



THE UNIVERSITY OF VERMONT  
**OFFICE OF ENGAGEMENT**



## Brandon, Vermont Community Profile

Provided by: UVM Office of Engagement + UVM Center for Rural Studies

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### Contacts:

- Emma Spett, Program Coordinator UVM Leahy Institute for Rural Partnerships
  - ([emma.spett@uvm.edu](mailto:emma.spett@uvm.edu))
- Michael Moser, Coordinator Vermont's Census State Data Center at the UVM Center for Rural Studies
  - ([Michael.moser@uvm.edu](mailto:Michael.moser@uvm.edu))

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## Town of Brandon Community Narrative

Brandon town lies in Rutland County, in central Vermont. The town of Pittsford borders Brandon to the South, Sudbury to the East, and it is bounded by Goshen and Chittenden to the West. Brandon is bounded to the North by the two towns of Whiting and Leicester. The town has a total area of about 39.7 square miles. Brandon is about 16 miles from the City of Rutland.

Brandon has a population of just over 4,100 people and is a rural community with one state road, Route 7 running through it. The Neshobe River runs through the upper half of the town.

### Civics

Year Incorporated or Chartered	1761
Type of Entity	Town
County	Rutland
Regional Planning Commission	Rutland County Regional Planning Commission
Regional Development Corporation	Rutland Economic Development Corporation

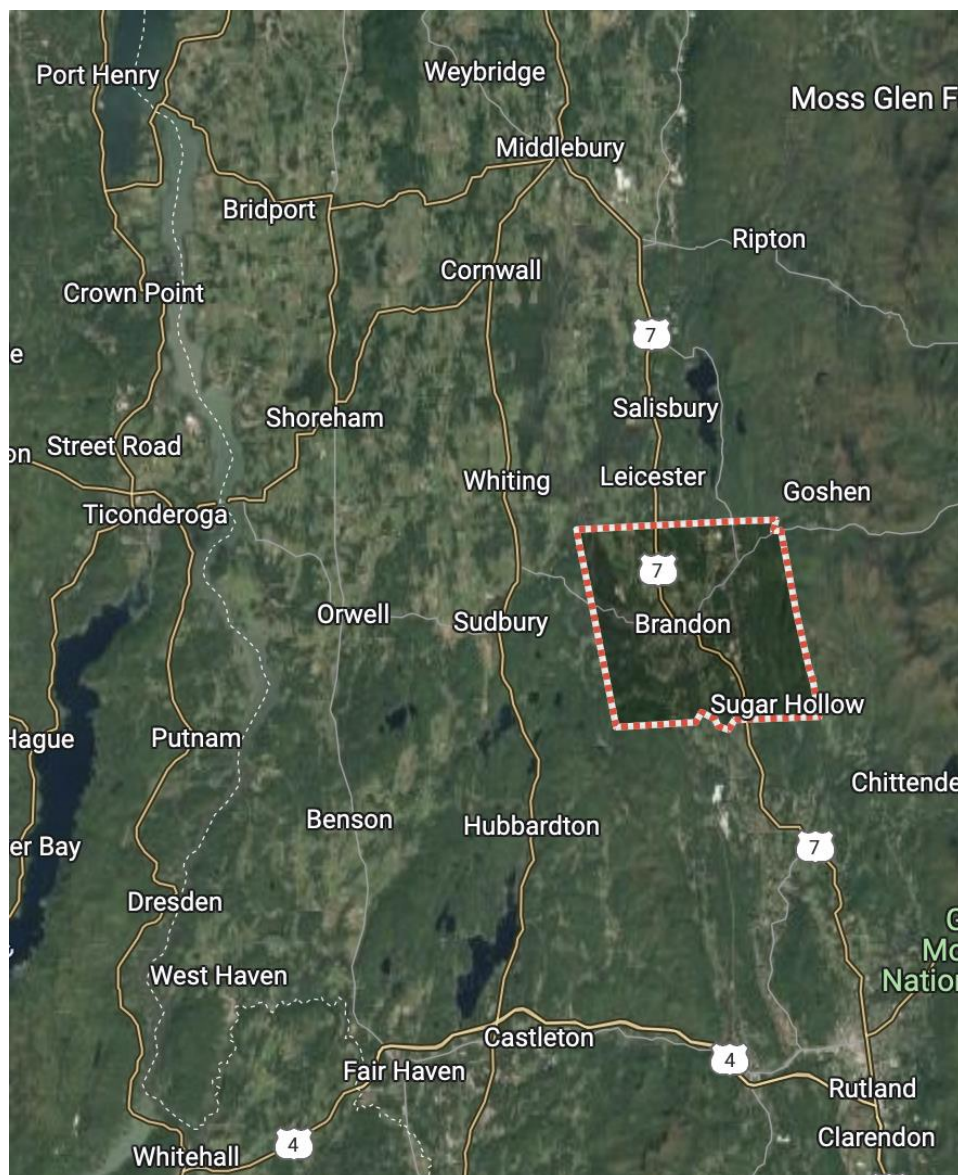


Figure 2. Brandon, Vermont



## Population and Demographics

In the following section, we provide a comparative look at several high-level population demographics including age, race and ethnicity, disability status, income and poverty levels for the town of Brandon, Rutland County, and the State of Vermont over time. These sample-based data come from the U.S. Census Bureau's American Community Survey 5-year estimates. Each five-year period is considered as a point in time.

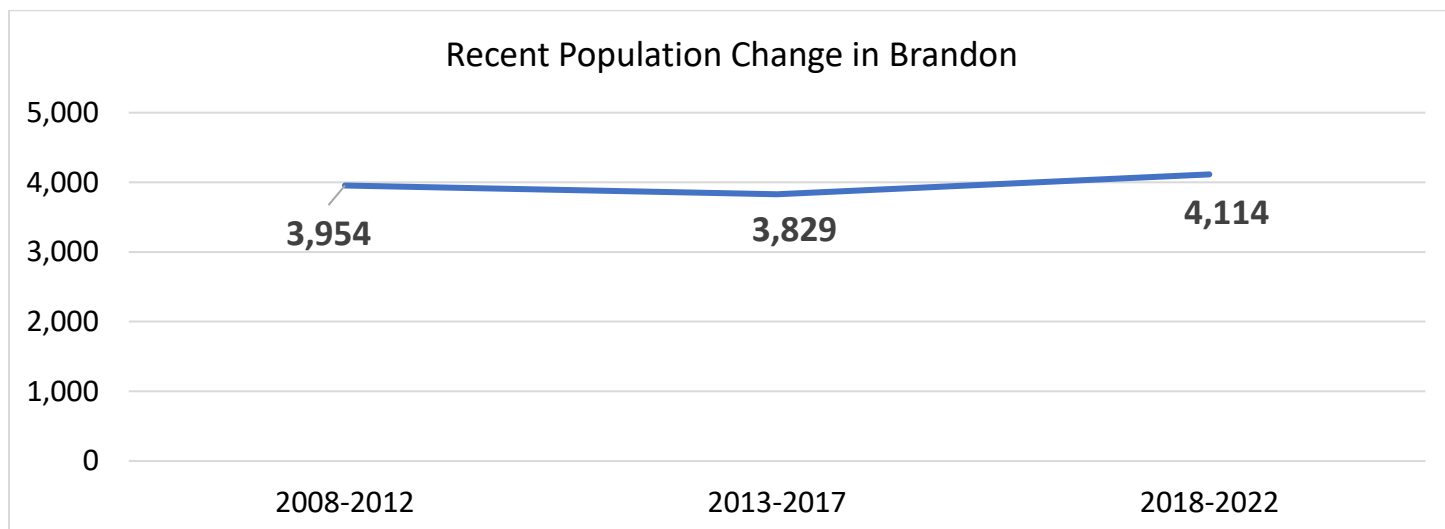


Figure 3. Recent Population change in Brandon, VT. Retrieved from [US Census Bureau](#).

Table 1. Recent population change in Brandon Town, VT

	2008-2012	2013-2017	2018-2022
Population	3,954	3,829	4,114
Absolute Change	x	-125	+285
Percent Change from prior period	x	3.16% decrease	6.93% increase

Note. Retrieved from [US Census Bureau](#)

Table 2 displays Brandon's changing population over the last 100 years.

Table 2. Population of Brandon, VT: 1920-2020 Decennial Census.

Year	1920	1930	1940	1950	1960	1970	1980	1990	2000	2010	2020
Population	2,874	2,891	2,979	3,304	3,329	3,697	4,194	4,223	3,917	3,966	4,129
Change Period	x	'20-'30	'30-'40	'40-'50	'50-'60	'60-'70	'70-'80	'80-'90	'90-'00	'00-'10	'10-'20
% Change	x	5.9%	3.0%	10.9%	0.8%	11.1%	13.4%	0.1%	-7.2%	0.1%	0.4%

Note. Retrieved from [US Census Bureau](#)

Table 3 displays the shifts in population and age across Brandon, Rutland County, and the State of Vermont between the 2008-2012 and 2018-2022 five-year points in time. Brandon experienced an increase in median age over this period due to a .2 percentage point drop in the population under 18 and 5.2 percentage point increase in the population of over the age of 65.

Table 3. Population and Age

	Brandon		Rutland County		Vermont	
	2008-2012	2018-2022	2008-2012	2018-2022	2008-2012	2018-2022
Total Population	3,954	4,114	61,599	60,585	624,498	645,816
Median Age (years)	45.6	48.6	44.3	47.7	41.7	42.9
Percent Under 18 Years of Age	20.4%	20.2%	19.3%	17.6%	20.6%	18.1%
Percent 65 Years of Age and Over	16.5%	21.7%	16.8%	23.4%	14.7%	20.3%

*Note.* Retrieved from [US Census Bureau](#)

In table 4, racial and ethnic demographics for Brandon, Rutland County, and the State of Vermont are provided. Brandon is experiencing some increased race and ethnic diversity, congruent with the State trends. Brandon's most substantial increase is the among Asian identifying population.

Table 4. Race and Ethnicity

	Brandon		Rutland County		Vermont	
	2008-2012	2018-2022	2008-2012	2018-2022	2008-2012	2018-2022
Total Population	3,954	4,114	61,599	60,585	625,498	643,816
White alone- not Hispanic or Latino	98.9	93.4	96.4	93.8	94.2	91.4
Black or African American	1.0	2.3	0.9	1.3	1.5	2.1
American Indian and Alaska Native	0.2	1.8	0.8	1.1	1.2	1.4
Asian	0.0	1.7	0.8	1.2	1.7	2.5
Native Hawaiian and Other Pacific Islander	0.0	0.0	0.0	0.0	0.1	0.1
Some Other Race	0.0	0.8	0.5	2.3	0.4	2.1
Hispanic or Latino (of any race)	0.0	0.3	1.1	1.7	1.5	2.1

*Note.* Retrieved from [US Census Bureau](#).

Table 5 provides a comparative look at people with disabilities in contrast to the greater population. Brandon saw an increase in residents identifying as having a disability, from 15.0% to 19.9% between the ten-year reporting periods, more than increases in Rutland or the State.

Table 5. Disability

	Brandon		Rutland County		Vermont	
	2008-2012	2018-2022	2008-2012	2018-2022	2008-2012	2018-2022
Total civilian noninstitutionalized population	3,954	4,107	60,921	60,012	619,339	637,608

Percent with any Disability	15.0	19.9	15.3	16.1	13.3	14.5
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*Note.* Retrieved from [US Census Bureau](#)

In table 6, Vermont, Rutland County, and Brandon all experienced increases in household income between the 2008-2012 and 2018-2022 five-year periods.

Table 6. Income

	Brandon		Rutland County		Vermont	
	2008-2012	2018-2022	2008-2012	2018-2022	2008-2012	2018-2022
Median Household Income	\$46,389	\$64,669	\$48,968	\$62,641	\$54,168	\$74,014

*Note.* Retrieved from [US Census Bureau](#)

Table 7 displays the changes in poverty status in Brandon, Rutland County and the State of Vermont. Between the 2008-2012 and 2018-2022 reporting periods, the county and the state's poverty rates decreased, but Brandon's rate increased.

Brandon youth under 18 years of age are far more likely to be in poverty now, compared with ten years ago, and those over 65 years of age are equally likely to be in poverty now than in the previous reporting period.

Different race and ethnic groups experience different poverty rates with the White alone and Asian Alone race groups having higher poverty rates than all other race and ethnic groups in Brandon, and Asian groups experience these high poverty rates in the County and State. Data for populations with small numbers will have higher margins of error (not reported here) and may be listed as Not Available (NA).

Table 7. Poverty Status in the Past 12 Months.

	Brandon		Rutland County		Vermont	
	2008-2012	2018-2022	2008-2012	2018-2022	2008-2012	2018-2022
Total Population Below Poverty Level	9.6	12.6	13.0	11.4	11.6	10.4
Under 18 years of age	13.9	15.7	15.8	11.1	14.4	11.3
65 years of age and over	7.5	7.5	8.9	9.5	7.7	8.0
White alone, not Hispanic or Latino	9.6	12.1	13.1	11.0	11.1	9.8
Black or African American alone	0.0	0.0	18.1	22.1	28.7	22.3
American Indian and Alaska Native alone	NA	0.0	35.3	0.0	26.2	20.9
Asian alone	NA	29.7	9.2	23.3	16.0	20.0
Native Hawaiian and Other Pacific Islander alone	NA	NA	NA	NA	8.9	4.9
Hispanic or Latino origin (of any race)	NA	0.0	5.6	11.6	14.1	15.6

Note. Retrieved from [US Census Bureau](https://www.census.gov)



## Employment

This section includes information about labor force participation in 2008-2012 and 2018-2022 and unemployment rates between 2008 and 2022 for Brandon, Rutland County and Vermont. Brandon's labor force participation for the general population is lower than for the State and higher than the County in 2018-2022.

Table 8. Labor Force Participation- Percent in the Labor Force

	<b>Brandon</b>		<b>Rutland County</b>		<b>Vermont</b>	
	<b>2008-2012</b>	<b>2018-2022</b>	<b>2008-2012</b>	<b>2018-2022</b>	<b>2008-2012</b>	<b>2018-2022</b>
Population 16 years and over	63.0	62.0	65.6	59.5	68.3	64.9
Black or African American	100.0	40.5	32.7	50.7	65.2	74.3
American Indian and Alaska Native	NA	0.0	33.8	40.7	57.9	55.4
Asian	NA	0.0	55.3	49.9	65.4	66.9
Native Hawaiian and Other Pacific Islander	NA	NA	NA	NA	86.3	56.9
Hispanic or Latino (of any race)	NA	100.0	62.2	76.3	71.5	73.6
White alone- not Hispanic or Latino	62.9	62.9	60.2	76.6	68.4	64.6

Note. Retrieved from [US Census Bureau](#)

Table 9. Average Annual Unemployment Rates

Year	Brandon	Rutland County	Vermont
2022	3.0	2.9	2.6
2021	4.5	4.4	3.7
2020	6.7	6.7	5.7
2019	2.7	2.4	2.1
2018	3.2	2.9	2.5
2017	3.9	3.0	3.0
2016	3.8	3.6	3.1
2015	4.1	4.2	3.5
2014	4.9	4.8	4.0
2013	5.3	5.3	4.4
2012	6.1	6.1	4.8
2011	6.9	6.9	5.6
2010	7.0	7.7	6.3

Note. Retrieved from [Vermont Statewide Labor Force and Unemployment](#) from Vermont Department of Labor Economic & Labor Market Information.

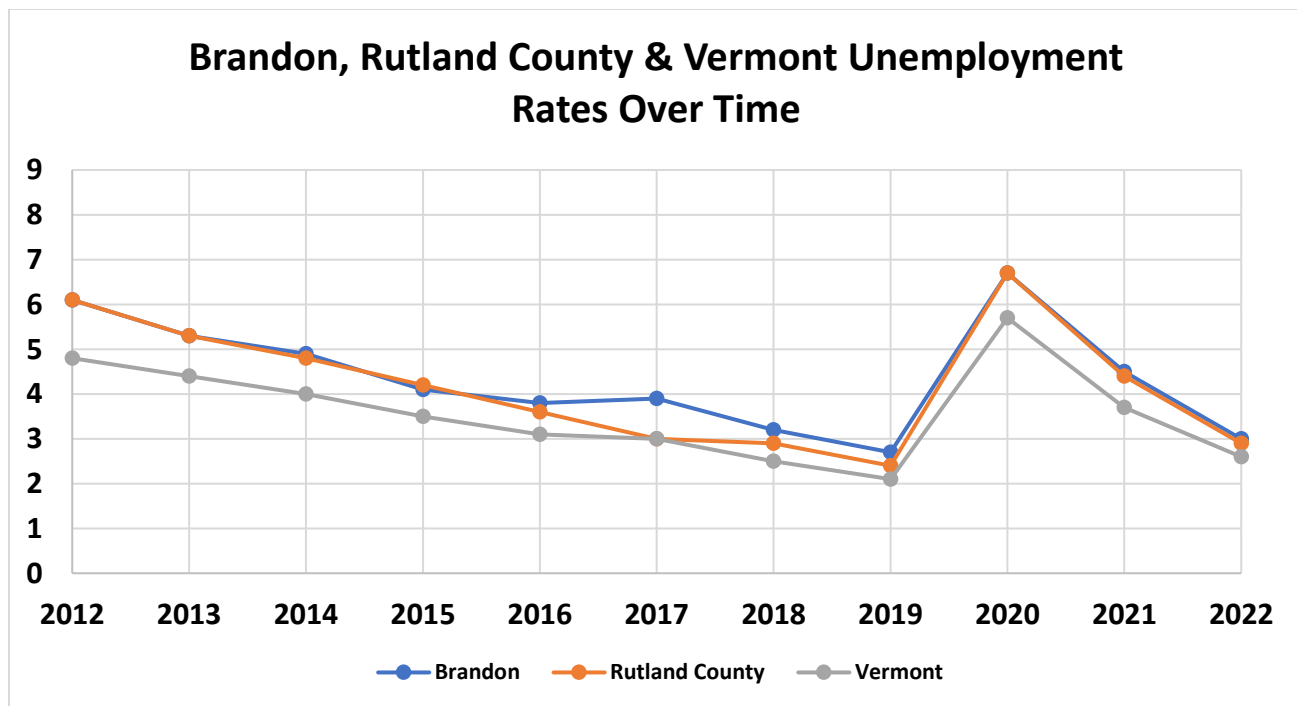


Figure 4. Average Annual Unemployment Rates (Not Seasonally Adjusted).

Table 10 provides a breakdown of employment by industry for the town of Brandon, the County and the State overall, and describes the typical pattern of greatest industry employment in educational services and health care and social assistance.

Table 10. Employment by Industry

	Brandon		Rutland County		Vermont	
	2008-2012	2018-2022	2008-2012	2018-2022	2008-2012	2018-2022
Employed Population 16 Years and Over	1,969	2,091	30,650	29,244	327,499	337,211
Agriculture, forestry, fishing, hunting, and mining	1.6	1.1	2.1	2.1	2.7	2.6
Construction	6.4	5.6	7.8	7.9	7.5	7.3
Manufacturing	16.0	12.5	11.2	10.8	10.7	10.2
Wholesale trade	7.8	1.3	2.8	2.4	2.4	1.7
Retail trade	10.4	15.1	14.2	13.5	11.8	11.5
Transportation and warehousing, and utilities	3.9	5.6	4.4	4.0	3.4	3.1
Information and finance and insurance, and real estate and rental and leasing	6.5	3.0	6.0	4.1	7.0	6.6
Professional, scientific, and management, and administrative and waste management services	11.8	6.5	7.6	8.5	8.6	9.3
Educational services, and health care and social assistance	21.4	28.1	25.8	29.1	27.3	28.6
Arts, entertainment, and recreation, and accommodation and food services	8.6	10.8	9.6	10.8	9.1	9.5
Other services, except public administration	3.2	8.5	5.0	4.7	4.5	4.6
Public administration	2.4	0.8	3.6	3.1	4.8	4.9

Note. Retrieved from [US Census Bureau](#)

## Education

Table 11 displays the enrollment between 2013 and 2023 of Neshobe School, serving students from preschool through sixth grade. Neshobe School is part of the Rutland Northeast School Union and upon completing sixth grade, Neshobe School students may attend the Otter Valley Middle and High School. Table 12 displays the educational attainment percentages for Brandon, Rutland County, and the State of Vermont.

Table 11. Neshobe School Enrollment.

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Enrolled Students (Pre k-6 <sup>th</sup> )	399	401	386	406	406	406	424	423	398	434	453

*Note.* Retrieved from [Vermont Education Dashboard Dataset-Enrollment](#) via the Vermont Agency of Education.

Table 12. Educational Attainment

	Brandon		Rutland County		Vermont	
	2008-2012	2018-2022	2008-2012	2018-2022	2008-2012	2018-2022
Total Population 25 Years and Older	2,969	3,115	24,691	43,536	431,581	459,033
Less than 9 <sup>th</sup> grade	3.4	2.2	2.7	3.3	3.0	1.8
9 <sup>th</sup> to 12 <sup>th</sup> grade, no diploma	13.3	3.1	6.5	7.7	5.7	4.0
High school graduate and equivalent	35.7	37.4	33.0	35.5	31.2	27.6
Some college, no degree	13.7	18.5	16.2	18.7	17.2	16.3
Associate's degree	7.6	10.1	7.4	7.9	8.6	8.6
Bachelor's degree	16.4	17.5	19.9	17.1	20.7	24.3
Graduate or professional degree	9.8	11.1	14.3	9.8	13.5	17.4
High school graduate or higher	83.4	94.7	90.8	89.0	91.3	94.2
Bachelor's degree or higher	26.3	28.6	34.2	26.9	34.2	41.7

*Note.* Retrieved from [US Census Bureau](#)

## Housing

Tables 13 and 14 provide information regarding housing availability in Brandon, Rutland County, and Vermont, and the associated costs of housing, including the values of homes and monthly ownership and rent costs.

Table 13. Housing Occupancy

	Brandon		Rutland County		Vermont	
	2008-2012	2018-2022	2008-2012	2018-2022	2008-2012	2018-2022

Total Number of Housing Units	1,865	1,958	33,743	3,906	322,243	335,138
Percent Occupied Housing Units	93.0	86.1	77.2	74.7	79.7	79.3
Percent Vacant Housing Units	7.0	13.9	22.8	25.5	20.3	20.7
Percent Owner Occupied	77.6	80.8	69.3	72.3	71.2	72.7
Percent Renter Occupied	22.4	19.2	30.7	27.7	28.8	27.3
Homeowner Vacancy Rate	N/A	N/A	N/A	N/A	1.8	1.2
Rental Vacancy Rate	N/A	N/A	N/A	N/A	5.8	3.8

*Note.* Retrieved from [US Census Bureau](#)

Table 14. Housing Costs

	Brandon		Rutland County		Vermont	
	2008-2012	2018-2022	2008-2012	2018-2022	2008-2012	2018-2022
Median Value of Owner Occupied Housing Units	\$176,300	\$202,700	\$162,000	\$203,500	\$215,800	\$272,400
Median Selected Monthly Ownership Cost with Mortgage	\$1,227	\$1,468	\$1,422	\$1,577	\$1,544	\$1,822
Median Gross Rent of Occupied Units Paying Rent	\$667	\$963	\$798	\$891	\$864	\$1,149

*Note.* Retrieved from [US Census Bureau](#)

The following table provides data on housing affordability based on the percentage of renter and owner households paying more than 35% of their income towards housing expenses. In the most recent data period (2018-2022) Brandon experienced a large increase in the percentage of households paying 35% or more of their income on monthly owner costs, and a decrease in renter costs since the previous reporting period.

Table 15. Housing Affordability

	Brandon		Rutland County		Vermont	
	2008-2012	2018-2022	2008-2012	2018-2022	2008-2012	2018-2022
Percent of Housing Units with a Mortgage with Monthly Owner Costs of 35% or More	21.9	23.2	28.8	29.1	27.9	21.7

Percent of Housing Units with Monthly Renter Costs of 35% or More	35.8	47.5	43.2	38.7	41.6	40.6

*Note.* Retrieved from [US Census Bureau](#)

## Workforce Transportation

By and large, workers in Brandon, Rutland County, and the state of Vermont drive themselves to work alone. The shift in workers working from home between the five-year periods of 2008-2012 and 2018-2022 is due to shifts caused by the COVID-19 pandemic. The remainder of this section provides insight into the commuter shed, highlighting workforce commuting flows within the region.

Table 15. Transportation and Commuting

	Brandon		Rutland County		Vermont	
	2008-2012	2018-2022	2008-2012	2018-2022	2008-2012	2018-2022
Workers 16 Years of Age and Over	1,914	2,036	30,093	28,803	319,359	330,614
Drove to work alone	72.4	84.4	78.1	81.4	74.0	71.6
Carpooled to work	13.0	5.7	9.4	6.6	10.2	8.2
Took public transportation	0.0	0.5	0.4	0.5	1.1	0.9
Walked	5.0	0.0	5.4	2.8	5.9	4.5
Worked at home	9.2	8.4	5.8	8.1	7.1	13.2
Mean travel time to work (minutes)	25.5	25.8	20.6	22.8	22.1	23.3

Note. Retrieved from [US Census Bureau](#)

The next tables provide insight into Brandon's commuting characteristics, including where people who live in Brandon work, and where people who work in Brandon live.

Table 16. Brandon Commuting Characteristics: Part- and Full-Time Jobs

Jobs* worked at by residents of Brandon Town- 2021		
	Count	Percent
Jobs filled by those living in Brandon Town	1,985	100.0%
Live in town and work outside town	1,644	82.8%
Live in town and work in town	341	17.2%

Source: Census Bureau- [OnTheMap](#) \*These data will not match other Census data as they are derived from multiple data sets.

Jobs* in Brandon Town- 2021		
	Count	Percent
Jobs in Brandon Town	1,098	100.0%
Live outside town and work in town	757	68.9%
Live in town and work in town	341	31.1%

Source: Census Bureau- [OnTheMap](#) \*These data will not match other Census data as they are derived from multiple data sets.

The graphs and charts below provide a regional snapshot of commuting flows in and out of Rutland County.

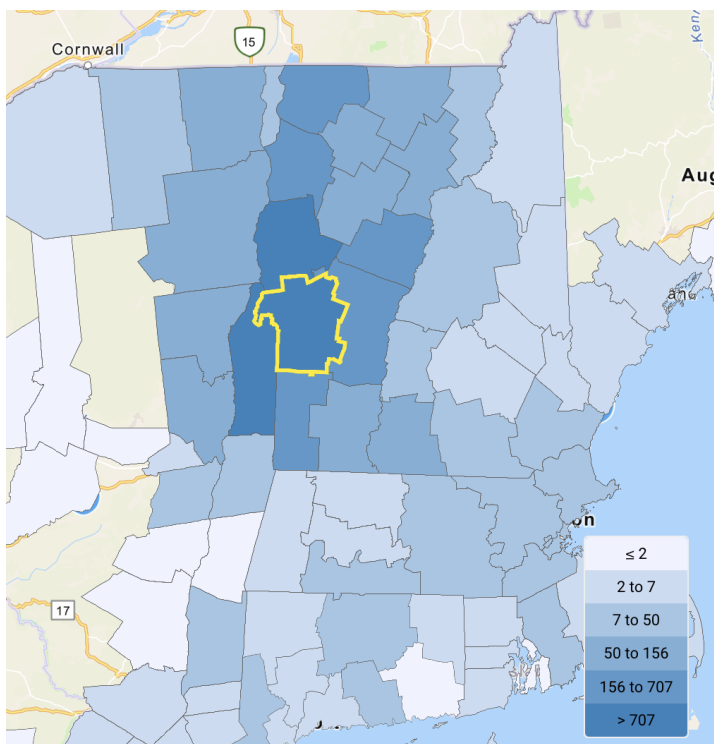


Figure 5. Commuter Shed into Rutland County, VT.

Table 17. Workers in Rutland County, and Where They Live

<b>Workers in Rutland County, and Where They Live</b>	
<b>Region</b>	<b>Commuters</b>
Rutland County, Vermont	23,181
Washington County, New York	839
Addison County, Vermont	707
Windsor County, Vermont	411
Chittenden County, Vermont	387
Orange County, Vermont	231
Bennington County, Vermont	170
Franklin County, Vermont	156
Washington County, Vermont	156
Windham County, Vermont	118

Source: Chmura's JobsEQ, Rutland County Commuter Shed Data, 2024.



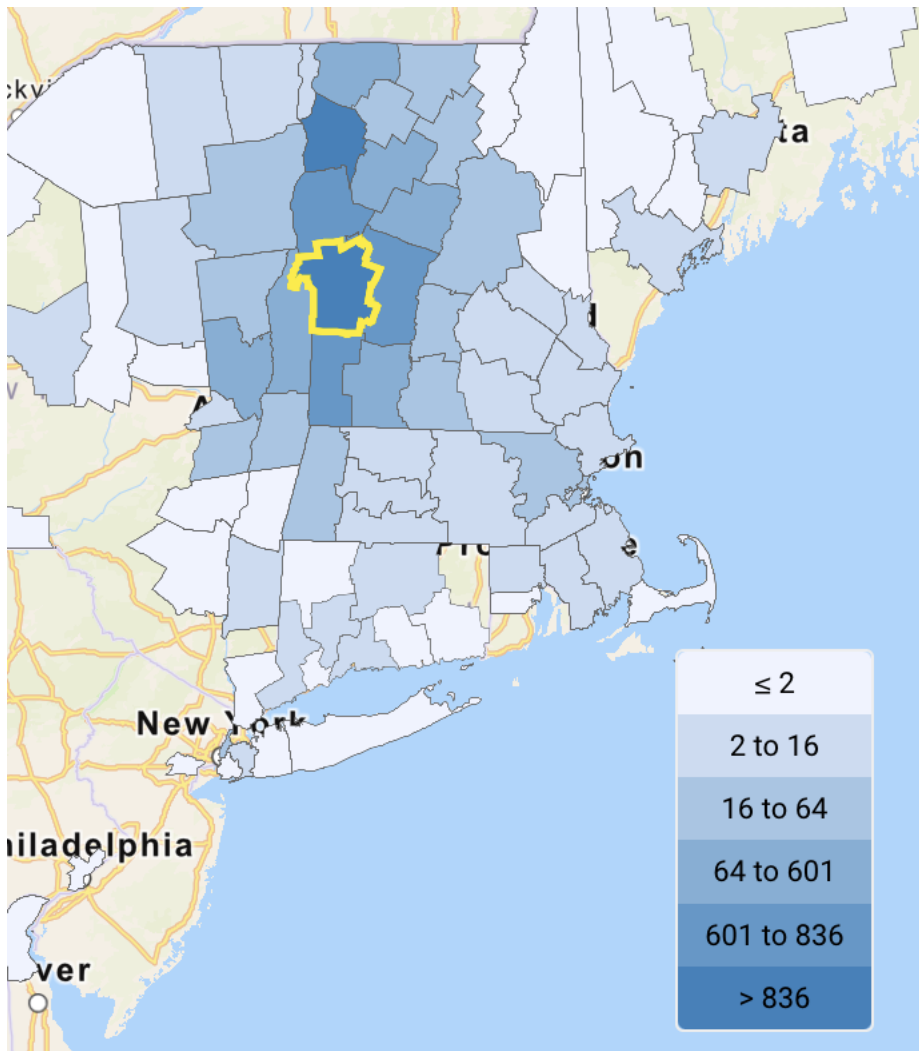


Figure 6. Commuter Shed out of Rutland County, VT

Table 18. Residents of Rutland County, VT and Where They Work

<b>Residents of Rutland County, Vermont and Where They Work</b>	
<b>Region</b>	<b>Commuters</b>
Rutland County, Vermont	23,181
Chittenden County, Vermont	836
Unknown Or Undefined, Vermont	741
Addison County, Vermont	665
Windsor County, Vermont	604
Bennington County, Vermont	602
Washington County, Vermont	353
Windham County, Vermont	188
Orange County, Vermont	95

Washington County, New York	83
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Source: Chmura's JobsEQ, Rutland County Commuter Shed, 2024.

IRS migrations dataset shows the amount of domestic taxpayer migration among all states, MSAs, and counties in the United States. The source and design of this taxpayer-based dataset excludes certain groups of people and thus does not represent the entire population, but rather is a good indicator of migrating workers within the labor force.

Table 19 displays the inbound and outbound migrations for eighteen counties to and from Rutland County, VT in 2022, indicating the number of adults who relocated either to or from Rutland County. Most relocations were to neighboring counties, either in Vermont or Massachusetts.

Table 19. Inbound and Outbound Migrations in Rutland County, VT in 2022.

County	Inbound Migrations	Outbound Migrations	Net Migrations
Windsor County, VT	125	117	8
Addison County, VT	122	136	(14)
Bennington County, VT	99	67	32
Chittenden County, VT	81	91	(10)
Washington County, NY	77	111	(34)
Windham County, VT	43	4	39
Middlesex County, MA	36	32	4
Suffolk County, MA	35	21	14
Hillsborough County, NH	34	35	(1)
Rockingham County, NH	32	13	20
Barnstable County, MA	29	1	28
Washington County, VT	28	31	(3)
Strafford County, NH	27	3	24
Suffolk County, NY	27	3	23
Merrimack County, NH	25	5	20
South Central Connecticut Planning Region, CT	18	5	14
Hampden County, MA	18	26	(8)
Orleans County, VT	18	28	(10)

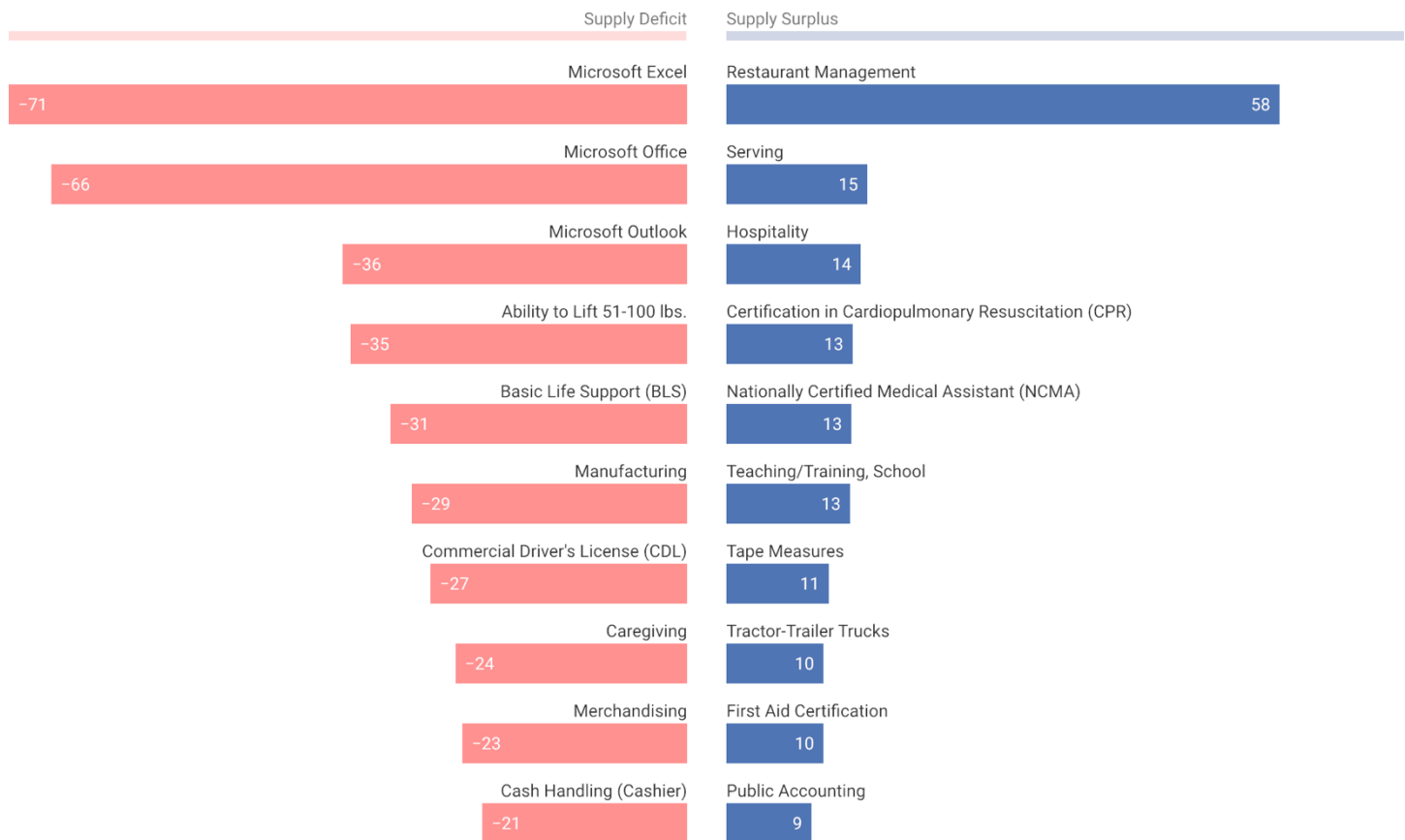
*Note.* Retrieved from Lightcast: IRS Migrations, Rutland County, VT: 2024.

## Workforce Development

In considering workforce development in Franklin, an assessment of the skills in high demand and high surplus offers insight into directions that training and economic development can take. In Rutland County, Vermont, there is high demand for the Microsoft office suite, lifting, and Basic Life Support (BLS). In Vermont, the primary high-demand skills include merchandising, the Microsoft office suite, Salesforce, and Certified Nursing Assistant certifications.

### Skill Gaps

Total - All Occupations, Rutland County, Vermont



Source: JobsEQ®

Data as of 2024Q2; openings and candidate sample compiled in July 2022

Figure 7. Skill and Certification Gaps in Rutland County, VT. Retrieved from Chmura's JobsEQ, Skill Gaps, 2024.

Job posting analytics provide real-time information into the jobs being hired for in each region based on data scraped from job posting sites. In Rutland County, VT, in the last five years (November 2019- November 2024), there have been 27,596 unique job postings.

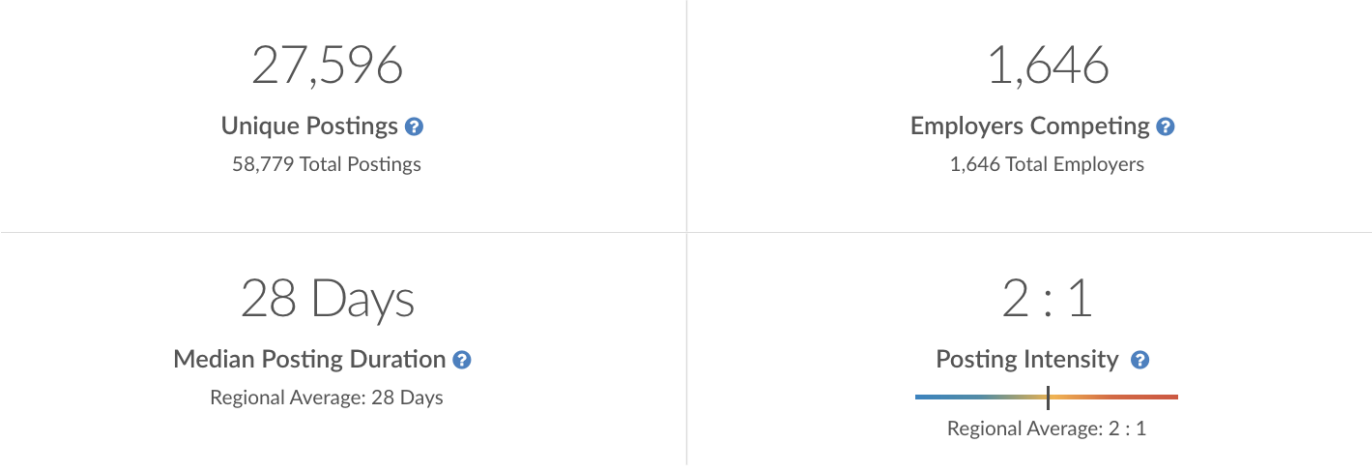


Figure 8. Job Posting Analytics Overview, retrieved from Lightcast, 2024.

The top companies seeking Rutland County’s workforce include Rutland Regional Medical Center, Killington/Pico Ski Resort Partners, and BAYADA Home Health Care. Since this is a five-year retrospective, some of these businesses may have changed. A breakdown of the top companies targeting their hiring in Rutland County, VT is provided below:

Company	Total/Unique (Nov 2019 - Nov 2024)	Posting Intensity	Median Posting Duration
Rutland Regional Medical Center	6,342 / 2,028	3 : 1	24 days
Killington/Pico Ski Resort Partners	941 / 862	1 : 1	40 days
BAYADA Home Health Care	1,819 / 694	3 : 1	25 days
Cerner	1,239 / 645	2 : 1	33 days
State of Vermont	1,048 / 478	2 : 1	24 days
Genesis HealthCare	2,903 / 463	6 : 1	28 days
Casella Waste Systems	1,210 / 440	3 : 1	37 days
Walgreens Boots Alliance	1,473 / 421	3 : 1	35 days
CDM Smith	533 / 421	1 : 1	29 days
Rutland City Public Schools	462 / 317	1 : 1	31 days

Figure 9. Top Companies Hiring in Rutland County, VT. Retrieved from Lightcast, 2024.

The top posted occupations indicated the roles in highest demand being targeted towards the workforce in Rutland County, VT. Registered nurses, retail salespeople, and tractor-trailer truck drivers make up the highest degree of occupations being sought after in the region.







Occupation (SOC)	Total/Unique (Nov 2019 - Nov 2024)	Posting Intensity	Median Posting Duration
 Registered Nurses	6,600 / 2,338	3 : 1 	23 days
 Retail Salespersons	2,021 / 924	2 : 1 	27 days
 Heavy and Tractor-Trailer Truck Drivers	1,718 / 701	2 : 1 	26 days
 First-Line Supervisors of Retail Sales Workers	1,226 / 633	2 : 1 	25 days
 Customer Service Representatives	1,403 / 585	2 : 1 	29 days
 Nursing Assistants	2,803 / 518	5 : 1 	28 days
 Merchandise Displayers and Window Trimmers	937 / 459	2 : 1 	28 days
 Licensed Practical and Licensed Vocational Nurses	1,859 / 441	4 : 1 	26 days
 First-Line Supervisors of Food Preparation and Serving Workers	933 / 363	3 : 1 	34 days
 Physical Therapists	990 / 355	3 : 1 	28 days

Figure 10. Top Occupations Being Hired For in Rutland County, VT. Retrieved from Lightcast, 2024.