: Chmura & JobsEQ

4.2.2. Availability of Living-Wage Jobs

One research question is to understand the availability of living wage jobs in the GO Virginia 3 region. Living-wage jobs are defined as open positions that pay wages higher than living wages. The answer to this question depends on the family type. One job may provide a living wage for a single adult, but would not be sufficient to support a working family.

Table 4.6 presents data indicating the availability of living wage jobs. Since adults without children tend to have lower living expenses, 100% of available jobs in the region can support 1-adult families and 2-working-adult families, and 99% of available jobs can support families with 2 working adults and 1 child. However, as the number of adults or children increases, so do the wages necessary to support those family members. For example, only 30% of available jobs can support this family with one adult and three children. A family of two adults (one working) and three children can be supported by only 38% of available jobs. If both adults are working, 64% of available jobs can support families with three children.

As Chmura's analysis shows, a majority of the job openings pay living wages. Families with children, however, will have a more difficult time meeting their basic needs, which include child care and transportation. If affordable child care can be found, or employers can support child care, then more jobs can be living wage jobs for those families.

Table 4.6: Availability of Living Wage Jobs in GO Virginia Region 3, 2025 Q1

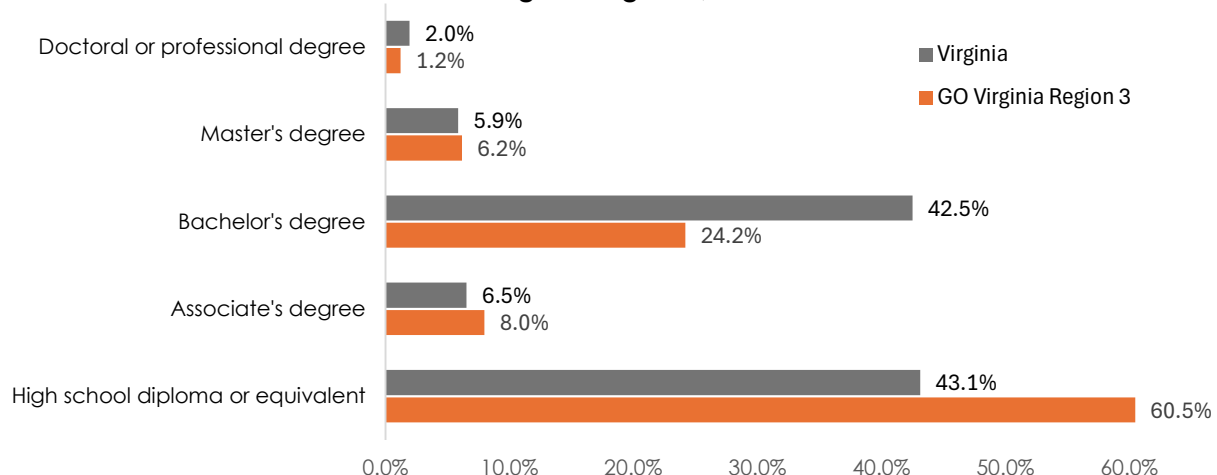
Family Type	% of Job Openings over Living Wage
1 Adult	100%
1 Adult 1 Child	65%
1 Adult 2 Children	47%
1 Adult 3 Children	30%
2 Adults (1 working)	72%
2 Adults (1 working) 1 Child	59%
2 Adults (1 working) 2 Children	51%
2 Adults (1 working) 3 Children	38%
2 Adults	100%
2 Adults 1 Child	99%
2 Adults 2 Children	87%
2 Adults 3 Children	64%

Source: Chmura Economics and Analytics

4.3. Job Availability by Education Requirement

Figure 6.1 presents job openings by education requirement in the GO Virginia 3 Region. More than half (60.5%) of job openings only require a high school diploma or equivalent. As a comparison, 24.2% of job openings in the GO Virginia 3 Region need a bachelor's degree, compared with 42.5% for the state average. The key conclusion is that job openings in the GO Virginia 3 Region tend to be concentrated in low-skilled jobs that do not require college or higher degrees.

Figure 4.1: Job Openings by Education Attainment in GO Virginia Region 3, 2025Q1



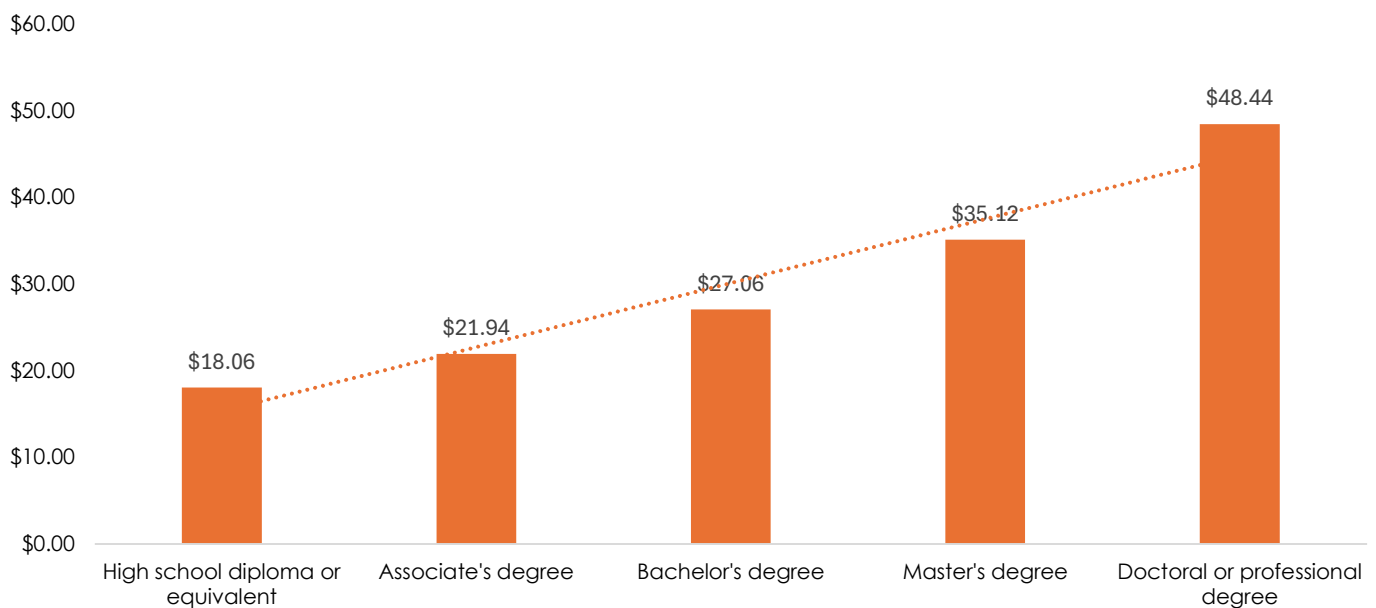
Source: Chmura and JobsEQ

4.4. Correlation Between Education and Wages

It is not surprising that there is a strong positive correlation between education level and wages in the GO Virginia 3 Region. The higher wages are necessary to compensate for the additional investment people spend to acquire additional education. It also reflects the additional value or productivity an individual with a high education level has in the labor market.

Figure 6.2 demonstrates the positive correlation between level of education and wages. As the level of education rises, so does the average hourly wage for jobs requiring that education. For example, the median hourly wage for job openings that only require a high school diploma or equivalent is \$18.06 per hour. For college-level education, the median hourly wage for job openings requiring an associate degree is \$21.94 per hour, while it is \$27.06 per hour for jobs with a bachelor's degree. Based on the wage and education data in the Dan River Region, a statistical analysis indicates that each year of additional education can increase hourly wages by \$3.70 per hour.²⁸

Figure 4.2: Hourly Wages by Education in GO Virginia Region 3



Source: Chmura and JobsEQ

4.5. Jobs Availability in the Controlled Environment Agriculture Industry

There is only one controlled environment agriculture company with job postings in the GO Virginia 3 Region: AeroFarms, which opened a vertical farming facility in Danville in 2022 and has since moved its headquarters to the city. There were 48 active positions at AeroFarms in 2025 Q1.

Table 4.7: Job Openings by Job Title in the Controlled Environment Agriculture Industry in GO Virginia Region 3

Occupation	Job Openings
HACCP & Quality Assurance Coordinator	5
Food Safety & Quality Assurance (FSQA) Technician	4
HVAC Technician	3
Maintenance Controls Engineer	3
Assistant Grower	2

²⁸ The currently available data do not enable Chmura to evaluate the effect of certifications or licenses on wages.

Facility Security & Safety Officer	2
Forklift Operator	2
Grow Room Technician	2
Multi-Craft Maintenance Technician	2
Operations	2
Operations Manager	2
Production Supervisor	2
Senior Project Manager	2
Controls Technician	1
Executive Assistant	1
Facilities Technician	1
General Employment Application	1
Nutrient Prep Technician	1
Packaging Technician	1
Plant Controller	1
Production Supervisor - Night Shift	1
Production Team Lead	1
Robotic Cell / Combiner Technician	1
Senior Controls Engineer - SCADA Systems (Ignition, CODESYS)	1
SME-Process Technician - Sanitation Tunnel	1
Team Lead	1
Tower CIP Tech	1
Warehouse Technician	1

Source: Chmura & JobsEQ

Table 4.8 shows job openings by wage range in the controlled environment agriculture industry in the GO Virginia 3 Region in 2025 Q1. Jobs in this industry have a higher wage floor than the region overall with wages starting in the \$15.00-\$17.99. The wage range with the most job openings is also higher than the region overall. The \$20.00 - \$24.99 wage range has the most job openings and accounts for 29.2% of all job openings in the industry. The industry, however, has a lower proportion of job openings at the highest wage ranges, with 16.7% of job openings in the \$30.00-\$39.99 wage range and 10.4% in the \$40.00 and up range (compared to 19.4% and 13.8% for the overall region, respectively).

Table 4.8: Job openings by Wage Range in the Controlled Environment Agriculture Industry in the GO Virginia 3 Region, 2025 Q1²⁹

Wage Range	Job Openings	Distribution of Wage Range (%)
\$15.00 - \$17.99	7	14.6%
\$18.00 - \$19.99	6	12.5%
\$20.00 - \$24.99	14	29.2%
\$25.00 - \$29.99	8	16.7%
\$30.00 - \$39.99	8	16.7%
\$40.00 and up	5	10.4%

Source: Chmura & JobsEQ

²⁹ Wage information was available for only 25% of the sample. The remaining portion was imputed based on occupation, education and experience requirement, and regional factors.

Living wage jobs availability for the controlled environment agriculture industry in GO Virginia Region 3 is better than the region overall for six of the 12 family types. These include families with one adult and one child, two adults (one working) with less than two children, and two adults (both working) with one or more children. Families with one adult with one child and families with one adult with three children (44% and 27% respectively) were roughly aligned with the region overall (44% and 30% respectively) as were families with two adults (one working) with two children and two adults (one working) with three children (44% and 35% in the industry versus 51% and 38% in the region overall).

Table 4.9: Availability of Living Wage Jobs in GO Virginia Region 3, Controlled Environment Agriculture, 2025 Q1

Family Type	% of Job Openings over Living Wage
1 Adult	100%
1 Adult 1 Child	77%
1 Adult 2 Children	44%
1 Adult 3 Children	27%
2 Adults (1 working)	92%
2 Adults (1 working) 1 Child	60%
2 Adults (1 working) 2 Children	44%
2 Adults (1 working) 3 Children	35%
2 Adults	100%
2 Adults 1 Child	100%
2 Adults 2 Children	98%
2 Adults 3 Children	75%

Source: Chmura Economics and Analytics

4.6. Jobs Availability in the Advanced Manufacturing Industry

Manufacturing is the fifth largest sector by job openings in the GO Virginia 3 Region, with 910 openings in 2025 Q1, and remains a targeted industry in the region as announcements of advanced manufacturing employers expanding in Southern Virginia continue. Table 4.10 shows the top 25 occupations in the GO Virginia 3 Region manufacturing sector by job postings. Other production workers and general maintenance and repair workers had the most openings in 2025 Q1 with 71 job posts each. These were followed by laborers and freight, stock, and material movers (52), first-line supervisors of production and operating workers (46), and merchandise displayers and window trimmers (41).

Table 4.10: Job Openings by Occupation in the Manufacturing Sector in GO Virginia Region 3, 2025 Q1

Occupational Health and Safety Specialists	Job Openings
Maintenance and Repair Workers, General	71
Production Workers, All Other	71
Laborers and Freight, Stock, and Material Movers, Hand	52
First-Line Supervisors of Production and Operating Workers	46
Merchandise Displayers and Window Trimmers	41
Stockers and Order Fillers	36
Human Resources Specialists	23
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	18
Shipping, Receiving, and Inventory Clerks	18
Quality Control Analysts	17
Electrical Engineers	16
Industrial Truck and Tractor Operators	16
Architectural and Engineering Managers	14
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	14
Inspectors, Testers, Sorters, Samplers, and Weighers	13
Retail Salespersons	13

Heavy and Tractor-Trailer Truck Drivers	12
Occupational Health and Safety Specialists	12
Business Operations Specialists, All Other	11
First-Line Supervisors of Mechanics, Installers, and Repairers	11
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	11
First-Line Supervisors of Office and Administrative Support Workers	10
Computer User Support Specialists	9
First-Line Supervisors of Retail Sales Workers	9
Industrial Engineers	9

Source: Chmura & JobsEQ

Table 4.11 shows manufacturing job openings by wage range in GO Virginia Region 3. Compared to the region overall, the manufacturing sector is more concentrated at the middle wage ranges, with the highest concentration in the \$20.00 - \$24.99 wage range (22.5%). This was followed by the \$15.00 - \$17.99 wage range (20.9%), the \$18.00 - \$19.99 wage range (15.0%), and the \$25.00-\$29.00 wage range (13.5%). The manufacturing sector was less concentrated at the lower end with only 0.9% of job openings in the \$12.41 - \$12.99 range (2.20% in the region overall), and it was less concentrated at the higher-end with 8.6% in the \$30.00 - \$39.99 range (19.4% in the region overall) and 10.2% in the \$40.00 and up range (13.80% in the region overall).

Since the manufacturing sector jobs tend to be more concentrated in the middle of the wage distribution compared to the entire regional jobs, the percentage of the available jobs that pay above living wage in the sector is qualitatively similar to the percentage for the entire region for families with two adults, both working, since they have lower hourly rate thresholds. The decrease in opportunity in the upper hand of the wage distribution in the manufacturing sector presents a challenge for households with one adult or two adults but only one working, and with more than one child.

Table 4.11: Job Openings by Pay Range in GO Virginia Region 3, 2025 Q1

Wage Range	Job Openings	Wage Range Distribution
	2025 Q1	(%)
\$12.41 - \$12.99	8	0.9%
\$13.00 - \$14.99	76	8.4%
\$15.00 - \$17.99	189	20.9%
\$18.00 - \$19.99	136	15.0%
\$20.00 - \$24.99	203	22.5%
\$25.00 - \$29.99	122	13.5%
\$30.00 - \$39.99	78	8.6%
\$40.00 and up	92	10.2%

Source: Chmura & JobsEQ

Table 4.12: Availability of Living Wage Jobs in GO Virginia Region 3, Advanced Manufacturing, 2025 Q1

Family Type	% of Job Openings over Living Wage
1 Adult	100%
1 Adult 1 Child	62%
1 Adult 2 Children	32%
1 Adult 3 Children	16%
2 Adults (1 working)	74%
2 Adults (1 working) 1 Child	52%
2 Adults (1 working) 2 Children	38%
2 Adults (1 working) 3 Children	23%
2 Adults	100%
2 Adults 1 Child	99%
2 Adults 2 Children	89%
2 Adults 3 Children	60%

Source: Chmura Economics and Analytics

5. Analysis of Job Availability in the GO Virginia 3 Region in June 2017 and June 2025

In this section, Chmura estimates the quantity and quality of available jobs in the GO Virginia 3 Region in June 2025 and relates it to estimates from June 2017 in order to compare current living wage jobs availability with a previous living wage jobs availability study completed in 2017.

5.1. Job Availability by Industry Sector & Employers

5.1.1. Job Availability by Industry Sector

Figure 5.1 compares availability based on Real Time Intelligence job posting data for the GO Virginia 3 region between June 2017 and June 2025. The highest proportion of jobs available in the region in June 2025 was in the health care and social assistance sector, with 35.3% of posts. Six hundred eighty-four of the 2,768 jobs in the sector were for registered nurses. Other occupations in the health care and social assistance sector with large numbers of job postings were physical therapists (186), medical and health services managers (167), and licensed practical and licensed vocational nurses (144).

Table 5.1: GO Virginia Region 3 Job Openings by Industry Sector

Sector	June 2025		June 2017	
	Volume	(%)	Volume	(%)
Accommodation and Food Services	857	10.9%	722	12.5%
Administrative Support and Waste Management	278	3.5%	387	6.7%
Agriculture, Forestry, Fishing and Hunting	4	0.1%	5	0.1%
Arts, Entertainment, and Recreation	72	0.9%	25	0.4%
Construction	464	5.9%	116	2.0%
Educational Services	663	8.5%	307	5.3%
Finance and Insurance	113	1.4%	171	3.0%
Health Care and Social Assistance	2,768	35.3%	1,043	18.0%
Information	51	0.7%	115	2.0%
Management of Companies and Enterprises	5	0.1%	2	0.0%
Manufacturing	401	5.1%	247	4.3%
Mining, Quarrying, and Oil and Gas Extraction	13	0.2%	1	0.0%
Other Services	74	0.9%	135	2.3%
Professional, Scientific, and Technical Services	347	4.4%	210	3.6%
Public Administration	113	1.4%	285	4.9%
Real Estate and Rental and Leasing	52	0.7%	72	1.2%
Retail Trade	1,239	15.8%	1,703	29.5%
Transportation and Warehousing	247	3.1%	158	2.7%
Utilities	27	0.3%	7	0.1%
Wholesale Trade	55	0.7%	68	1.2%
Total	7,843	100.0%	5,779	100.0%

Source: Chmura Economics & Analytics

Almost 16% of open positions were available in the retail trade sector, with 1,239 open positions. Four hundred and fourteen of the open positions were available for retail salesperson, and 266 were available for first-line supervisors of retail sales workers.

About 11% of open positions were available in the accommodation and food services sector, which includes lodging, fast-food restaurants, and full-service restaurants. Two hundred and fourteen of the 857 available jobs in this sector are for fast food and counter workers, and 231 open positions are for first-line supervisors of food preparation workers. These two occupations make up over half of the June 2025 job postings in the sector.

In contrast to June 2025, the largest sector by job openings in Go Virginia Region 3 in June 2017 was the retail trade sector, accounting for 29.5% of the 5,779 open positions. This was followed by health care and social assistance with 1,043 job openings (18.0%) and 722 openings in accommodation and food services (12.5%). This marks a shift from occupations in lower-wage, higher-turnover sectors such as retail trade in 2017, to higher-wage more stable sectors such as health care in 2025, a trend we have seen nationwide.

5.1.2. Job Availability by Occupation

Table 5.2 displays the top 20 occupations with the most job postings in GO Virginia 3 in June 2025, which shows similar trend to the top 20 occupations in 2025 Q1. The most job posts were for registered nurses, with 700 job openings in June 2025. Including registered nurses, seven of the top 20 occupations were in healthcare related occupation groups (healthcare practitioners and technical occupations, and healthcare support occupations). Two other occupations related to health care and social assistance were in the top 20: medical and health service managers and social and human service assistants. Unsurprisingly, the second and third occupations with the most job postings are highly represented in the retail trade sector: retail salespersons and first-line supervisors of retail sales workers; and the fourth and fifth occupations with the most job postings were in the accommodation and food services sector: first-line supervisors of food preparation and serving workers and fast food and counter workers.

Table 5.2: Job Openings by Top 20 Occupations in GO Virginia Region 3, June 2025

Occupation	Job Openings
Registered Nurses	700
Retail Salespersons	472
First-Line Supervisors of Retail Sales Workers	302
First-Line Supervisors of Food Preparation and Serving Workers	263
Fast Food and Counter Workers	245
Medical and Health Services Managers	243
Physical Therapists	186
Social and Human Service Assistants	157
Heavy and Tractor-Trailer Truck Drivers	154
Licensed Practical and Licensed Vocational Nurses	149
Speech-Language Pathologists	146
Maintenance and Repair Workers, General	137
Stockers and Order Fillers	134
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	103
Nursing Assistants	97
Occupational Therapy Assistants	95
Merchandise Displayers and Window Trimmers	88
Personal Care Aides	71
Production Workers, All Other	66
Parts Salespersons	65

Source: Chumra & Jobs EQ

In June 2017, healthcare-related occupations were less represented in the top 20 occupations by job posting, as shown in Table 5.3. Only three of the top 20 occupations were in the healthcare occupation group (registered nurses, physical therapists, and nursing assistants), and two others are related to healthcare (social and human service assistants and medical and health services managers). The occupation with the most job openings in June 2017 was retail salespersons with 758 posts, followed by first-line supervisors of retail sales workers, first-line supervisors of food preparation and serving workers, and fast food and counter workers. The shift from retail workers and fast-food workers in 2017 to healthcare workers in 2025 marks a shift away from lower-pay, higher turnover jobs availability to higher-pay more stable positions in the region.

Table 5.3: Job Openings by Top 20 Occupations in GO Virginia Region 3, June 2017

Occupation	Job Openings
Retail Salespersons	758
First-Line Supervisors of Retail Sales Workers	441
First-Line Supervisors of Food Preparation and Serving Workers	269
Fast Food and Counter Workers	208
Registered Nurses	151
Stockers and Order Fillers	126
Customer Service Representatives	125
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	115
Social and Human Service Assistants	112
Heavy and Tractor-Trailer Truck Drivers	111
Food Preparation Workers	105
Cashiers	99
Medical and Health Services Managers	89
Food Service Managers	71
Physical Therapists	63
Securities, Commodities, and Financial Services Sales Agents	61
Maintenance and Repair Workers, General	58
Nannies	56
Nursing Assistants	56
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	54

Source: Chumra & Jobs EQ

5.1.3. Job Availability by Major Employers

The healthcare sector held the largest number of the top 10 employers with the most job openings in the GO Virginia 3 Region. As Table 5.4 shows, in June 2025, there were 198 open positions at LifePoint Health, which was the largest employer by job postings, 104 open positions at Centra Health, which was the fourth largest, and 65 positions open at SOVAH Health, which was tenth largest. The second, third, sixth, and ninth largest employers were all in the retail trade sector: Food Lion (174), Walmart (132), Dollar General (83), and CVS (74). The fifth largest was Carrols Corporation (97), a major franchisee for Burger King. The list also includes Henry County Public Schools (110) and Caesars Entertainment (74), a casino operator in the arts, entertainment, and recreation sector that operates the Caesars Virginia Casino in Danville.

Table 5.4: Job Openings by Top 10 Employers in GO Virginia Region 3, June 2025

Company	Job Openings
LifePoint Health	198
Food Lion	174
Walmart	132
Centra Health	104
Carrols Corporation	97
Dollar General	83
Henry County Public Schools	77
Caesars Entertainment	74
CVS	74
SOVAH Health	65

Source: Chmura & JobsEQ

In June 2017, as shown in Table 5.5, Food Lion had by far the largest number of job openings in the GO Virginia 3 region with 627 open positions. Including Food Lion, there were four companies in the retail trade sector among the top ten largest employers by job postings: Dollar General (216), Family Dollar (94), and CVS (77). Two employers were in the healthcare sector: Sentara Healthcare (157) and Danville Regional Medical Center (83). Two employers, McDonald's (95) and Taco Bell (69), were in the accommodation and food services sector. The City of Danville, which belongs to the public administration sector, was also in the top ten with 98 open positions.

Table 5.5: Job Openings by Top 10 Employers in GO Virginia Region 3, June 2017

Company	Job Openings
Food Lion	627
Dollar General	216
Sentara Healthcare	157
Commonwealth of Virginia	102
City of Danville	98
McDonald's	95
Family Dollar	94
Danville Regional Medical Center	83
CVS	77
Taco Bell	69

Source: Chmura & JobsEQ

5.2. Job Availability by Pay Range and Living Wages

5.2.1. Job Availability by Pay Range

In 2025, the state minimum wage was \$12.41, so there are no jobs available below \$11/hour. In June 2025, the wage distribution from job openings is bimodal, meaning it has two distinct concentration points. First is the \$15.00 to \$17.99 wage range, with 23.5% of open positions. This wage range was most heavily skewed towards workers in the retail sector and food services sector, with 291 openings in this range for retail sales persons, 103 for first-line supervisors of retail sales workers, and 138 for first-line supervisors of food preparation and serving workers. The second is the \$30.00 to \$39.00 wage range, which accounted for 19% of job openings in June 2025. Registered nurses accounted for 71% of the job openings in the \$30.00 to \$39.00 wage range.

In June 2017, wages were less prevalent in job postings, so Chmura used the regional entry-level wages³⁰ from the BLS Occupational Wages and Statistics program to estimate the wage associated with open positions. Chmura chose to use entry-level wages rather than average or median wages, because workers typically must accumulate experience and seniority before their income reaches the average wage level of the occupation. The entry-level wage for registered nurses was \$26.25 per hour in Virginia. All job openings for registered nurses will be assigned an hourly wage of \$26.25.

Wages in June 2017 were more heavily skewed towards the lower ranges, with more than 50% of jobs paying less than

Table 5.6: Job Openings by Pay Range in GO Virginia Region 3

Wage Range	June 2025		June 2017	
	Volume	(%)	Volume	(%)
\$7.25 - \$8.99	na	na	705	12.2%
\$9.00 - \$10.99	na	na	1,373	23.8%
\$11.00 - \$12.99	206	2.7%	859	14.9%
\$13.00 - \$14.99	564	7.3%	305	5.3%
\$15.00 - \$17.99	1,810	23.5%	898	15.5%
\$18.00 - \$19.99	762	9.9%	147	2.5%
\$20.00 - \$24.99	907	11.8%	422	7.3%
\$25.00 - \$29.99	856	11.1%	365	6.3%
\$30.00 - \$39.99	1,456	18.9%	321	5.6%
\$40.00 and up	1,125	14.6%	384	6.6%

Source: Chmura & JobsEQ

\$13/hour. A second concentration point is the \$15.00 to \$17.99 range, with 49% of the posts in this range for first-line supervisors of retail sales workers. The shift in the wage distribution between 2017 and 2025 was the result of a lower minimum wage in 2017 (\$7.25/hour), post-COVID wage inflation, and a recent shift in the composition of labor demand away from low-paying jobs in retail and hospitality.

³⁰ Entry Level wages are defined by the hourly 25th percentile wage in Virginia.

Table 5.7 lists the job openings in June 2025 in the GO Virginia 3 Region by industry and pay range to illustrate the type of jobs available in various industry sectors. For the health care and social assistance sector, which has the most job openings and generally pays a higher-than-average wage, 39.1% of job openings are in \$30.00-\$39.99 pay range due to the high incidence of registered nurse job postings in this range. Both the retail trade sector and the accommodation and food services sector, which are the second and third largest sectors by job openings, respectively, are highly represented in the \$15.00-\$17.99 pay range. For the retail trade sector, 39.3% of job openings are in this range, and for the accommodation and food services sector, 37.7% are in this range.

Table 5.7: Job Openings by Pay Range and Industry in GO Virginia Region 3, June 2025

	\$12.41 - \$12.99	\$13.00 - \$14.99	\$15.00 - \$17.99	\$18.00 - \$19.99	\$20.00 - \$24.99	\$25.00 - \$29.99	\$30.00 - \$39.99	\$40.00 and up
Agriculture, Forestry, Fishing and Hunting	0	0	3	0	0	0	1	0
Mining, Quarrying, and Oil and Gas Extraction	0	0	1	4	5	1	2	0
Utilities	0	0	3	1	11	4	5	3
Construction	0	7	47	52	120	94	61	83
Manufacturing	5	13	108	87	76	44	26	42
Wholesale Trade	0	4	10	6	19	4	8	4
Retail Trade	55	155	564	219	65	15	23	47
Transportation and Warehousing	1	7	67	17	39	95	13	6
Information	0	4	14	0	13	5	4	11
Finance and Insurance	0	3	12	9	11	37	16	25
Real Estate and Rental and Leasing	2	1	9	10	14	11	2	3
Professional, Scientific, and Technical Services	45	31	48	18	31	44	44	84
Management of Companies and Enterprises	0	0	4	1	0	0	0	0
Administrative Support and Waste Management	3	31	67	34	45	25	25	42
Educational Services	4	15	133	69	78	155	117	72
Health Care and Social Assistance	5	41	308	131	264	258	1,083	671
Arts, Entertainment, and Recreation	1	16	23	6	8	1	5	9
Accommodation and Food Services	76	225	347	73	55	41	10	10
Other Services (except Public Administration)	7	10	21	11	13	4	4	3
Public Administration	2	1	21	14	40	18	7	10
Total	206	564	1,810	762	907	856	1456	1,125

Source: Chmura & JobsEQ

Table 5.8 lists the job openings in June 2017 in the GO Virginia 3 Region by industry and pay range to illustrate the type of jobs available in various industry sectors. In the retail trade sector, which was the largest sector in the region in 2017, wages were generally on the lower end, with the highest incidence in the \$9.00 to \$10.99 range due to the high prevalence of retail salespersons. Healthcare and social assistance, which had the second most job openings in 2017, had a less variable spread among wage ranges, with 202 openings in the \$30.00 to \$39.99 which includes medical and health services managers, 193 openings in the \$25.00 to \$29.99 range which includes registered nurses, and 173 openings in the \$9.00 to \$10.99 range which includes nursing assistants.

Table 5.8: Job Openings by Pay Range and Industry in GO Virginia Region 3, June 2017

	\$7.25 - \$8.99	\$9.00 - \$10.99	\$11.00 - \$12.99	\$13.00 - \$14.99	\$15.00 - \$17.99	\$18.00 - \$19.99	\$20.00 - \$24.99	\$25.00 - \$29.99	\$30.00 - \$39.99	\$40.00 and up
Agriculture, For- estry, Fishing and Hunting	12	4	0	0	0	0	0	0	0	0
Mining, Quarry- ing, and Oil and Gas Extraction	0	1	2	3	4	5	6	7	8	9
Utilities	0	0	0	0	0	0	8	0	3	0
Construction	2	3	24	119	24	5	8	0	2	0
Manufacturing	0	11	24	4	9	34	5	0	15	16
Wholesale Trade	0	0	0	15	4	2	4	3	4	0
Retail Trade	257	983	69	4	451	0	0	0	0	34
Transportation and Warehous- ing	0	0	8	11	128	1	0	2	0	0
Information	0	0	0	5	0	0	32	0	24	3
Finance and In- surance	0	1	18	2	36	0	72	1	7	14
Real Estate and Rental and Leas- ing	0	31	0	1	3	0	0	0	31	0
Professional, Scientific, and Technical Ser- vices	0	3	61	15	4	22	44	59	10	41
Management of Companies and Enterprises	0	1	2	3	4	5	6	7	8	9
Administrative Support and Waste Manage- ment	18	59	170	17	28	14	57	13	8	17
Educational Ser- vices	0	6	24	1	4	1	11	69	0	0
Health Care and Social Assis- tance	135	173	163	70	136	58	71	193	202	91
Arts, Entertain- ment, and Recre- ation	0	7	5	0	0	0	2	10	0	1
Accommodation and Food Ser- vices	160	40	286	0	0	0	75	0	0	0
Other Services (except Public Administration)	121	4	2	34	33	0	0	0	0	6
Public Admin- istration	0	48	5	7	38	10	33	15	15	4
Total	705	1,373	859	305	898	147	422	365	321	245

Source: Chmura & JobsEQ

5.2.2. Availability of Living Wage Jobs

Living wage jobs availability in June 2025 showed a remarkable improvement since June 2017. The percentage of job openings offering wages over the living wage increased across the board, particularly with households with only one adult or only one adult working.

Table 5.9: % of Job Openings over Living Wage in GO Virginia Region 3

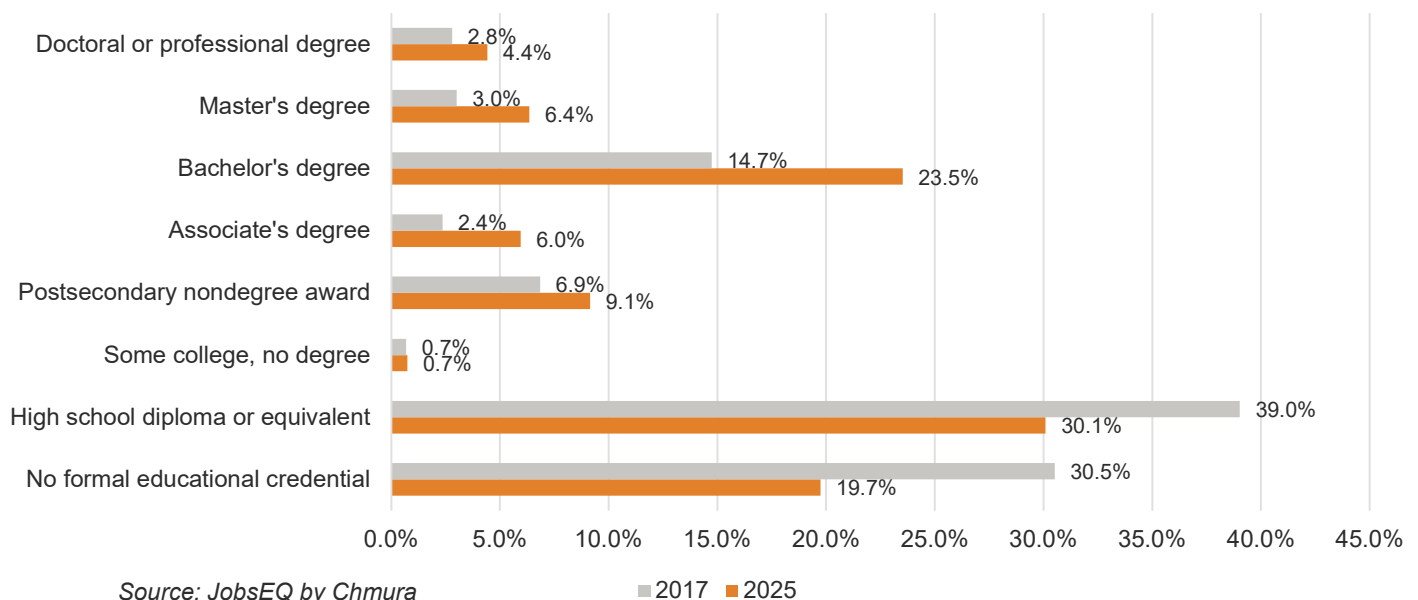
Family Type	June 2025	June 2017
1 Adult	100%	92%
1 Adult 1 Child	62%	42%
1 Adult 2 Children	45%	25%
1 Adult 3 Children	30%	17%
2 Adults (1 working)	69%	49%
2 Adults (1 working) 1 Child	56%	42%
2 Adults (1 working) 2 Children	48%	29%
2 Adults (1 working) 3 Children	38%	22%
2 Adults	100%	100%
2 Adults 1 Child	99%	71%
2 Adults 2 Children	87%	60%
2 Adults 3 Children	61%	45%

Source: Chmura Economics and Analytics

5.3. Job Availability by Education Requirement

Figure 5.1 shows the proportion of job openings during June 2017 and June 2025 by minimum education requirements. In June 2017, job postings in the GO Virginia 3 region were less likely to have educational requirements listed in the job ad, so Chmura used minimum educational requirements data from the Bureau of Labor Statistics Occupational Employment Projections program to crosswalk posted occupations with educational requirements. The Bureau of Labor statistics data had a wider range of educational requirements, which included no formal educational credential, high school diploma or equivalent, postsecondary nondegree award, some college no degree, associate's degree, bachelor's degree, master's degree, and doctoral or professional degree. This process was repeated for June 2025 in order to facilitate cross-period comparisons.

Figure 5.1: Job Openings by Education Attainment in Go Virginia Region 3



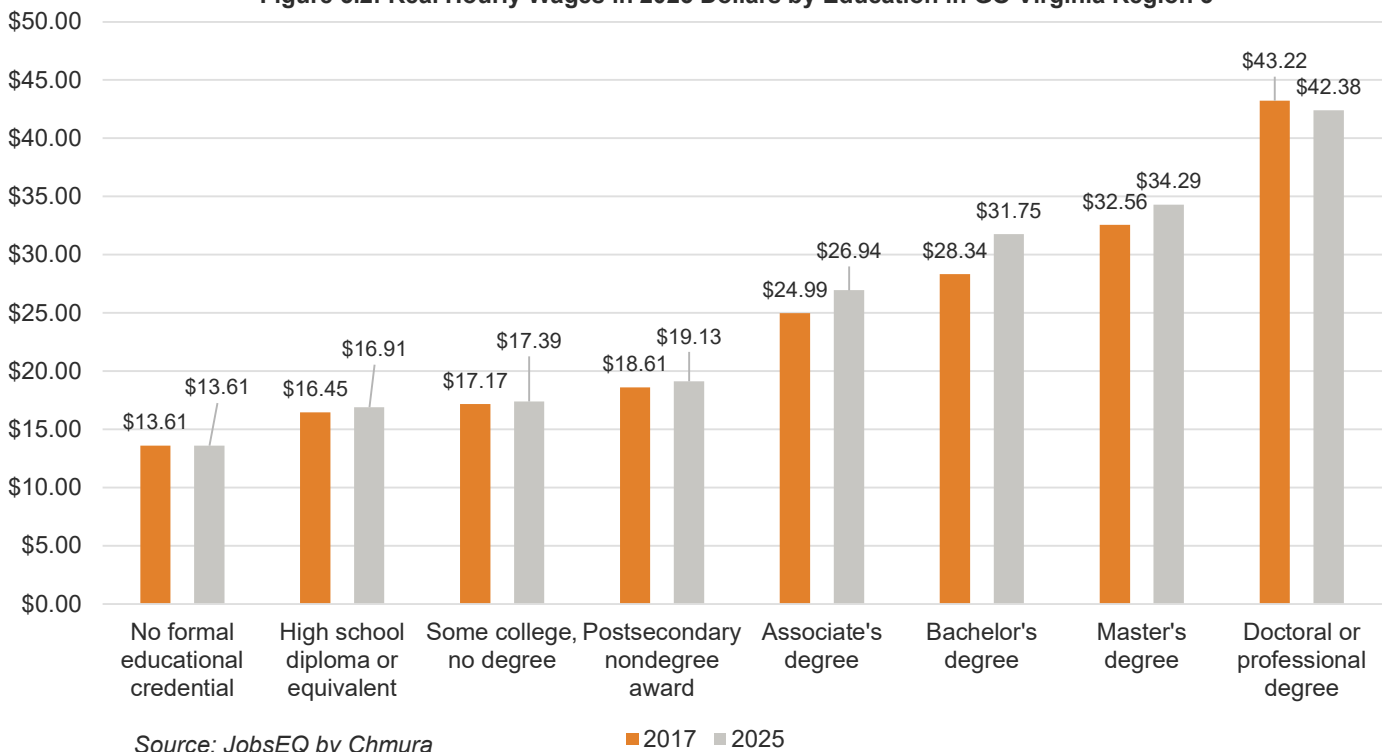
In 2017, job openings were heavily skewed towards the lower-educational range, with 69.5% requiring no formal education or a high school diploma or equivalent. 9.9% of openings required post-secondary education below a bachelor's degree (6.9% required a postsecondary nondegree award, 2.4% required an associate degree, and 0.7% required some college with no degree). 14.7% required a bachelor's degree, and 5.8% required a postgraduate degree. Being skewed towards the lower-skill, lower-wage jobs explains the lower availability of living wage jobs in the GO Virginia 3 region in 2017.

In June 2025, job postings were comparatively more skewed towards the higher-educational ranges. Although almost half of job postings (49.8%) required no formal education or a high school diploma or equivalent, 23.5% required a bachelor's degree in 2025, 8.8 percentage points higher than in 2017. Similarly 6.4% required a master's degree (compared to 3.0% in 2017) and 4.4% required a doctoral degree (compared to 2.8% in 2017). Positions requiring associate's degrees (6.1%) and postsecondary certificates (9.1%) were also more prevalent in 2025 compared to 2017, signaling an increase in trade and skilled positions that do not require four or more years in higher education. Being comparatively more skewed towards high skilled, high wage positions explains the improvement in living wage jobs availability between 2017 and 2025.

5.4. Correlation Between Education and Wages³¹

The relationship between education and wages is more pronounced in June 2025 than it was June 2017. Although in both time periods, more years of education translates to higher pay, in 2025 an additional year of education translates to a \$4.04, while in 2017 it translated to a \$3.90 increase. This is primarily due to the higher comparative wages in 2025 for positions requiring associate's degrees, with an average entry level wage of \$26.94, \$1.95 higher than in 2017; positions requiring bachelor's degrees, with an average entry level wage of \$31.75, \$3.41 higher than in 2017; and positions requiring master's degrees, with an average entry level wage of \$34.29, \$1.74 higher than in 2017.

Figure 5.2: Real Hourly Wages in 2025 Dollars by Education in GO Virginia Region 3



³¹ All wages are real wages in 2025 dollars.

5.5. Job Availability in the Controlled Environment Agriculture Industry

There is only one controlled environment agriculture company with job postings in the GO Virginia 3 Region: AeroFarms, which opened a vertical farming facility in Danville in 2022; therefore, a comparison between 2017 and 2025 is not possible.

5.6. Job Availability in the Advanced Manufacturing Industry

Manufacturing is the fifth largest sector by job openings in the GO Virginia 3 Region in June 2025, with 401 openings, and it remains a targeted industry in the region as announcements of advanced manufacturing employers expanding in Southern Virginia continue. Table 5.10 shows the occupations in the GO Virginia 3 Region manufacturing sector with five or more postings during the month of June. Other production workers had the most openings in June 2025 with 48 job posts. This was followed by general maintenance and repair workers (38), stockers and order fillers (34), and laborers and freight, stock, and material movers (24).

Table 5.10: Job Openings by Occupation in the Manufacturing Sector in GO Virginia Region 3, June 2025

Occupation	Job Openings
Production Workers, All Other	48
Maintenance and Repair Workers, General	38
Stockers and Order Fillers	34
Laborers and Freight, Stock, and Material Movers, Hand	24
First-Line Supervisors of Production and Operating Workers	16
Heavy and Tractor-Trailer Truck Drivers	11
Industrial Production Managers	9
Industrial Truck and Tractor Operators	9
Printing Press Operators	7
Electrical Engineers	6
Human Resources Specialists	5
Quality Control Analysts	5
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	5
Shipping, Receiving, and Inventory Clerks	5

Source: Chmura & JobsEQ

Table 5.11 compares manufacturing job openings by wage range in GO Virginia Region 3 during June 2025 to June 2017. The increase in state minimum wage and the wage inflation created by the pandemic aftermath have shifted the wage distribution up over time. Two-thirds of all job openings in 2025 were between \$15 and \$25, compared to only one quarter in 2017. More than half of the job openings in 2017 paid between \$9 and \$15. Adjusted for inflation, these wages translate to \$11.85 to \$19.75 in 2025 dollars, suggesting that the regional increase in wages is not only due to inflation but also represents real gains for workers.

Table 5.11: Job Openings by Pay Range in the Manufacturing Sector in GO Virginia Region 3

Wage Range	June 2025		June 2017	
	Volume	(%)	Volume	(%)
\$7.25 - \$8.99	NA	NA	6	2.4%
\$9.00 - \$10.99	NA	NA	59	23.9%
\$11.00 - \$12.99	5	1.2%	36	14.6%
\$13.00 - \$14.99	13	3.2%	33	13.4%
\$15.00 - \$17.99	108	26.9%	21	8.5%
\$18.00 - \$19.99	87	21.7%	17	6.9%
\$20.00 - \$24.99	76	19.0%	24	9.7%
\$25.00 - \$29.99	44	11.0%	19	7.7%
\$30.00 - \$39.99	26	6.5%	15	6.1%
\$40.00 and up	42	10.5%	17	6.9%

Source: Chmura & JobsEQ

Notwithstanding these gains in manufacturing wages, the economic situation has not improved for every household. The increase in manufacturing wages has enhanced the prospects of families with two working adults and households with only one child. However, the increase has not been significant enough to improve the availability of earning a living wage for families with more than one child.

Table 5.12: Percentage of Job Openings above Living Wage Jobs in GO Virginia Region 3, Advanced Manufacturing

Family Type	June 2025	June 2017
1 Adult	100%	98%
1 Adult 1 Child	58%	45%
1 Adult 2 Children	28%	35%
1 Adult 3 Children	15%	20%
2 Adults (1 working)	73%	63%
2 Adults (1 working) 1 Child	45%	45%
2 Adults (1 working) 2 Children	33%	39%
2 Adults (1 working) 3 Children	22%	26%
2 Adults	100%	99%
2 Adults 1 Child	99%	95%
2 Adults 2 Children	94%	70%
2 Adults 3 Children	57%	53%

Source: Chmura Economics and Analytics

In June 2017, the manufacturing sector was the seventh largest industry with 247 job postings, showing the expansion that the manufacturing sector has undergone in recent years. Table 5.13 shows the occupations with over five job postings in Jun 2017. The largest occupation by job posting was laborers and freight, stock, and material movers, with 18 job posts. This was followed by general maintenance and repair workers (15), other production workers (14), and stockers and order fillers (11).

Table 5.13: Job Openings by Occupation in the Manufacturing Sector in GO Virginia Region 3, June 2017

Occupation	Job Openings
Laborers and Freight, Stock, and Material Movers, Hand	18
Maintenance and Repair Workers, General	15
Production Workers, All Other	14
Stockers and Order Fillers	11
First-Line Supervisors of Production and Operating Workers	8
Heavy and Tractor-Trailer Truck Drivers	8
Industrial Truck and Tractor Operators	6
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	6
Textile Knitting and Weaving Machine Setters, Operators, and Tenders	6
Business Operations Specialists, All Other	5
Computer Numerically Controlled Tool Operators	5
First-Line Supervisors of Mechanics, Installers, and Repairers	5
Inspectors, Testers, Sorters, Samplers, and Weighers	5

Source: Chmura & JobsEQ

6. Analysis of Regional Capacity

The next task of this research is to evaluate whether GO Virginia Region 3 has the capacity to fill living wage jobs. Chmura used its proprietary JobsEQ technology platform to complete this task. Chmura first determined the current available workforce in the region that can fill those jobs—including currently unemployed workers and potential new entrants to the labor force. Chmura's JobsEQ technology platform contains information on the industry and occupation's unemployed workers in the region. Based on the latest unemployment rate of 4.9% in June 2025, Chmura estimated that there are 6,357 unemployed workers in the region.³² Using employment characteristics data from JobsEQ, Chmura allocated them into major occupation groups. In addition, Chmura estimates the annual new labor supply into the regional workforce. Chmura's JobsEQ estimated annual new entries into the labor market at 8,169.³³

Table 6.1: Workforce Availability and Job Openings, Q1 2025

Occupation Groups	Available Workforce	Job Openings	Labor Surplus
	June 2025	Q1, 2025	
Architecture and engineering	98	179	-81
Arts, design, entertainment, sports, and media	163	352	-189
Building and grounds cleaning and maintenance	619	477	142
Business and financial operations	540	370	170
Community and social service	299	690	-391
Computer and mathematical	144	161	-17
Construction and extraction	543	352	191
Education, training, and library	833	563	270
Farming, fishing, and forestry	177	20	157
Food preparation and serving related	1801	1,076	725
Healthcare practitioners and technical	434	3,854	-3,420
Healthcare support	1222	820	402
Installation, maintenance, and repair	494	727	-233
Legal	36	18	18
Life, physical, and social science	78	174	-96
Management	786	1,081	-295
Office and administrative support	1281	958	323
Personal care and service	498	178	320
Production	1186	359	827
Protective service	392	196	196
Sales and related	1346	1,631	-285
Transportation and material moving	1513	1,147	366
Total	14,483	15,383	-900

Note: A negative number implies there is a labor shortage in those occupations

Source: Chmura Economics & Analytics

Table 6.1 lists the current job openings in the GO Virginia 3 Region as well as the available workforce. In 2025 Q1, the GO Virginia 3 Region had an estimated available workforce of 14,838. With open positions of 15,383, it indicates that the number of available positions exceeds the available workforce in the region, with a labor supply shortage of 900. By far, the largest shortage was in the healthcare professionals and technical occupation group, with only 434 available workers but 3,854 available positions, giving a shortage of 3,420.

³² Source: BLS.

³³ New entrants into the workforce are projected workers who will enter the labor force after they graduate from high school, 2-year, or 4-year colleges. Despite the fact that they may not enter the workforce until summer, Chmura chose to include those in the analysis. This is to demonstrate that for some job openings, even considering potential new entries, the region may still not have a sufficient workforce to fill those positions.

This was followed by community and social service positions, management positions, and sales and related positions with shortages of 391, 295, and 285, respectively. Installation, maintenance, and repair (-233) and arts, design, entertainment, sports, and media (-189) positions also had large labor shortages in the region. Overall, nine of the 22 occupation groups were experiencing labor shortages in 2025 Q1.

On the other hand, there are some occupations where the available workforce exceeds available jobs. Chief among them are production positions, which are concentrated in the manufacturing industry, with an available workforce of 1,186 and 359 active job postings in 2025 Q1, leaving a labor surplus of 827. This was followed by food preparation and serving related positions with a surplus of 725. Large labor surpluses were more widespread than labor shortages in the area, with 13 of the 22 occupation groups showing labor surpluses, 12 of which have surpluses of over 100 workers (compared to six occupation groups with labor shortages). Overall, shortages were driven primarily by one occupation group, healthcare practitioners and technical occupations, while surpluses were broad.

Table 6.2 lists the job openings in GO Virginia Region 3 by major occupation group for job posts with wages greater than or equal to the average living wage of \$14.56. For living wage jobs, the available workforce exceeds available positions in the region, suggesting that the labor shortages were driven by lower-wage positions.

When filtering for living wage jobs, the sales and related occupations group went from a shortage without filtering to a surplus with filtering. Three hundred ninety-six positions were not available at the living wage, changing the unfiltered labor shortage of 285 to a filtered labor surplus of 111 workers. Food preparation and serving related positions, which already had a surplus of available workers, lost 327 available positions, bringing the labor surplus from 725 workers to 1,052 workers. The labor surplus for building and grounds cleaning and maintenance occupations expanded by 111 workers to 253. Transportation and material moving occupations lost 117 available positions and office and administrative support occupations lost 107 available positions when filtering for living wages, bringing their surpluses to 483 and 430, respectively. Although arts, design, entertainment, sports, and media occupations remained in a labor shortage, it lost 151 open positions after filtering, bringing its 189-worker labor shortage down to a shortage of just 38.

Higher-wage occupation groups did not lose as many open positions when filtering for living wages. Notably, healthcare practitioners and technical occupations only lost 16 positions after filtering. The fundamental challenge for the GO Virginia 3 Region remains that displaced workers, especially those in less specialized fields, are unable to find job opportunities with wages that can support them and their families. With unfiltered jobs in labor shortage, but jobs filtered for living wage in surplus, it is imperative to improve the quality of jobs in the region.

Table 6.2: Workforce Availability and Job Opening Above Living Wage

Occupation Groups	Available Workforce	Job Opening	Labor Surplus
	June 2025	Q1, 2025	
Architecture and engineering	98	176	-78
Arts, design, entertainment, sports, and media	163	201	-38
Building and grounds cleaning and maintenance	619	366	253
Business and financial operations	540	367	173
Community and social service	299	649	-350
Computer and mathematical	144	161	-17
Construction and extraction	543	347	196
Education, training, and library	833	518	315
Farming, fishing, and forestry	177	20	157
Food preparation and serving related	1801	749	1,052
Healthcare practitioners and technical	434	3,838	-3,404
Healthcare support	1222	774	448
Installation, maintenance, and repair	494	706	-212
Legal	36	16	20
Life, physical, and social science	78	174	-96
Management	786	1,067	-281
Office and administrative support	1281	851	430
Personal care and service	498	137	361
Production	1,186	359	827

Protective service	392	182	210
Sales and related	1,346	1,235	111
Transportation and material moving	1,513	1,030	483
Total	14,483	13,899	584

Note: A negative number implies there is a labor shortage in those occupations

Source: Chmura Economics & Analytics

7. Demand Forecast

The final task of this analysis is to forecast the demand for jobs in the GO Virginia 3 region in order to assess the living wage jobs availability in the region as the region evolves and expands. Table 7.1 shows the total demand for the GO Virginia 3 region over the next five years. Total demand does not represent net expansion, but rather hiring needs to cover sector growth as well as replacements for retirements and turnover. Healthcare and social assistance comprises the highest proportion of demand with 17.2% of the total 5-year forecasted demand in the region, matching the high proportion of jobs in the sector. Demand is also expected to be high in the retail trade sector (13.8%), accommodation and food services sectors (13.8%), and the manufacturing sector (12.6%).

Table 7.1: GO Virginia Region 3 Total Demand Forecast

Sector	2025 Q1 Employment	Average Annual Wages	Five-Year Total Demand	Proportion of Total Demand	Average Annual Growth
Health Care and Social Assistance	20,949	\$48,892	10,921	17.3%	0.5%
Manufacturing	17,231	\$61,245	7,940	12.6%	-0.7%
Retail Trade	14,084	\$31,465	8,739	13.8%	-1.0%
Educational Services	13,654	\$47,715	6,099	9.7%	-0.3%
Accommodation and Food Services	10,047	\$23,362	8,727	13.8%	-0.3%
Public Administration	8,280	\$55,749	3,584	5.7%	-0.4%
Construction	5,595	\$59,572	2,365	3.7%	-0.1%
Transportation and Warehousing	5,422	\$52,806	2,868	4.5%	-0.2%
Administrative and Support and Waste Management and Remediation Services	5,261	\$40,458	2,897	4.6%	-0.3%
Wholesale Trade	3,791	\$73,310	1,805	2.9%	-0.4%
Other Services (except Public Administration)	3,546	\$37,783	1,963	3.1%	-0.3%
Professional, Scientific, and Technical Services	3,087	\$68,469	1,309	2.1%	0.3%
Finance and Insurance	2,016	\$77,815	772	1.2%	-0.5%
Agriculture, Forestry, Fishing and Hunting	1,702	\$52,184	937	1.5%	-1.0%
Arts, Entertainment, and Recreation	1,346	\$27,833	991	1.6%	0.1%
Management of Companies and Enterprises	958	\$100,547	411	0.7%	0.2%
Real Estate and Rental and Leasing	929	\$46,168	422	0.7%	-0.5%
Information	883	\$51,948	372	0.6%	-0.2%
Utilities	707	\$95,800	328	0.5%	0.5%
Mining, Quarrying, and Oil and Gas Extraction	227	\$64,473	105	0.2%	0.1%
Total	119,715	\$48,929	63,555	100%	-0.3%

Source: Chmura Economics & Analytics

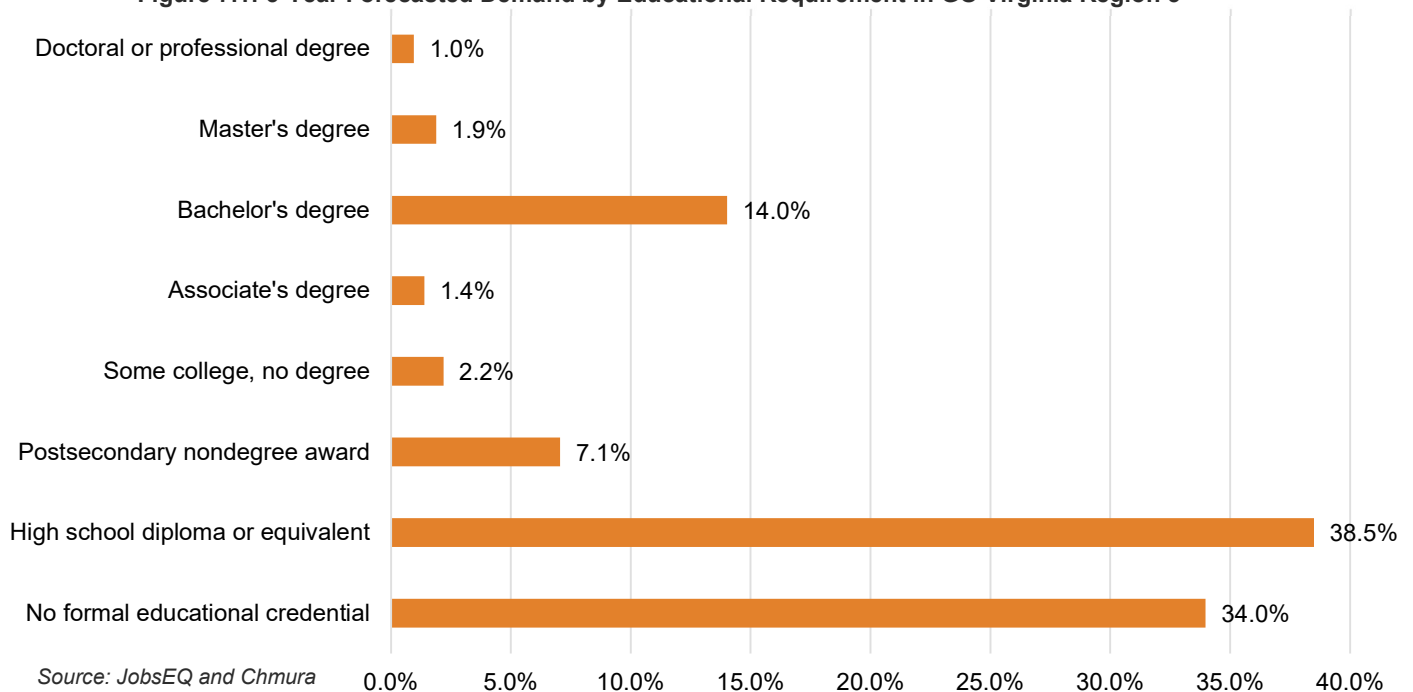
Labor demand in the GO Virginia 3 region is expected to be highest in low-to-mid wage fields over the next five years, with the highest proportion of demand in the \$13.00 to \$14.99 wage range, which includes high-turnover occupations such as fast food and counter workers, personal care aides, and cashiers, according to current wages (19.3% of total demand). This wage range is followed by the \$20.00 to \$24.99 wage range with 18.9% of total demand and the \$15.00 to \$17.99 wage range with 18.1% of total forecasted demand over the next five years. The \$20.00 to \$24.99 wage range includes first-line supervisors of food preparation workers and retail sales workers, office clerks, and production occupations such as team assemblers. The \$15.00 to \$17.99 wage range includes food preparation workers, teaching assistants, and landscaping and groundskeeping workers.

Table 7.2: Total Demand Forecast by Pay Range in GO Virginia Region 3

2025 Q1 Wage Range	5-Year Forecasted Demand	Wage Range Distribution
\$12.41 - \$12.99	10	0.0%
\$13.00 - \$14.99	13,442	19.3%
\$15.00 - \$17.99	12,615	18.1%
\$18.00 - \$19.99	10,285	14.8%
\$20.00 - \$24.99	13,148	18.9%
\$25.00 - \$29.99	7,281	10.4%
\$30.00 - \$39.99	7,159	10.3%
\$40.00 and up	5,756	8.3%

Source: Chmura & JobsEQ

Over the next five years, the majority of total demand in the GO Virginia 3 region will be for occupations that require a lower level of education, with 72.5% of forecasted demand for occupations not requiring post-secondary education (34.0% requiring no education credential and 38.5% requiring a high school diploma or equivalent). This high-level of total demand for these lower-skill, lower-wage positions is largely due to the high turnover rates in the retail and food services sectors, which often require lower levels of education. Despite having lower total demand (which includes both growth and turnover), occupations requiring higher levels of education with higher pay ranges, especially those in the health care and social assistance sectors such as nurse practitioners, are expected to grow over the next five years.

Figure 7.1: 5-Year Forecasted Demand by Educational Requirement in GO Virginia Region 3

Appendix

Job Openings in Manufacturing Sector by Occupation, Amelia County, 2025 Q1

Occupation	Job Openings
First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand	1
Human Resources Specialists	1
Laborers and Freight, Stock, and Material Movers, Hand	1

Source: Chumra & Jobs EQ

Job Openings in Manufacturing Sector by Occupation, Brunswick County, 2025 Q1

Occupation	Job Openings
Lawyers	1
Stockers and Order Fillers	1

Source: Chumra & Jobs EQ

Job Openings in Manufacturing Sector by Occupation, Charlotte County, 2025 Q1

Occupation	Job Openings
Laborers and Freight, Stock, and Material Movers, Hand	2
Light Truck Drivers	1
Water and Wastewater Treatment Plant and System Operators	1

Source: Chumra & Jobs EQ

Job Openings in Manufacturing Sector by Occupation, Cumberland County, 2025 Q1

Occupation	Job Openings
Maintenance and Repair Workers, General	4
First-Line Supervisors of Production and Operating Workers	3
Tool and Die Makers	3
Shipping, Receiving, and Inventory Clerks	2
Inspectors, Testers, Sorters, Samplers, and Weighers	1

Source: Chumra & Jobs EQ

To 20 Occupations by Job Openings in the Manufacturing Sector, Danville City, 2025 Q1

Occupation	Job Openings
First-Line Supervisors of Production and Operating Workers	18
Maintenance and Repair Workers, General	17
Production Workers, All Other	13
Laborers and Freight, Stock, and Material Movers, Hand	9
Quality Control Analysts	9
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	8
Electrical Engineers	7
Stockers and Order Fillers	7
Human Resources Specialists	5

Automotive Service Technicians and Mechanics	4
Construction Laborers	4
Electrical and Electronic Engineering Technologists and Technicians	4
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	4
Industrial Machinery Mechanics	4
Industrial Truck and Tractor Operators	4
Machinists	4
Printing Press Operators	4
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	4
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	4
Shipping, Receiving, and Inventory Clerks	4

Source: Chumra & Jobs EQ

To 20 Occupations by Job Openings in the Manufacturing Sector, Halifax County, 2025 Q1

Occupation	Job Openings
Maintenance and Repair Workers, General	17
First-Line Supervisors of Mechanics, Installers, and Repairers	8
Electrical Engineers	6
First-Line Supervisors of Production and Operating Workers	6
Architectural and Engineering Managers	5
Industrial Truck and Tractor Operators	5
Inspectors, Testers, Sorters, Samplers, and Weighers	5
Occupational Health and Safety Specialists	5
Production Workers, All Other	5
Construction Managers	4
Human Resources Specialists	4
Industrial Engineers	4
Mechanical Drafters	4
Laborers and Freight, Stock, and Material Movers, Hand	3
Mechanical Engineers	3
Quality Control Analysts	3
Stockers and Order Fillers	3
Welders, Cutters, Solderers, and Brazers	3
Business Operations Specialists, All Other	2
Computer User Support Specialists	2

Source: Chumra & Jobs EQ

To 20 Occupations by Job Openings in the Manufacturing Sector, Henry County, 2025 Q1

Occupation	Job Openings
Production Workers, All Other	19
Laborers and Freight, Stock, and Material Movers, Hand	18
First-Line Supervisors of Production and Operating Workers	11

Maintenance and Repair Workers, General	7
Stockers and Order Fillers	7
Food Preparation Workers	6
Heavy and Tractor-Trailer Truck Drivers	5
Business Operations Specialists, All Other	4
Customer Service Representatives	4
Human Resources Specialists	4
Industrial Truck and Tractor Operators	4
Packers and Packagers, Hand	4
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	3
Bookkeeping, Accounting, and Auditing Clerks	2
Chemists	2
First-Line Supervisors of Office and Administrative Support Workers	2
Human Resources Managers	2
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	2
Quality Control Analysts	2
Quality Control Systems Managers	2

Source: Chumra & Jobs EQ

Job Openings in Manufacturing Sector by Occupation, Lunenburg County, 2025 Q1

Occupation	Job Openings
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	1
Industrial Truck and Tractor Operators	1
Laborers and Freight, Stock, and Material Movers, Hand	1
Retail Salespersons	1

Source: Chumra & Jobs EQ

To 20 Occupations by Job Openings in the Manufacturing Sector, Martinsville City, 2025 Q1

Occupation	Job Openings
Retail Salespersons	3
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	3
Construction and Building Inspectors	2
Light Truck Drivers	2
Maintenance and Repair Workers, General	2
Merchandise Displayers and Window Trimmers	2
Aircraft Mechanics and Service Technicians	1
Architectural and Engineering Managers	1
Computer and Information Systems Managers	1
Customer Service Representatives	1
Heavy and Tractor-Trailer Truck Drivers	1
Industrial Truck and Tractor Operators	1
Laborers and Freight, Stock, and Material Movers, Hand	1

Machinists	1
Network and Computer Systems Administrators	1
Paramedics	1
Pharmacy Technicians	1
Production Workers, All Other	1
Purchasing Managers	1
Securities, Commodities, and Financial Services Sales Agents	1

Source: Chumra & Jobs EQ

To 20 Occupations by Job Openings in the Manufacturing Sector, Mecklenburg City, 2025 Q1

Occupation	Job Openings
Maintenance and Repair Workers, General	13
Production Workers, All Other	8
Architectural and Engineering Managers	6
Bus and Truck Mechanics and Diesel Engine Specialists	3
Occupational Health and Safety Specialists	3
Automotive Service Technicians and Mechanics	2
Business Operations Specialists, All Other	2
Computer User Support Specialists	2
First-Line Supervisors of Retail Sales Workers	2
Industrial Machinery Mechanics	2
Retail Salespersons	2
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	2
Assemblers and Fabricators, All Other	1
Construction and Building Inspectors	1
Drywall and Ceiling Tile Installers	1
Electricians	1
First-Line Supervisors of Mechanics, Installers, and Repairers	1
First-Line Supervisors of Production and Operating Workers	1
General and Operations Managers	1
Heavy and Tractor-Trailer Truck Drivers	1

Source: Chumra & Jobs EQ

Job Openings in Manufacturing Sector by Occupation, Nottoway County, 2025 Q1

Occupation	Job Openings
Merchandise Displayers and Window Trimmers	2
Stockers and Order Fillers	2
Cleaners of Vehicles and Equipment	1
Customer Service Representatives	1
Driver/Sales Workers	1
First-Line Supervisors of Office and Administrative Support Workers	1
Maintenance and Repair Workers, General	1

Medical Secretaries and Administrative Assistants	1
Production Workers, All Other	1

Source: Chumra & Jobs EQ

Job Openings in Manufacturing Sector by Occupation, Patrick County, 2025 Q1

Occupation	Job Openings
Computer Numerically Controlled Tool Operators	3
Maintenance and Repair Workers, General	2
Production Workers, All Other	2
Computer Numerically Controlled Tool Programmers	1
Electro-Mechanical and Mechatronics Technologists and Technicians	1
First-Line Supervisors of Production and Operating Workers	1
Furnace, Kiln, Oven, Drier, and Kettle Operators and Tenders	1
Inspectors, Testers, Sorters, Samplers, and Weighers	1
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1
Laborers and Freight, Stock, and Material Movers, Hand	1
Music Directors and Composers	1
Parking Attendants	1
Retail Salespersons	1
Textile, Apparel, and Furnishings Workers, All Other	1

Source: Chumra & Jobs EQ

To 20 Occupations by Job Openings in the Manufacturing Sector, Pittsylvania County, 2025 Q1

Occupation	Job Openings
Laborers and Freight, Stock, and Material Movers, Hand	13
Production Workers, All Other	10
Human Resources Specialists	6
Shipping, Receiving, and Inventory Clerks	6
Stockers and Order Fillers	6
First-Line Supervisors of Production and Operating Workers	3
Maintenance and Repair Workers, General	3
Accountants and Auditors	2
First-Line Supervisors of Food Preparation and Serving Workers	2
Packers and Packagers, Hand	2
Butchers and Meat Cutters	1
Electrical and Electronics Repairers, Commercial and Industrial Equipment	1
Electrical Engineers	1
Environmental Scientists and Specialists, Including Health	1
Farmers, Ranchers, and Other Agricultural Managers	1
First-Line Supervisors of Mechanics, Installers, and Repairers	1
First-Line Supervisors of Retail Sales Workers	1
Information Technology Project Managers	1

Mechanical Drafters	1
Medical Secretaries and Administrative Assistants	1

Source: Chumra & Jobs EQ

Job Openings in Manufacturing Sector by Occupation, Patrick County, 2025 Q1

Occupation	Job Openings
Assemblers and Fabricators, All Other	1
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	1
Industrial Machinery Mechanics	1

Source: Chumra & Jobs EQ

Top 20 Certifications in Manufacturing Sector Job Openings, GO Virginia Region 3, 2025 Q1 Proportion of Manufacturing Job Openings with Specified Certifications

Occupation	Proportion of Manufacturing Job Openings with Specified Certifications
Commercial Driver's License (CDL)	17.5%
Certification in Cardiopulmonary Resuscitation (CPR)	8.5%
OSHA 30	4.9%
First Aid Certification	4.5%
Automotive Service Excellence (ASE) Certification	3.7%
Certified Public Accountant (CPA)	3.7%
Class A Commercial Driver's License (CDL-A)	3.7%
EPA Universal Certification	3.7%
OSHA 10	3.7%
Certified Safety Professional (CSP)	3.3%
Project Management Professional (PMP)	3.3%
EPA Section 608 Certification (EPA 608)	2.8%
Secret Clearance	2.4%
Licensed Professional Engineer	2.0%
OSHA 500	2.0%
Certified Industrial Hygienist (CIH)	1.6%
Certified Welding Inspector (CWI)	1.6%
Engineer in Training (EIT)	1.6%
Forklift Certified	1.6%
HAZMAT	1.6%

Source: Chumra & Jobs EQ