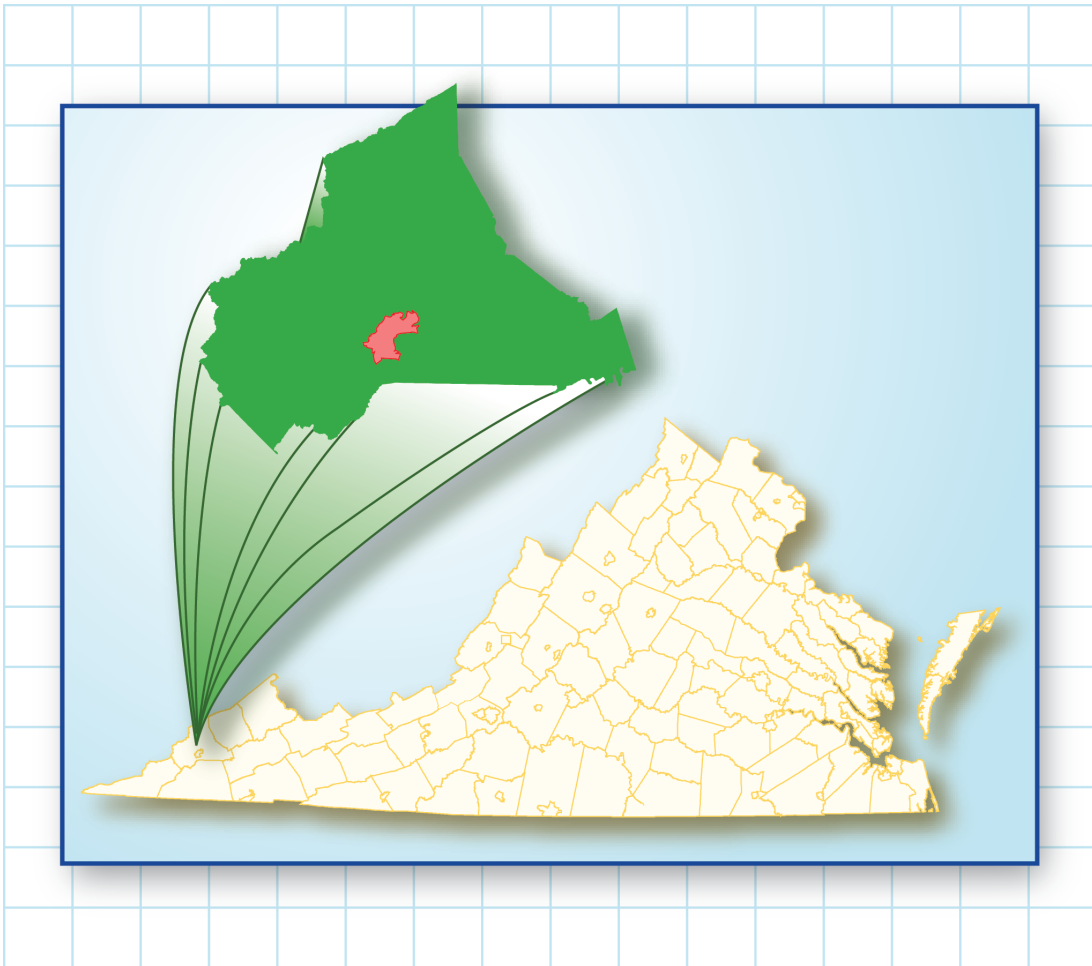


Virginia

COMMUNITY PROFILE

Norton city



Virginia Employment Commission
Economic Information & Analytics Division

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<https://virginiaworks.com>



Last updated: 3/13/2024 1:57:41 AM

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I. Introduction

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

www.VirginiaLMI.com

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

II. Demographic Profile

Overview

This Demographic Profile provides an in-depth analysis of the population in Norton city. Most of the data is produced by the U.S. Census Bureau, and includes demographic characteristics such as age, race/ethnicity, and gender.



Related Terms and Definitions

Ability to speak English

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

Age

The age classification is based on the age of the person in complete years as of April 1, 2010. The age of the person usually was derived from their date of birth information. Their reported age was used only when date of birth information was unavailable.

Gender

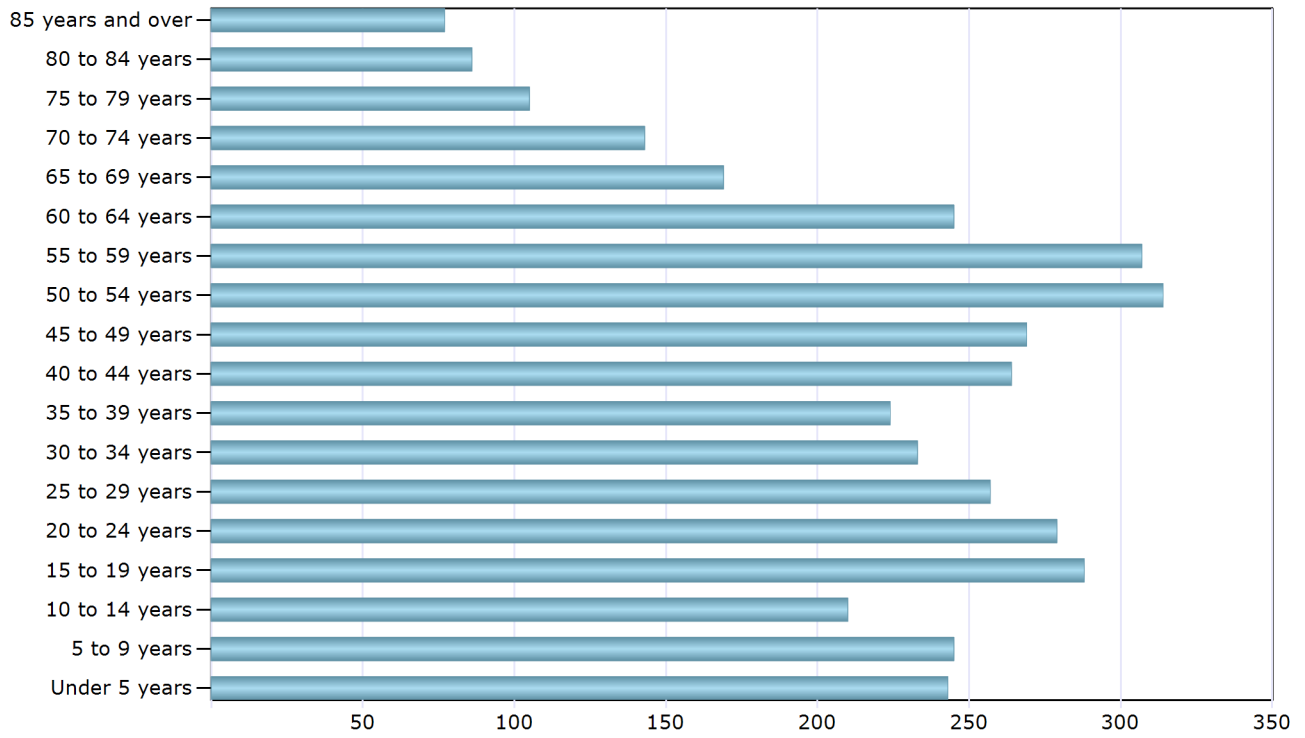
The data on gender were derived from answers to a question that was asked of all people. Individuals were asked to mark either "male" or "female" to indicate their gender. For most cases in which gender was not reported, it was determined by the appropriate entry from the person's given (i.e., first)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

Race

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

Please note: In the past, our population by race/ethnicity data has always excluded the Hispanic ethnicity from each race category. Starting in January 2013, each race category now includes all ethnicities.

Population by Age



	Norton city	Virginia	United States
Under 5 years	243	509,625	20,201,362
5 to 9 years	245	511,849	20,348,657
10 to 14 years	210	511,246	20,677,194
15 to 19 years	288	550,965	22,040,343
20 to 24 years	279	572,091	21,585,999
25 to 29 years	257	564,342	21,101,849
30 to 34 years	233	526,077	19,962,099
35 to 39 years	224	540,063	20,179,642
40 to 44 years	264	568,865	20,890,964
45 to 49 years	269	621,155	22,708,591
50 to 54 years	314	592,845	22,298,125
55 to 59 years	307	512,595	19,664,805
60 to 64 years	245	442,369	16,817,924
65 to 69 years	169	320,302	12,435,263
70 to 74 years	143	229,502	9,278,166
75 to 79 years	105	173,929	7,317,795
80 to 84 years	86	130,801	5,743,327
85 years and over	77	122,403	5,493,433
	3,958	8,001,024	308,745,538

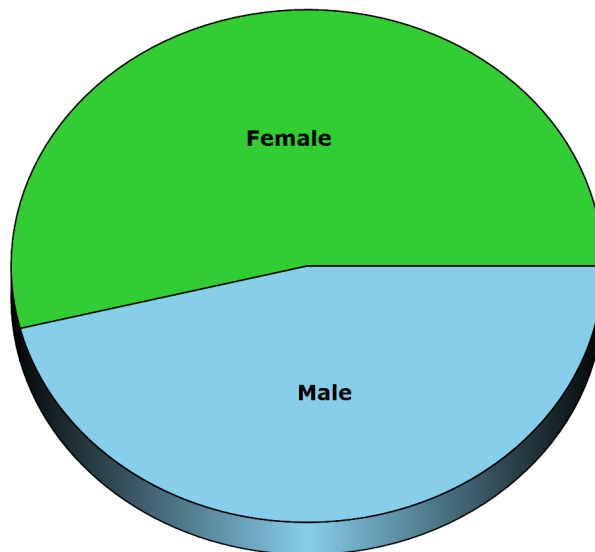
Source: 2010 Census.

Population by Race/Ethnicity

	Norton city	Virginia	United States
Total			
Total Population	3,958	8,001,024	308,745,538
Race			
White	3,510	5,486,852	223,553,265
Black or African American	250	1,551,399	38,929,319
American Indian or Alaska Native	5	29,225	2,932,248
Asian	56	439,890	14,674,252
Native Hawaiian/Pacific Islander		5,980	540,013
Other	42	254,278	19,107,368
Multiple Races	95	233,400	9,009,073
Ethnicity			
Not Hispanic or Latino (of any race)	3,890	7,369,199	258,267,944
Hispanic or Latino (of any race)	68	631,825	50,477,594

Source: 2010 Census.

Population by Gender

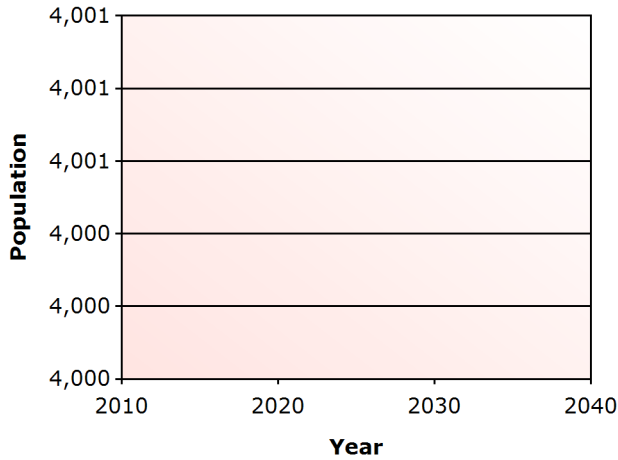


	Norton city	Virginia	United States
Male	1,824	3,925,983	151,781,326
Female	2,134	4,075,041	156,964,212
	3,958	8,001,024	308,745,538

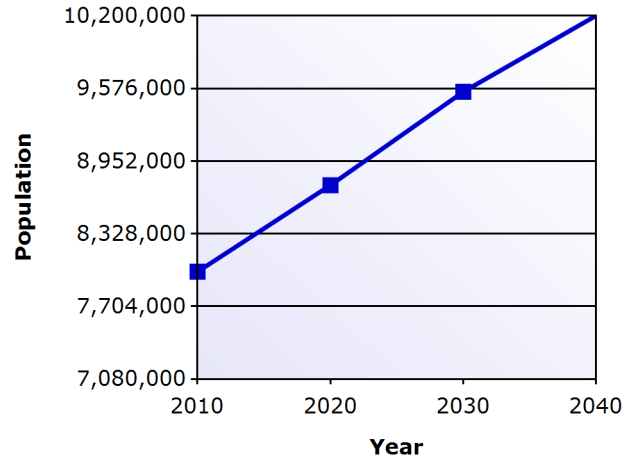
Source: 2010 Census.

Population Change

Norton city



Virginia



	Norton city	Percent change	Number Change	Virginia	Percent change	Number Change
2000	3,904			7,079,030		
2010	3,958	1.38 %	54	8,001,024	13.02 %	921994
2020	3,928	-0.76 %	-30	8,744,273	9.29 %	743249
2030	3,928	0.00 %		9,546,958	9.18 %	802685
2040	3,875	-1.35 %	-53	10,201,530	6.86 %	654572

Source: U.S. Census Bureau, Weldon Cooper Center for Public Service.

Did you know...

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

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

www.VirginiaLMI.com



Population Projections by Age and Gender

	2020		2030		2040	
	Female	Male	Female	Male	Female	Male
Under 5 years	126	106	128	107	126	106
5 to 9 years	118	115	122	119	123	120
10 to 14 years	120	130	117	126	118	127
15 to 19 years	150	117	145	113	149	116
20 to 24 years	115	126	139	153	134	147
25 to 29 years	149	143	140	134	135	129
30 to 34 years	104	110	91	97	110	117
35 to 39 years	136	98	157	113	146	106
40 to 44 years	113	113	106	106	93	93
45 to 49 years	139	108	148	115	169	132
50 to 54 years	137	121	120	105	111	98
55 to 59 years	148	121	139	113	146	120
60 to 64 years	148	125	123	104	107	90
65 to 69 years	143	101	126	89	119	84
70 to 74 years	101	75	114	85	95	71
75 to 79 years	74	44	105	62	92	54
80 to 84 years	50	28	61	34	68	38
85 years and over	52	22	50	21	61	26
	2,123	1,803	2,131	1,796	2,102	1,774
	3,926		3,927		3,876	

Source: Weldon Cooper Center for Public Service.

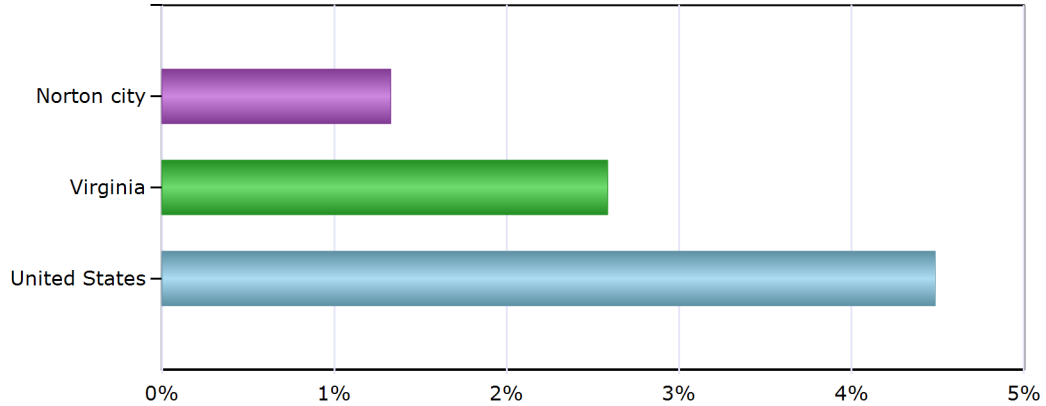
Population Projections by Race/Ethnicity

	2020	2030	2040
Total			
Total Population	3,928	3,928	3,875
Race			
White	3,320	3,172	2,940
Black or African American	293	353	427
Asian	74	103	139
Other	135	147	157
Ethnicity			
Hispanic or Latino (of any race)	106	153	212

Source: Weldon Cooper Center for Public Service.

English Language Skills

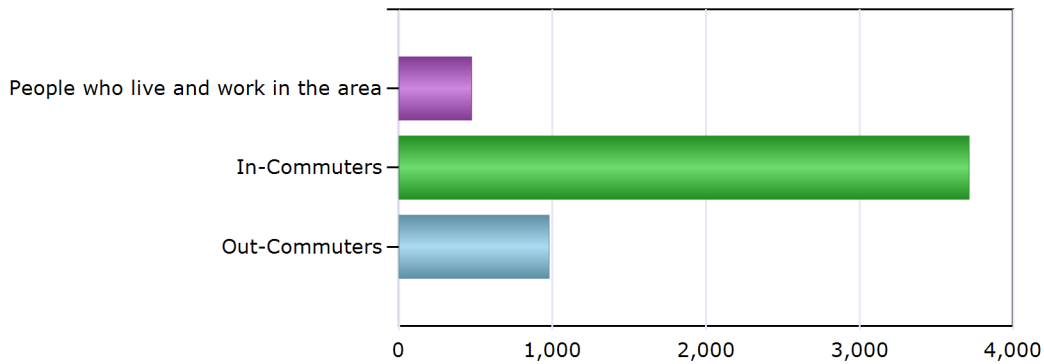
(Age 5 and over that speak English less than well)



	Total	Speak English less than well	Percent
Norton city	3,618	48	1.33%
Virginia	7,800,044	201,628	2.58%
United States	298,691,202	13,400,003	4.49%

Source: U.S. Census Bureau
American Community Survey, 2012-2016.

Commuting Patterns



Commuting Patterns	
People who live and work in the area	473
In-Commuters	3,713
Out-Commuters	978
Net In-Commuters (In-Commuters minus Out-Commuters)	2,735

Source: U.S. Census Bureau,
OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2014.

Top 10 Places Residents are Commuting To

Area	Workers
Wise County, VA	465
Washington County, VA	55
Tazewell County, VA	32
Bristol city, VA	32
Dickenson County, VA	28
Lee County, VA	27
Russell County, VA	25
Scott County, VA	21
Sullivan County, TN	18
Buchanan County, VA	16

Top 10 Places Workers are Commuting From

Area	Workers
Wise County, VA	1,502
Lee County, VA	400
Dickenson County, VA	375
Russell County, VA	213
Scott County, VA	123
Washington County, VA	121
Sullivan County, TN	76
Letcher County, KY	71
Tazewell County, VA	51
Smyth County, VA	51

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2014.

Please Note: Commuting patterns data is no longer produced from the Decennial Census. As an alternative, we are providing commuting data from the U.S. Census Bureau's OnTheMap application and LEHD Origin-Destination Employment Statistics program. Since this data is produced from an entirely different data set, it is not advisable to compare the new data with previously released commuting patterns. For more information about the OnTheMap application or the LEHD program, please visit the following website:

<http://lehd.ces.census.gov>

III. Economic Profile

Overview

The Economic Profile of Norton city consists primarily of data produced by the Virginia Employment Commission, U.S. Census Bureau, and the Bureau of Labor Statistics.



Related Terms and Definitions

Average Weekly Wage

Computed as average quarterly wages divided by 13.

Consumer Price Index (CPI)

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

Local Employment Dynamics (LED)

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

Quarterly Census of Employment & Wages (QCEW)

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

Unemployment Insurance (UI)

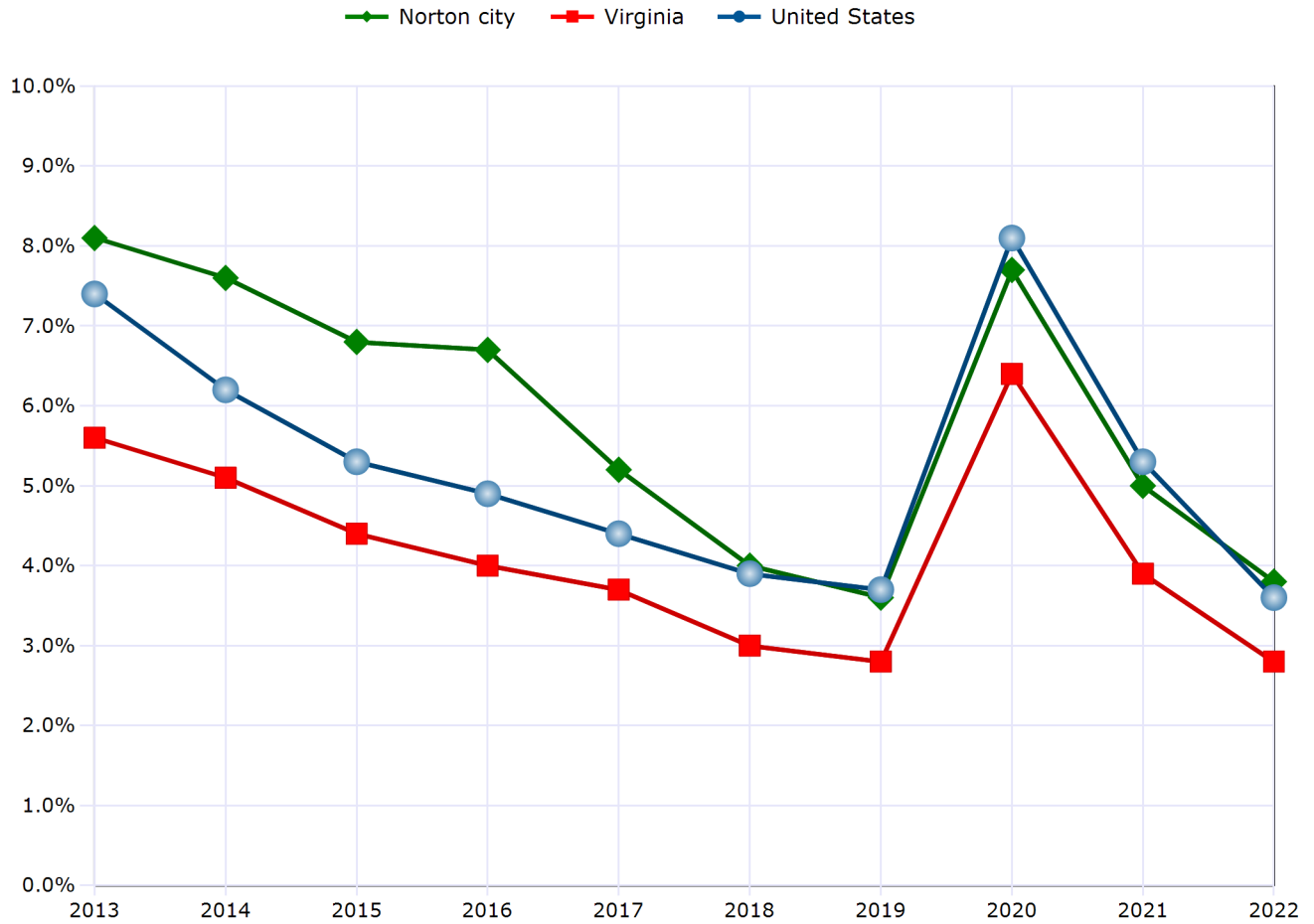
Unemployment insurance is a program for the accumulation of funds paid by employers to be used for the payment of unemployment insurance to workers during periods of unemployment which are beyond the workers' control. Unemployment insurance replaces a part of the worker's wage loss if he becomes eligible for payments.

Unemployment Rate

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

Unemployment Rates

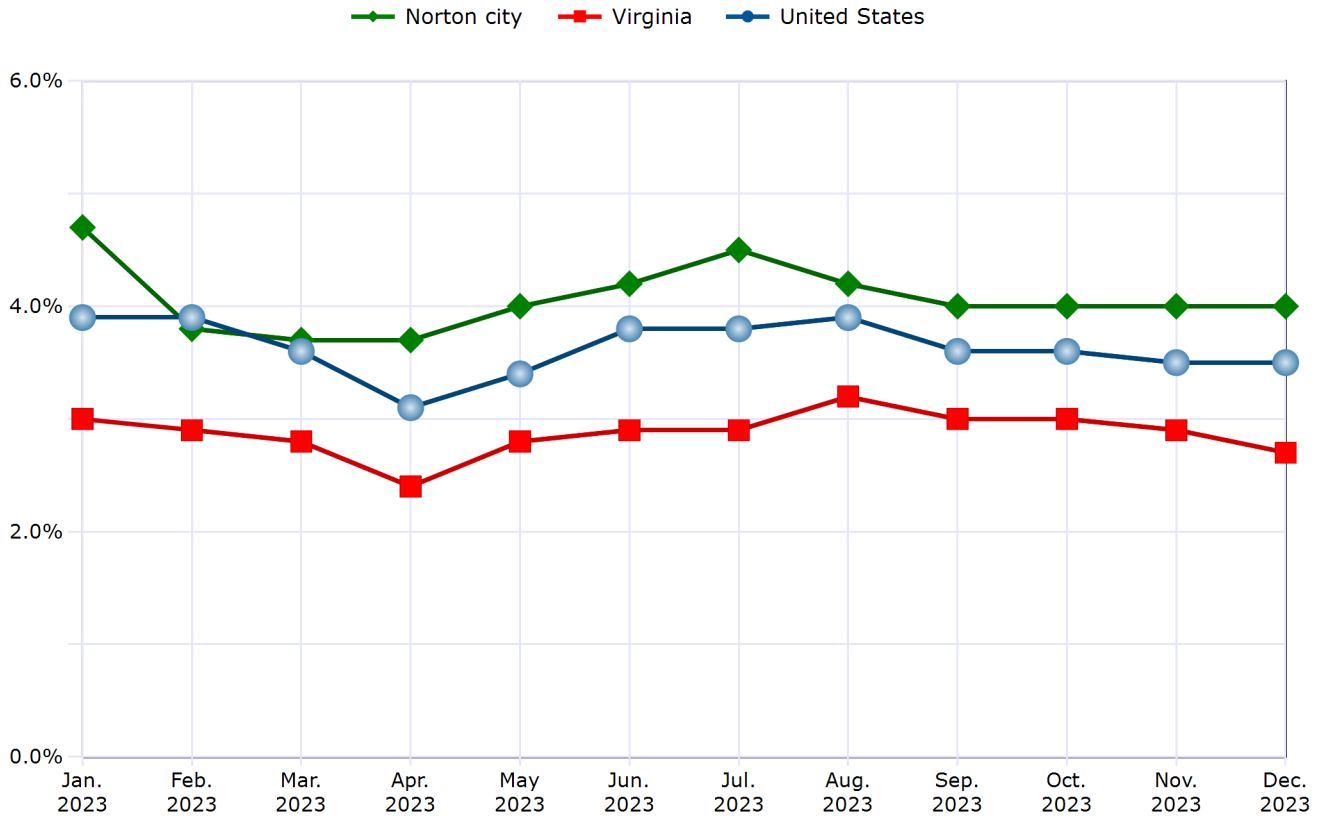
Trends



	Norton city	Virginia	United States
2013	8.1%	5.6%	7.4%
2014	7.6%	5.1%	6.2%
2015	6.8%	4.4%	5.3%
2016	6.7%	4.0%	4.9%
2017	5.2%	3.7%	4.4%
2018	4.0%	3.0%	3.9%
2019	3.6%	2.8%	3.7%
2020	7.7%	6.4%	8.1%
2021	5.0%	3.9%	5.3%
2022	3.8%	2.8%	3.6%

Source: Virginia Employment Commission, Economic Information & Analytics, Local Area Unemployment Statistics.

Unemployment Rates *Past 12 Months*



	Norton city	Virginia	United States
Jan. 2023	4.7%	3.0%	3.9%
Feb. 2023	3.8%	2.9%	3.9%
Mar. 2023	3.7%	2.8%	3.6%
Apr. 2023	3.7%	2.4%	3.1%
May 2023	4.0%	2.8%	3.4%
Jun. 2023	4.2%	2.9%	3.8%
Jul. 2023	4.5%	2.9%	3.8%
Aug. 2023	4.2%	3.2%	3.9%
Sep. 2023	4.0%	3.0%	3.6%
Oct. 2023	4.0%	3.0%	3.6%
Nov. 2023	4.0%	2.9%	3.5%
Dec. 2023	4.0%	2.7%	3.5%

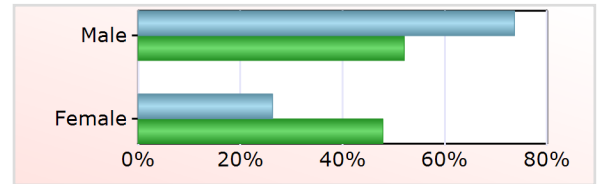
Source: Virginia Employment Commission, Economic Information & Analytics, Local Area Unemployment Statistics.

Characteristics of the Insured Unemployed

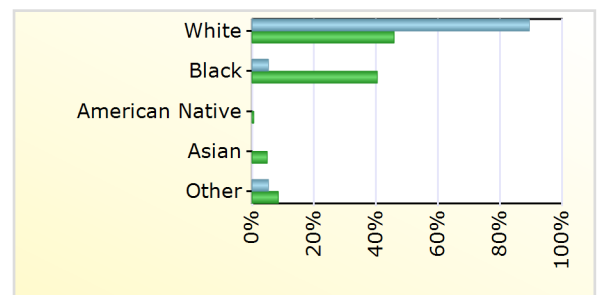
Total number of claimants: 19

- Norton city - (19 claimants)
- Virginia - (22,760 claimants)

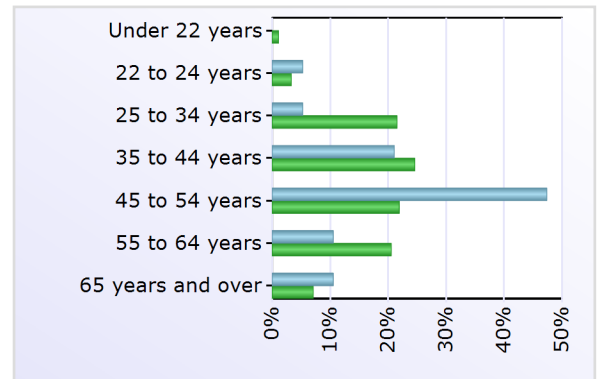
Gender	Norton city	Virginia
Male	14	11,855
Female	5	10,905
Unspecified		



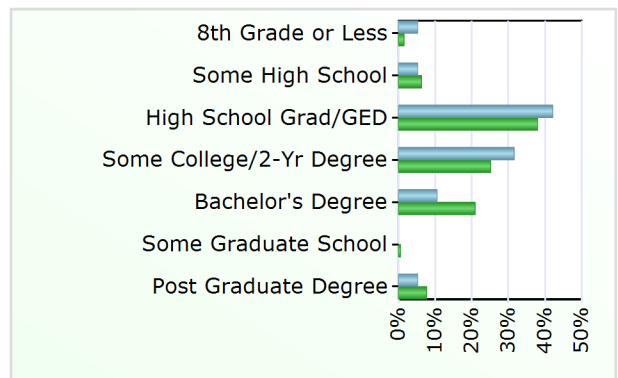
Race	Norton city	Virginia
White	17	10,422
Black	1	9,191
American Native		122
Asian		1,106
Other	1	1,919



Age	Norton city	Virginia
Under 22 years		246
22 to 24 years	1	747
25 to 34 years	1	4,901
35 to 44 years	4	5,596
45 to 54 years	9	4,988
55 to 64 years	2	4,673
65 years and over	2	1,609
Unknown		



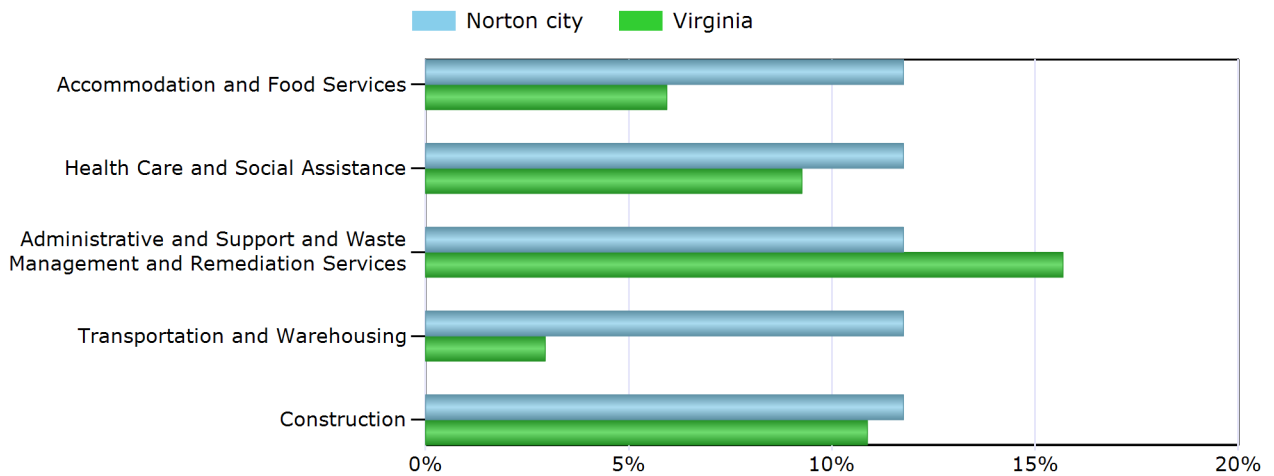
Education	Norton city	Virginia
8th Grade or Less	1	344
Some High School	1	1,427
High School Grad/GED	8	8,641
Some College/2-Yr Degree	6	5,717
Bachelor's Degree	2	4,761
Some Graduate School		124
Post Graduate Degree	1	1,746
Unknown		



Source: Virginia Employment Commission, Economic Information & Analytics, Characteristics of the Insured Unemployed, February 2024.

Characteristics of the Insured Unemployed

Top 5 Industries With Largest Number of Claimants in Norton city
(excludes unclassified)



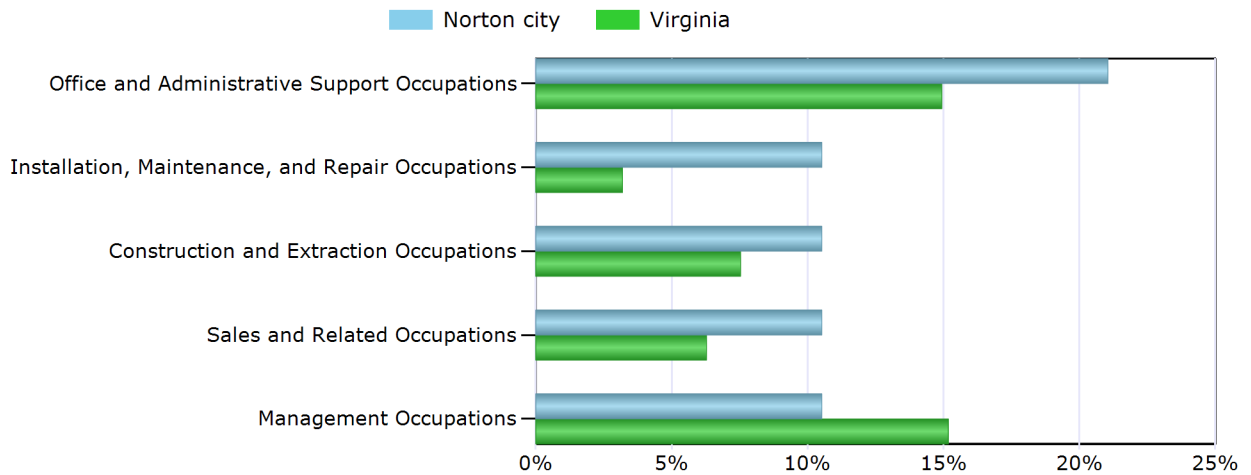
Industry	Norton city	Virginia
Construction	2	2,148
Transportation and Warehousing	2	582
Administrative and Support and Waste Management and Remediation Services	2	3,099
Health Care and Social Assistance	2	1,830
Accommodation and Food Services	2	1,173
Unclassified	2	1,803
Mining, Quarrying, and Oil and Gas Extraction	1	59
Wholesale Trade	1	795
Retail Trade	1	751
Finance and Insurance	1	1,314
Other Services (except Public Administration)	1	667
Agriculture, Forestry, Fishing and Hunting		162
Utilities		34
Manufacturing		460
Information		571
Real Estate and Rental and Leasing		435
Professional, Scientific, and Technical Services		2,997
Management of Companies and Enterprises		184
Educational Services		368
Arts, Entertainment, and Recreation		320

Source: Virginia Employment Commission, Economic Information & Analytics, Characteristics of the Insured Unemployed, February 2024.

Characteristics of the Insured Unemployed

Top 5 Occupation Groups With Largest Number of Claimants in Norton city

(excludes unknown occupations)

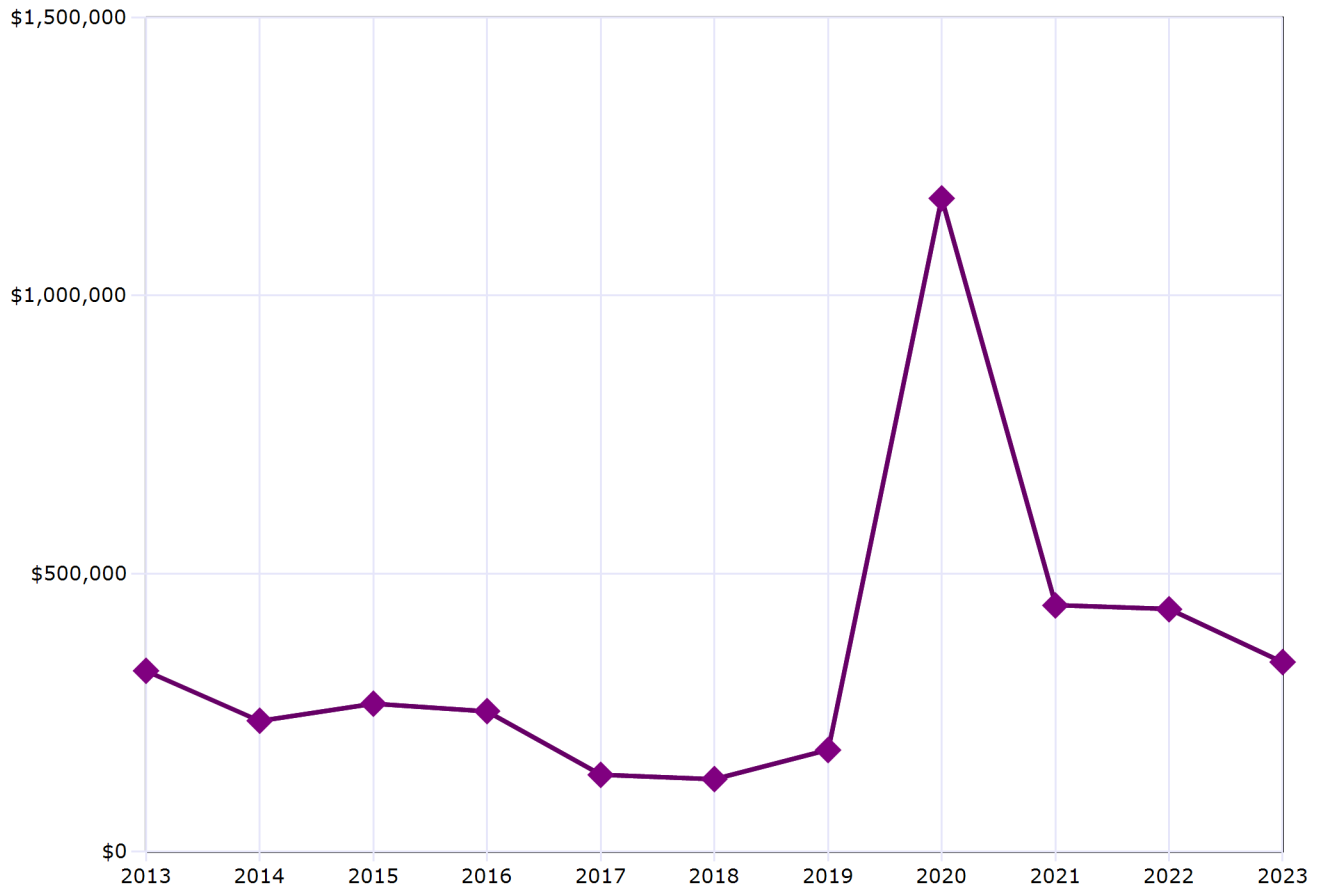


Occupation	Norton city	Virginia
Office and Administrative Support Occupations	4	3,400
Management Occupations	2	3,455
Sales and Related Occupations	2	1,430
Construction and Extraction Occupations	2	1,715
Installation, Maintenance, and Repair Occupations	2	726
Business and Financial Operations Occupations	1	1,606
Computer and Mathematical Occupations	1	1,601
Architecture and Engineering Occupations	1	486
Life, Physical, and Social Science Occupations	1	276
Farming, Fishing, and Forestry Occupations	1	158
Production Occupations	1	1,249
Transportation and Material Moving Occupations	1	1,851
Community and Social Service Occupations		223
Legal Occupations		127
Education, Training, and Library Occupations		301
Arts, Design, Entertainment, Sports, and Media Occupations		656
Healthcare Practitioners and Technical Occupations		502
Healthcare Support Occupations		569
Protective Service Occupations		295
Food Preparation and Serving Related Occupations		928
Building and Grounds Cleaning and Maintenance Occupations		766
Personal Care and Service Occupations		383
Military Specific Occupations		54
Unknown Occupation Code		

Source: Virginia Employment Commission, Economic Information & Analytics, Characteristics of the Insured Unemployed, February 2024.

Unemployment Insurance Payments

Trends

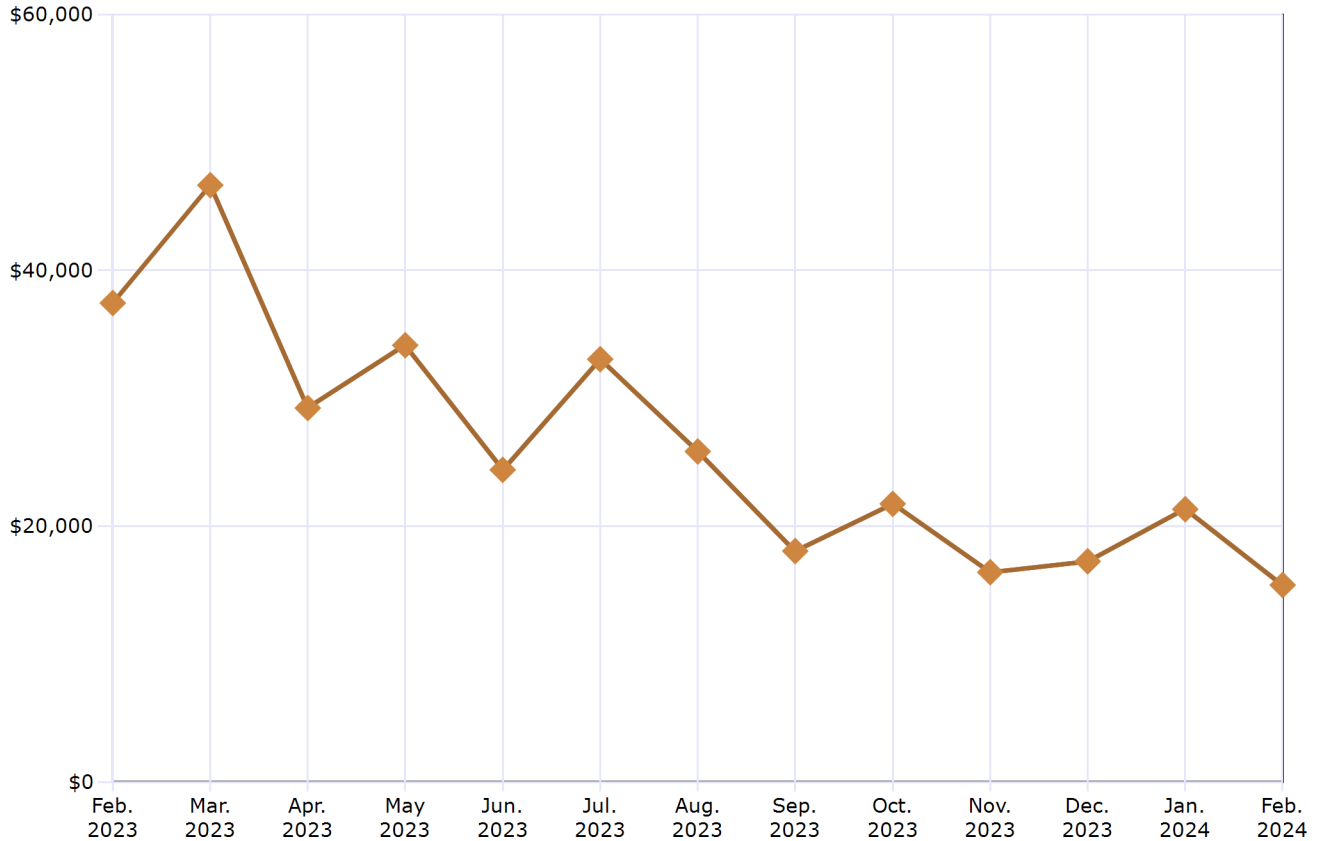


	Norton city		Virginia	
	Weeks Paid	Amount Paid	Weeks Paid	Amount Paid
2013	1,176	\$325,170	1,999,039	\$574,074,609
2014	946	\$235,361	1,684,690	\$490,522,709
2015	1,025	\$266,021	1,198,476	\$351,290,100
2016	1,006	\$252,683	1,263,292	\$379,622,081
2017	618	\$138,097	1,114,650	\$336,664,624
2018	527	\$130,472	941,154	\$286,468,017
2019	670	\$182,678	867,371	\$269,014,541
2020	5,098	\$1,174,575	8,600,869	\$2,279,487,650
2021	1,739	\$442,684	1,601,885	\$458,078,646
2022	1,588	\$435,805	485,275	\$154,636,752
2023	1,159	\$340,825	685,711	\$232,048,074

Source: Virginia Employment Commission, Economic Information & Analytics, Unemployment Insurance Program.

Unemployment Insurance Payments

Past 12 Months



	Norton city		Virginia	
	Weeks Paid	Amount Paid	Weeks Paid	Amount Paid
Feb. 2023	130	\$37,450	53,761	\$17,833,348
Mar. 2023	155	\$46,663	61,542	\$20,646,823
Apr. 2023	97	\$29,244	56,836	\$19,081,667
May 2023	121	\$34,150	64,563	\$21,838,585
Jun. 2023	80	\$24,414	56,308	\$18,927,285
Jul. 2023	111	\$33,060	63,226	\$21,257,279
Aug. 2023	81	\$25,850	56,582	\$19,175,066
Sep. 2023	55	\$18,064	52,352	\$17,974,537
Oct. 2023	70	\$21,754	62,861	\$21,665,920
Nov. 2023	60	\$16,412	51,360	\$17,778,763
Dec. 2023	63	\$17,263	53,438	\$18,388,408
Jan. 2024	75	\$21,332	70,590	\$24,188,826
Feb. 2024	47	\$15,410	62,778	\$21,583,220

Source: Virginia Employment Commission, Unemployment Insurance Program.

Employers by Size of Establishment

	Norton city	Virginia
0 to 4 employees	102	203,987
5 to 9 employees	53	40,504
10 to 19 employees	38	30,046
20 to 49 employees	19	22,524
50 to 99 employees	5	7,745
100 to 249 employees	***	3,959
250 to 499 employees	***	1,080
500 to 999 employees	0	383
1000 and over employees	0	261
	221	310,489

Employment by Size of Establishment

	Norton city	Virginia
0 to 4 employees	174	260,019
5 to 9 employees	369	269,215
10 to 19 employees	535	408,403
20 to 49 employees	615	679,118
50 to 99 employees	355	533,499
100 to 249 employees	***	585,909
250 to 499 employees	***	367,684
500 to 999 employees	0	259,676
1000 and over employees	0	690,846
	3,063	4,054,369

Note: Asterisks (***) indicate non-disclosable data.

'Zero; no employment' typically represents new startup firms or sole-proprietorships.

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2023.

50 Largest Employers

- | | |
|---|---|
| 1. Bristol Regional Health System | 26. Kentucky Utilities/Old Dominion Power Company |
| 2. Wal Mart | 27. Rodefer Moss & Co, PLLC |
| 3. Norton City School Board | 28. U.S. Department of Veterans Affairs |
| 4. City of Norton | 29. Burkes Westgate Store LLC |
| 5. Norton Com Physicians Service LLC | 30. Hardee's |
| 6. Carter Machinery Company | 31. Doughmakers Pizza, LLC |
| 7. Pepsi Cola Bottling Company | 32. Sonic |
| 8. Wellmont Medical Associates Inc | 33. Asia Cafe |
| 9. Maxxim Shared Service LLC | 34. FishTales |
| 10. Norrisbuilt Fabrication | 35. Hall Electric, LLC |
| 11. Wolfe Williams & Rutherford | 36. RMG LC LLC |
| 12. Ingles Markets | 37. Town Center Parkway |
| 13. Pals Sudden Service 23 | 38. U.S. Department of Agriculture |
| 14. United States Department of Labor | 39. Coach Inc |
| 15. Laurels Retirement & Assisted Livin | 40. Commonwealth Catholic Charities |
| 16. Taco Bell | 41. Bio Medical Applications |
| 17. Holston Medical Group | 42. Caudill Cable Inc. |
| 18. Burger King | 43. Paramount Coal Company |
| 19. Woodbooger Grill Inc | 44. Shore Stop Store |
| 20. Head Start | 45. First Choice Home Health Center |
| 21. Hope House | 46. C & J Spec-Rent Services Inc. |
| 22. Dairy Queen | 47. CVS Pharmacy |
| 23. Apple Vir LLC | 48. Appalachian Tire Products |
| 24. Ball Construction Company | 49. Blue Mountain Therapy |
| 25. Verizon | 50. C N W Regional Wastewater Trea |

Source: Virginia Employment Commission, *Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2023.*

Did you know...

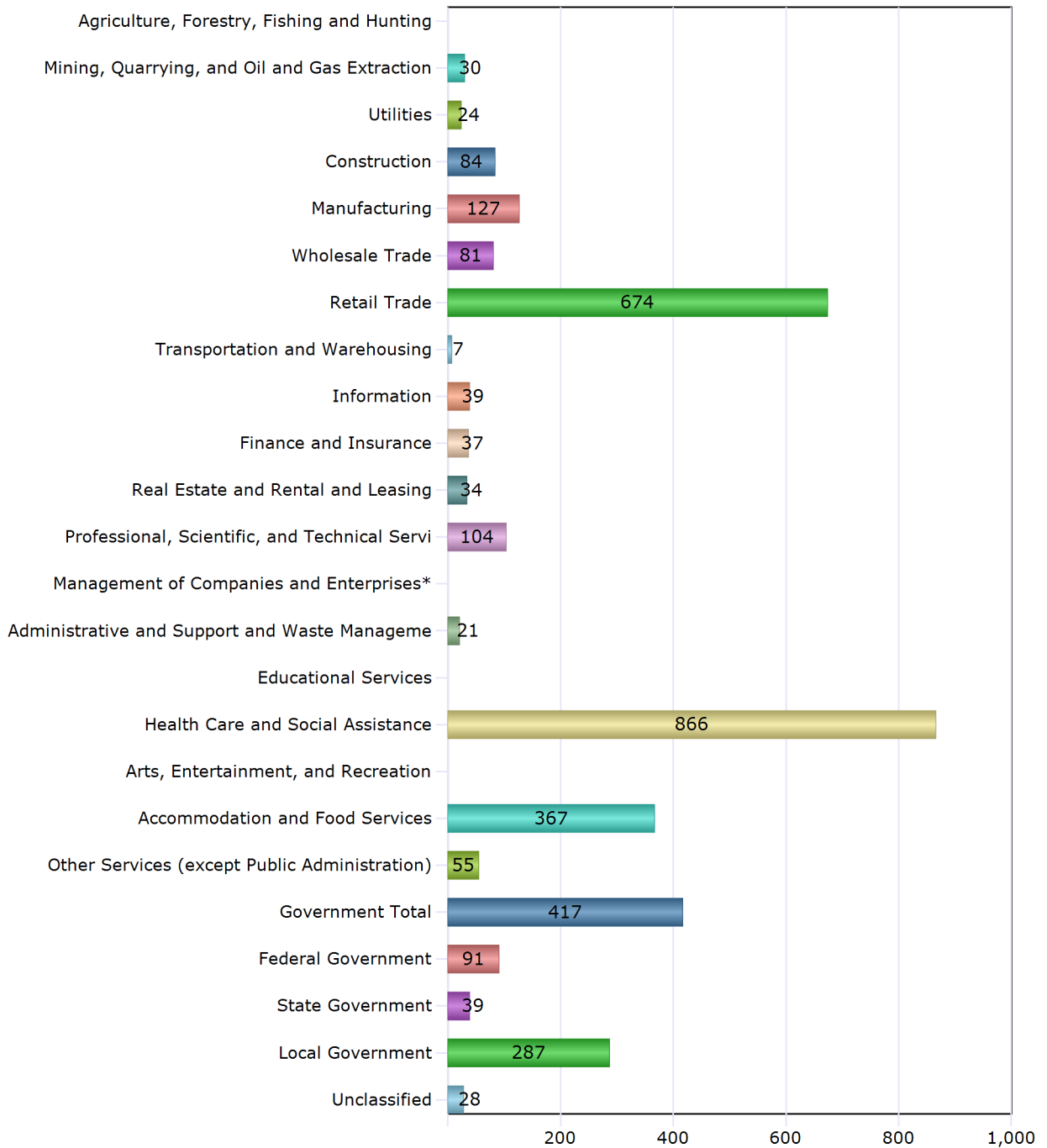
you can search over 300,000 employer listings on our website provided by Infogroup? This easy-to-use feature lets you search for employers by keyword, industry, sales volume, size range, and more!



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

www.VirginiaLMI.com

Employment by Industry

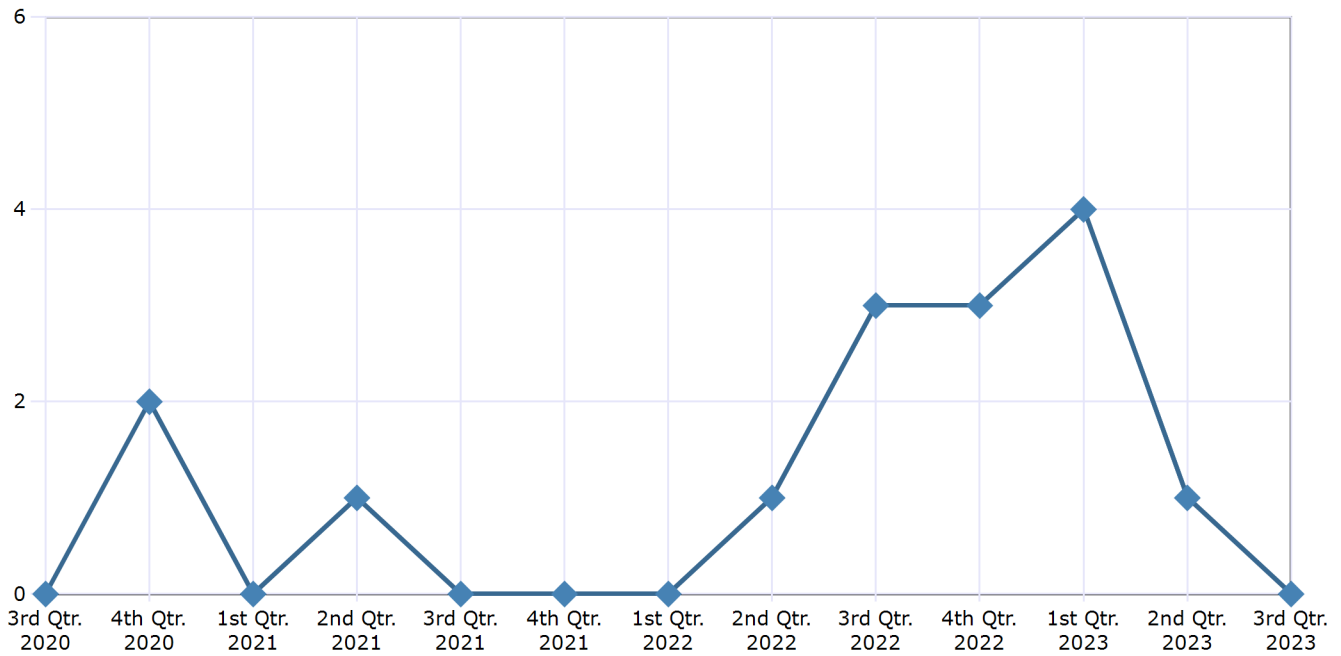


Total: 3,063

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

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2023.

New Startup Firms

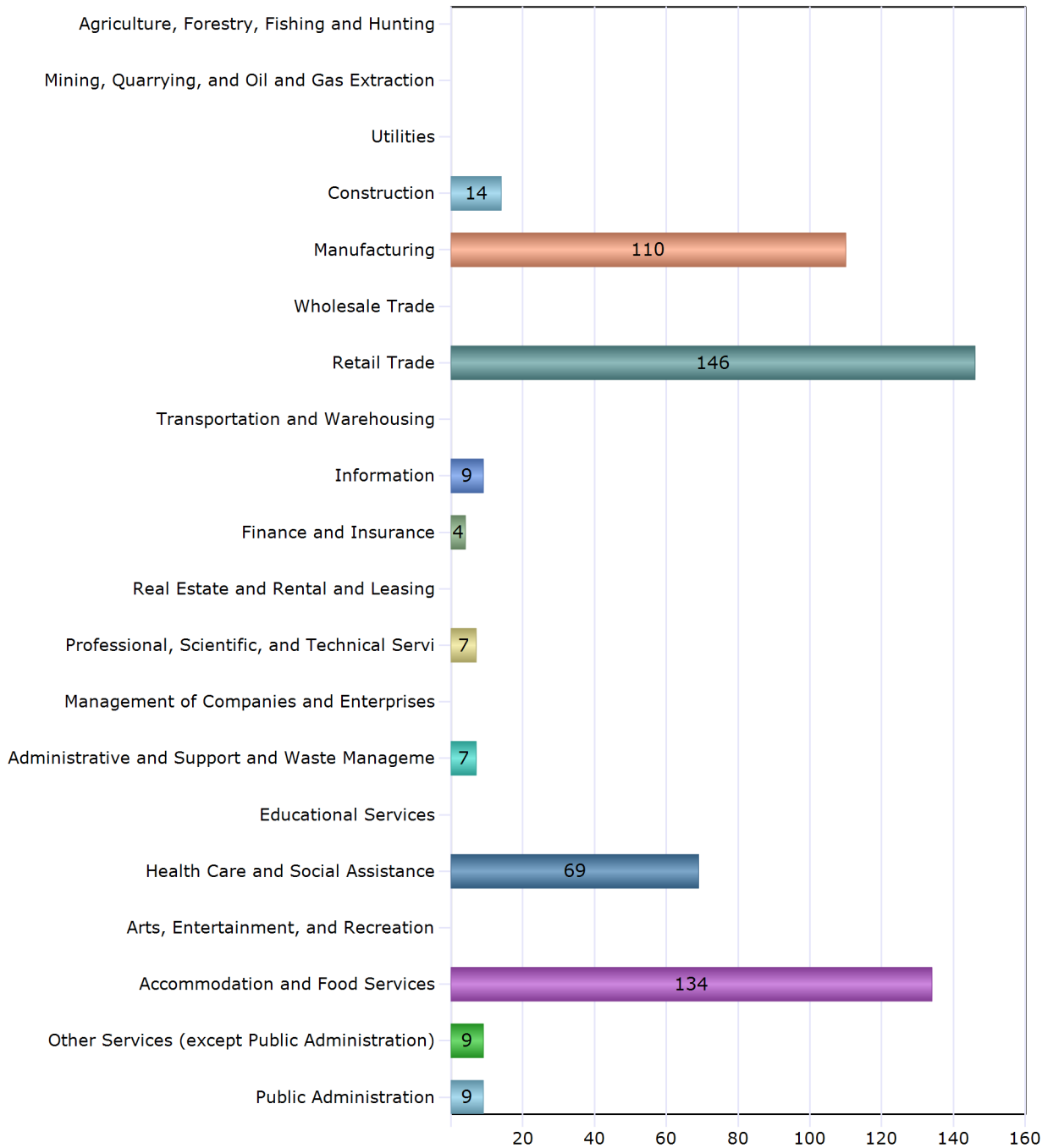


	Norton city	Virginia
3rd Qtr. 2020		4,309
4th Qtr. 2020	2	4,433
1st Qtr. 2021		5,190
2nd Qtr. 2021	1	4,843
3rd Qtr. 2021		4,948
4th Qtr. 2021		4,345
1st Qtr. 2022		5,291
2nd Qtr. 2022	1	4,993
3rd Qtr. 2022	3	4,839
4th Qtr. 2022	3	4,162
1st Qtr. 2023	4	5,308
2nd Qtr. 2023	1	4,204
3rd Qtr. 2023		3,981

Note: The following criteria was used to define new startup firms:
 1.) Setup and liability date both occurred during 3rd Quarter (July, August, September) 2023
 2.) Establishment had no predecessor UI Account Number
 3.) Private Ownership
 4.) Average employment is less than 250
 5.) For multi-unit establishments, the parent company must also meet the above criteria.

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2023.

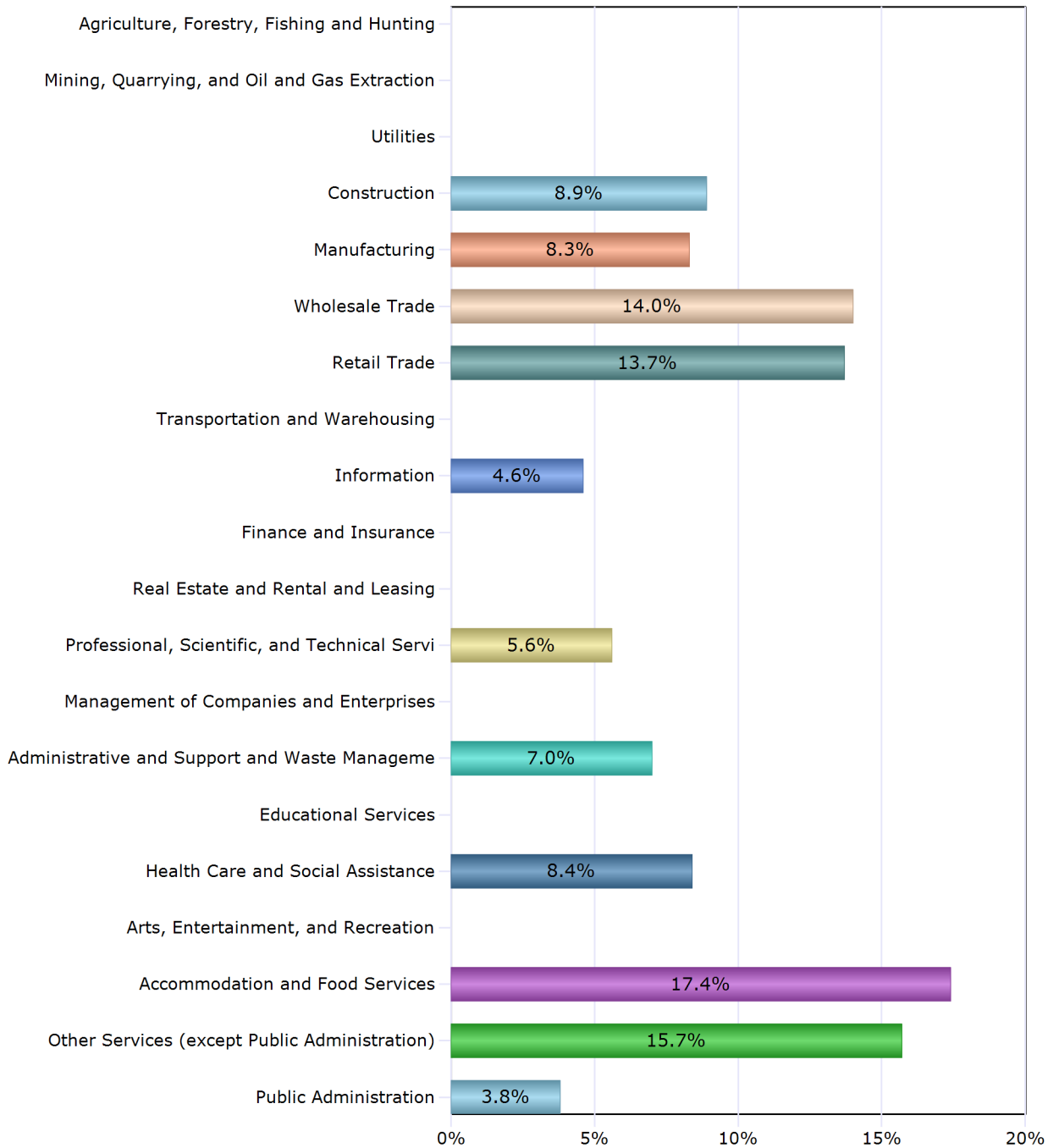
New Hires by Industry



Total: 518

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 2nd Quarter (April, May, June) 2023, all ownerships.

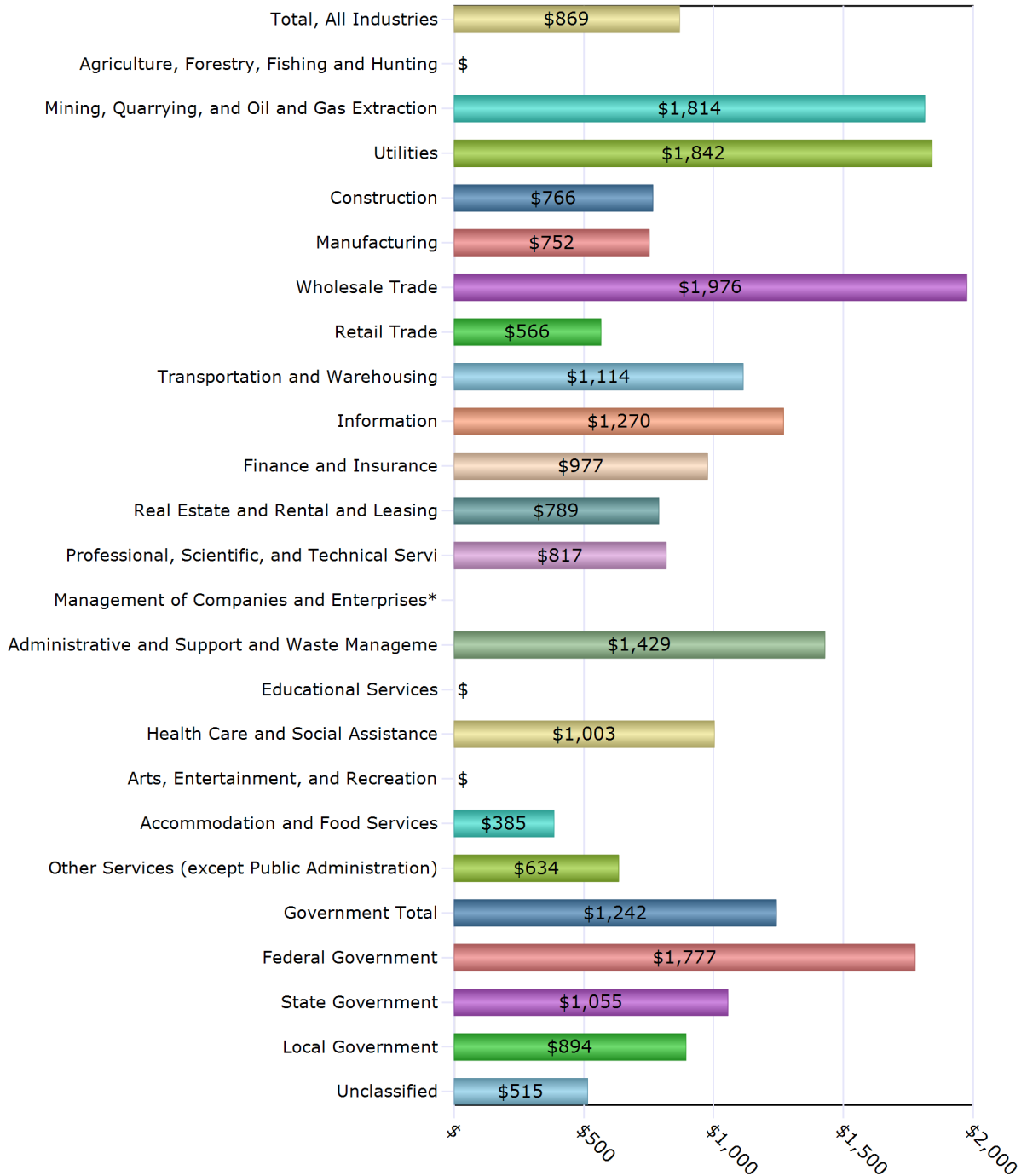
Turnover by Industry



Average: 9.8%

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 1st Quarter (January, February, March) 2023, all ownerships.

Average Weekly Wage by Industry



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

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2023.

Age of Workers by Industry

	14–18	19–21	22–24	25–34	35–44	45–54	55–64	65+
Total, All Industries	111	230	236	666	616	646	503	254
Agriculture, Forestry, Fishing and Hunting								
Mining, Quarrying, and Oil and Gas Extraction								
Utilities								
Construction		8	8	13	21	27	11	11
Manufacturing	6	25	22	60	53	80	50	12
Wholesale Trade			8	19	15	21	15	
Retail Trade	42	81	70	164	105	108	90	48
Transportation and Warehousing								
Information		6	5	13	29	28	11	4
Finance and Insurance			2	14	14	13	16	4
Real Estate and Rental and Leasing				7	10	3	3	4
Professional, Scientific, and Technical Services				18	13	14	18	19
Management of Companies and Enterprises								
Administrative and Support and Waste Management and Remediation Services			6	17	12	21	9	13
Educational Services								
Health Care and Social Assistance		28	59	165	185	181	136	54
Arts, Entertainment, and Recreation								
Accommodation and Food Services	55	57	31	85	57	40	21	13
Other Services (except Public Administration)		6	6	9	9	11	8	3
Public Administration		6	7	31	22	32	41	15

Source: U.S. Census Bureau, Local Employment Dynamics (LED) Program, 2nd Quarter (April, May, June) 2023, all ownerships.

What is LED?

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

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



Industry Employment and Projections

Long Term (Period= 30)

	Employment			Percent	
	Estimated 2020	Projected 2030	Change	Total	Annual
Total, All Industries	56,821	54,002	-2,819	-4.96%	-.51%
Total Self-Employed and Unpaid Family Workers	2,397	2,077	-320	-13.35%	-1.42%
Agriculture, Forestry, Fishing and Hunting	317	307	-10	-3.15%	-.32%
Mining	2,702	2,194	-508	-18.8%	-2.06%
Mining, Quarrying, and Oil and Gas Extraction	2,702	2,194	-508	-18.8%	-2.06%
Utilities	***	***	***		***
Construction	2,001	1,760	-241	-12.04%	-1.28%
Manufacturing	3,094	2,912	-182	-5.88%	-.6%
Wholesale Trade	***	***	***		***
Retail Trade	7,953	8,123	170	2.14%	.21%
Transportation and Warehousing	1,163	1,026	-137	-11.78%	-1.25%
Information	312	189	-123	-39.42%	-4.89%
Finance and Insurance	1,037	1,217	180	17.36%	1.61%
Real Estate and Rental and Leasing	294	232	-62	-21.09%	-2.34%
Professional, Scientific, and Technical Services	2,372	2,465	93	3.92%	.39%
Management of Companies and Enterprises	624	580	-44	-7.05%	-.73%
Administrative and Support and Waste Management and Remediation Services	2,344	2,343	-1	-.04%	%
Educational Services	6,384	6,100	-284	-4.45%	-.45%
Health Care and Social Assistance	8,102	7,951	-151	-1.86%	-.19%
Arts, Entertainment, and Recreation	98	114	16	16.33%	1.52%
Accommodation and Food Services	3,738	3,671	-67	-1.79%	-.18%
Other Services (except Public Administration)	1,508	1,349	-159	-10.54%	-1.11%
Unclassified	8,951	7,838	-1,113	-12.43%	-1.32%

Note: Asterisks (***) indicate non-disclosable data.
Projections data is for Southwestern Virginia (LWDA I). No data available for Norton city.

Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2020-2030.

Industry Employment and Projections

Short Term (Period= 25)

	Employment			Percent	
	Estimated 2023	Projected 2025	Change	Total	Annual
Total, All Industries	4,227,240	4,297,047	69,807	1.65%	.82%
Total Self-Employed and Unpaid Family Workers	239,797	241,487	1,690	.7%	.35%
Agriculture, Forestry, Fishing and Hunting	***	***	***	***	***
Mining	***	***	***	***	***
Mining, Quarrying, and Oil and Gas Extraction	***	***	***	***	***
Utilities	***	***	***	***	***
Construction	209,584	213,530	3,946	1.88%	.94%
Manufacturing	245,235	247,714	2,479	1.01%	.5%
Wholesale Trade	113,897	116,115	2,218	1.95%	.97%
Retail Trade	392,138	392,340	202	.05%	.03%
Transportation and Warehousing	***	***	***	***	***
Information	70,361	70,652	291	.41%	.21%
Finance and Insurance	146,669	151,031	4,362	2.97%	1.48%
Real Estate and Rental and Leasing	58,218	58,714	496	.85%	.43%
Professional, Scientific, and Technical Services	466,794	481,278	14,484	3.1%	1.54%
Management of Companies and Enterprises	87,697	89,808	2,111	2.41%	1.2%
Administrative and Support and Waste Management and Remediation Services	248,458	255,074	6,616	2.66%	1.32%
Educational Services	371,820	373,352	1,532	.41%	.21%
Health Care and Social Assistance	483,528	506,605	23,077	4.77%	2.36%
Arts, Entertainment, and Recreation	54,620	51,914	-2,706	-4.95%	-2.51%
Accommodation and Food Services	334,821	341,070	6,249	1.87%	.93%
Other Services (except Public Administration)	130,750	132,292	1,542	1.18%	.59%
Unclassified	403,403	407,459	4,056	1.01%	.5%

Note: Asterisks (***) indicate non-disclosable data.
Projections data is for Virginia Statewide. No data available for Norton city.

Source: Virginia Employment Commission, Economic Information & Analytics, Short Term Industry and Occupational Projections, 2023-2025.

Occupation Employment and Projections

Long Term (Period= 30)

	Employment			Openings		
	Estimated 2020	Projected 2030	% Change	Replace-ments	Growth	Total
Total, All Occupations	56,821	54,002	-4.96%	61,027	-2,819	58,208
Management Occupations	2,050	1,987	-3.07%	1,569	-63	1,506
Business and Financial Operations Occupations	1,596	1,526	-4.39%	1,380	-70	1,310
Computer and Mathematical Occupations	1,075	997	-7.26%	729	-78	651
Architecture and Engineering Occupations	639	721	12.83%	513	82	595
Life, Physical, and Social Science Occupations	484	458	-5.37%	392	-26	366
Community and Social Service Occupations	1,734	1,660	-4.27%	1,631	-74	1,557
Legal Occupations	347	315	-9.22%	212	-32	180
Education, Training, and Library Occupations	4,371	4,204	-3.82%	3,749	-167	3,582
Arts, Design, Entertainment, Sports, and Media Occupations	332	316	-4.82%	361	-16	345
Healthcare Practitioners and Technical Occupations	3,900	4,007	2.74%	2,244	107	2,351
Healthcare Support Occupations	2,858	2,904	1.61%	3,495	46	3,541
Protective Service Occupations	3,283	2,919	-11.09%	2,925	-364	2,561
Food Preparation and Serving Related Occupations	4,282	4,186	-2.24%	7,573	-96	7,477
Building and Grounds Cleaning and Maintenance Occupations	1,460	1,470	.68%	1,910	10	1,920
Personal Care and Service Occupations	468	455	-2.78%	652	-13	639
Sales and Related Occupations	6,059	5,760	-4.93%	8,302	-299	8,003
Office and Administrative Support Occupations	7,270	6,452	-11.25%	7,548	-818	6,730
Farming, Fishing, and Forestry Occupations	277	268	-3.25%	416	-9	407
Construction and Extraction Occupations	4,047	3,463	-14.43%	3,936	-584	3,352
Installation, Maintenance, and Repair Occupations	2,625	2,418	-7.89%	2,389	-207	2,182
Production Occupations	2,825	2,599	-8%	2,918	-226	2,692
Transportation and Material Moving Occupations	4,839	4,917	1.61%	6,183	78	6,261

Note: Asterisks (***) indicate non-disclosable data.
Projections data is for Southwestern Virginia (LWDA I). No data available for Norton city.

Source: Virginia Employment Commission, Economic Information & Analytics,
Long Term Industry and Occupational Projections, 2020-2030.

Occupation Employment and Projections

Short Term (Period= 25)

	Employment			Openings		
	Estimated 2023	Projected 2025	% Change	Replace-ments	Growth	Total
Total, All Occupations	4,227,240	4,297,047	1.65%	903,350	69,807	973,157
Management Occupations	271,536	276,830	1.95%	40,577	5,294	45,871
Business and Financial Operations Occupations	396,529	406,395	2.49%	63,467	9,866	73,333
Computer and Mathematical Occupations	253,216	262,198	3.55%	29,623	8,982	38,605
Architecture and Engineering Occupations	72,179	74,161	2.75%	9,601	1,982	11,583
Life, Physical, and Social Science Occupations	44,822	45,997	2.62%	7,288	1,175	8,463
Community and Social Service Occupations	67,590	70,716	4.62%	11,503	3,126	14,629
Legal Occupations	40,277	40,829	1.37%	5,589	552	6,141
Education, Training, and Library Occupations	250,530	252,112	.63%	43,782	1,582	45,364
Arts, Design, Entertainment, Sports, and Media Occupations	65,062	65,296	.36%	12,534	234	12,768
Healthcare Practitioners and Technical Occupations	235,515	244,716	3.91%	26,483	9,201	35,684
Healthcare Support Occupations	146,757	156,335	6.53%	43,304	9,578	52,882
Protective Service Occupations	105,614	107,326	1.62%	24,719	1,712	26,431
Food Preparation and Serving Related Occupations	321,244	328,154	2.15%	123,700	6,910	130,610
Building and Grounds Cleaning and Maintenance Occupations	140,378	142,442	1.47%	37,697	2,064	39,761
Personal Care and Service Occupations	104,753	103,851	-.86%	35,531	-902	34,629
Sales and Related Occupations	384,888	384,885	%	99,244	-3	99,241
Office and Administrative Support Occupations	461,211	459,878	-.29%	104,750	-1,333	103,417
Farming, Fishing, and Forestry Occupations	6,494	6,419	-1.15%	1,857	-75	1,782
Construction and Extraction Occupations	194,340	198,560	2.17%	33,356	4,220	37,576
Installation, Maintenance, and Repair Occupations	166,897	169,542	1.58%	29,245	2,645	31,890
Production Occupations	173,490	174,341	.49%	37,315	851	38,166
Transportation and Material Moving Occupations	323,918	326,064	.66%	82,185	2,146	84,331

Note: Asterisks (***) indicate non-disclosable data.

Projections data is for Virginia Statewide. No data available for Norton city.

Source: Virginia Employment Commission, Economic Information & Analytics, Short Term Industry and Occupational Projections, 2023-2025.

Growth Occupations

	Employment			Openings			Average Annual Salary
	Estimated 2020	Projected 2030	% Change	Replacements	Growth	Total	
Rotary Drill Operators, Oil and Gas	95	151	58.95%	144	56	200	N/A
Veterinary Assistants and Laboratory Animal Caretakers	***	***	***	***	***	***	N/A
Pharmacy Technicians	257	353	37.35%	214	96	310	\$33,410
Security Guards	244	317	29.92%	366	73	439	\$29,220
Financial Managers	117	151	29.06%	94	34	128	\$130,540
Mobile Heavy Equipment Mechanics, Except Engines	241	311	29.05%	268	70	338	\$60,830
Pharmacists	186	228	22.58%	78	42	120	\$122,570
Nurse Practitioners	204	245	20.1%	117	41	158	\$126,980
Tellers	331	376	13.6%	365	45	410	\$30,910
Medical and Health Services Managers	127	144	13.39%	103	17	120	\$94,290
Respiratory Therapists	127	140	10.24%	63	13	76	\$56,270
Physical Therapist Assistants	130	143	10%	161	13	174	\$58,550
Sales and Related Workers, All Other	***	***	***	***	***	***	N/A
Industrial Machinery Mechanics	198	216	9.09%	176	18	194	\$47,970
Packers and Packagers, Hand	148	160	8.11%	213	12	225	\$25,190
Coaches and Scouts	119	128	7.56%	169	9	178	\$46,330
Welders, Cutters, Solderers, and Brazers	406	435	7.14%	443	29	472	\$48,120
Landscaping and Groundskeeping Workers	***	***	***	***	***	***	N/A
Market Research Analysts and Marketing Specialists	153	159	3.92%	151	6	157	\$66,630
First-Line Supervisors of Food Preparation and Serving Workers	433	447	3.23%	644	14	658	\$34,650

Note: Asterisks (***) indicate non-disclosable data.

Projections and OES wage data are for Southwestern Virginia (LWDA I). No data available for Norton city.

Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2020-2030 Occupational Employment Statistics (OES) Survey, 2022.

Declining Occupations

	Employment			Openings		
	Estimated 2020	Projected 2030	% Change	Replace-ments	Growth	Total
Telemarketers	***	***	***	***	***	***
Postal Service Mail Carriers	167	124	-25.75%	103	-43	60
Operating Engineers and Other Construction Equipment Operators	408	314	-23.04%	377	-94	283
Chief Executives	***	***	***	***	***	***
Electricians	501	395	-21.16%	459	-106	353
Continuous Mining Machine Operators	307	243	-20.85%	321	-64	257
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	753	609	-19.12%	726	-144	582
Correctional Officers and Jailers	1,751	1,424	-18.68%	1,456	-327	1,129
Sawing Machine Setters, Operators, and Tenders, Wood	181	148	-18.23%	183	-33	150
Driver/Sales Workers	163	134	-17.79%	162	-29	133
Cooks, Fast Food	***	***	***	***	***	***
First-Line Supervisors of Correctional Officers	***	***	***	***	***	***
Office Clerks, General	1,132	952	-15.9%	1,187	-180	1,007
Bookkeeping, Accounting, and Auditing Clerks	774	651	-15.89%	782	-123	659
Water and Wastewater Treatment Plant and System Operators	150	127	-15.33%	125	-23	102
Automotive Service Technicians and Mechanics	414	351	-15.22%	374	-63	311
Carpenters	113	96	-15.04%	95	-17	78
Farmers, Ranchers, and Other Agricultural Managers	***	***	***	***	***	***
First-Line Supervisors of Construction Trades and Extraction Workers	550	477	-13.27%	477	-73	404
Billing and Posting Clerks	170	148	-12.94%	163	-22	141

Note: Asterisks (***) indicate non-disclosable data.
Projections data is for Southwestern Virginia (LWDA I). No data available for Norton city.

Source: Virginia Employment Commission, Economic Information & Analytics, Long Term Industry and Occupational Projections, 2020-2030.

Consumer Price Index (CPI)

All Urban Consumers (CPI-U)

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Ann.	% chg
2014	233.916	234.781	236.293	237.072	237.900	238.343	238.250	237.852	238.031	237.433	236.151	234.812	236.736	1.6
2015	233.707	234.722	236.119	236.599	237.805	238.638	238.654	238.316	237.945	237.838	237.336	236.525	237.017	0.1
2016	236.916	237.111	238.132	239.261	240.229	241.018	240.628	240.849	241.428	241.729	241.353	241.432	240.007	1.3
2017	242.839	243.603	243.801	244.524	244.733	244.955	244.786	245.519	246.819	246.663	246.669	246.524	245.120	2.1
2018	247.867	248.991	249.554	250.546	251.588	251.989	252.006	252.146	252.439	252.885	252.038	251.233	251.107	2.4
2019	251.712	252.776	254.202	255.548	256.092	256.143	256.571	256.558	256.759	257.346	257.208	256.974	255.657	1.8
2020	257.971	258.678	258.115	256.389	256.394	257.797	259.101	259.918	260.280	260.388	260.229	260.474	258.811	1.2
2021	261.582	263.014	264.877	267.054	269.195	271.696	273.003	273.567	274.310	276.589	277.948	278.802	270.970	4.7
2022	281.148	283.716	287.504	289.109	292.296	296.311	296.276	296.171	296.808	298.012	297.711	296.797	292.655	8.0
2023	299.170	300.840	301.836	303.363	304.127	305.109	305.691	307.026	307.789	307.671	307.051	306.746	304.702	4.1
2024	308.417													

Urban Wage Earners and Clerical Workers (CPI-W)

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Ann.	% chg
2014	230.040	230.871	232.560	233.443	234.216	234.702	234.525	234.030	234.170	233.229	231.551	229.909	232.771	1.5
2015	228.294	229.421	231.055	231.520	232.908	233.804	233.806	233.366	232.661	232.373	231.721	230.791	231.810	-0.4
2016	231.061	230.972	232.209	233.438	234.436	235.289	234.771	234.904	235.495	235.732	235.215	235.390	234.076	1.0
2017	236.854	237.477	237.656	238.432	238.609	238.813	238.617	239.448	240.939	240.573	240.666	240.526	239.051	2.1
2018	241.919	242.988	243.463	244.607	245.770	246.196	246.155	246.336	246.565	247.038	245.933	244.786	245.146	2.5
2019	245.133	246.218	247.768	249.332	249.871	249.747	250.236	250.112	250.251	250.894	250.644	250.452	249.222	1.7
2020	251.361	251.935	251.375	249.515	249.521	251.054	252.636	253.597	254.004	254.076	253.826	254.081	252.248	1.2
2021	255.296	256.843	258.935	261.237	263.612	266.412	267.789	268.387	269.086	271.552	273.042	273.925	265.510	5.3
2022	276.296	278.943	283.176	284.575	288.022	292.542	292.219	291.629	291.854	293.003	292.495	291.051	287.984	8.5
2023	293.565	295.057	296.021	297.730	298.382	299.394	299.899	301.551	302.257	302.071	301.224	300.728	298.990	3.8
2024	302.201													

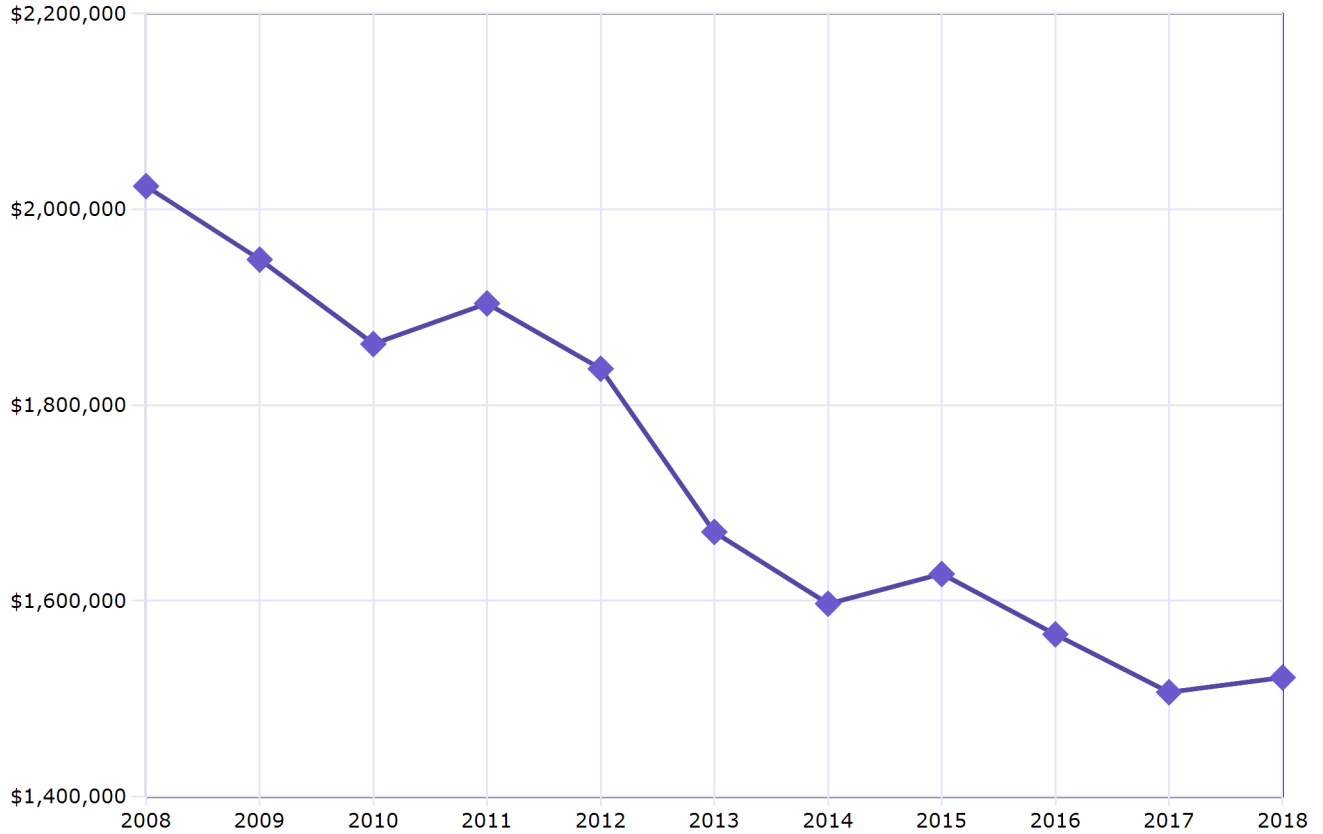
Note: CPI data is for the United States only. No data available for Norton city.

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

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

Local Option Sales Tax

Trends



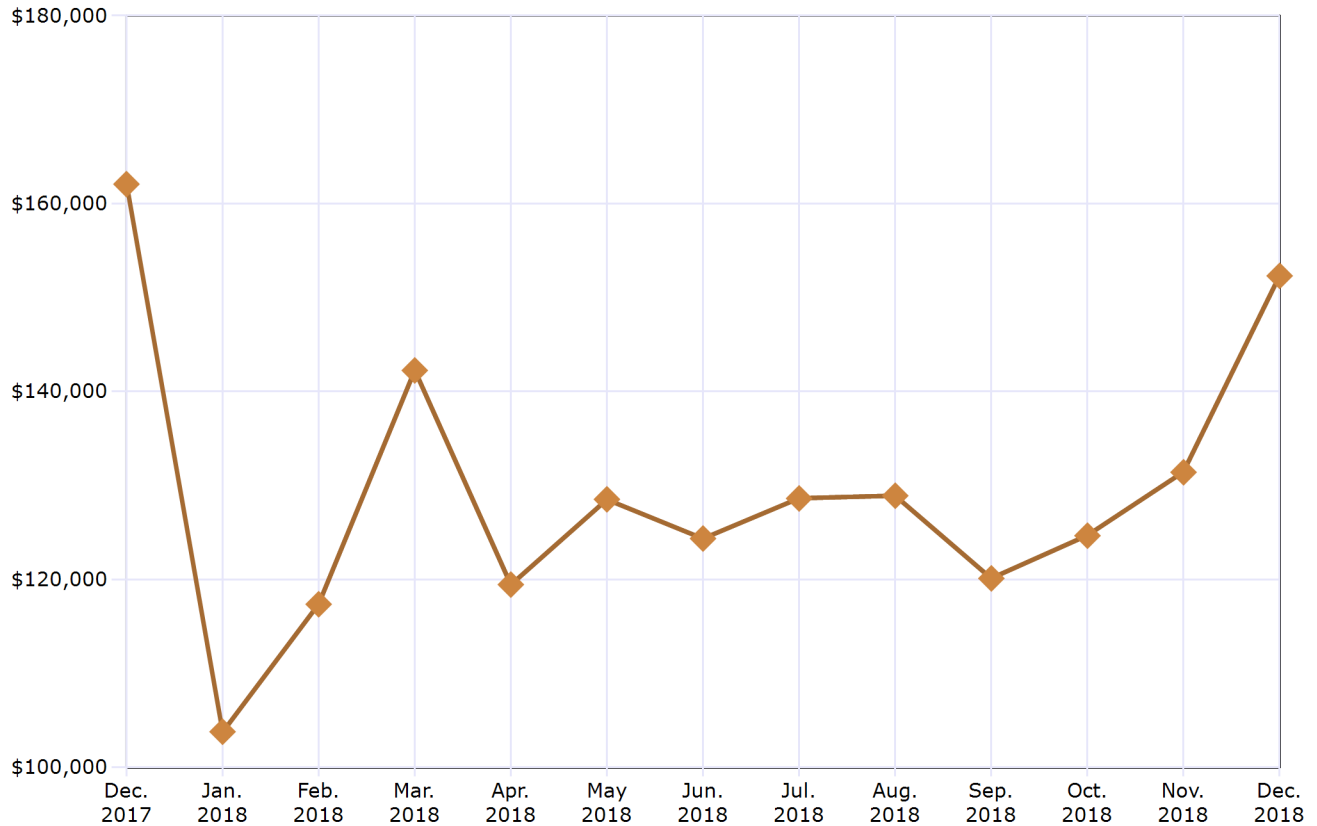
	Norton city	Virginia
2008	\$2,023,802	\$1,032,815,078
2009	\$1,948,758	\$979,594,664
2010	\$1,862,510	\$992,820,512
2011	\$1,903,967	\$1,035,981,229
2012	\$1,837,249	\$1,080,663,042
2013	\$1,670,517	\$1,093,292,668
2014	\$1,597,184	\$1,131,194,860
2015	\$1,627,524	\$1,179,611,271
2016	\$1,565,926	\$1,202,257,995
2017	\$1,506,735	\$1,232,981,515
2018	\$1,521,839	\$1,282,022,261

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

Source: Virginia Department of Taxation, Revenue Forecasting.

Local Option Sales Tax

Past 12 Months



	Norton city	Virginia
Dec. 2017	\$162,076	\$123,193,863
Jan. 2018	\$103,804	\$90,794,207
Feb. 2018	\$117,370	\$90,576,093
Mar. 2018	\$142,248	\$107,834,402
Apr. 2018	\$119,461	\$102,372,977
May 2018	\$128,533	\$110,211,496
Jun. 2018	\$124,362	\$112,529,037
Jul. 2018	\$128,627	\$107,211,401
Aug. 2018	\$128,919	\$109,428,585
Sep. 2018	\$120,121	\$105,468,340
Oct. 2018	\$124,667	\$107,742,243
Nov. 2018	\$131,415	\$112,348,128
Dec. 2018	\$152,312	\$125,505,352

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

Source: Virginia Department of Taxation, Revenue Forecasting.

IV. Education Profile

Overview

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



Related Terms and Definitions

Associate's degree

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

Bachelor's degree

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

Post-baccalaureate certificate

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

Master's degree

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

Post-master's certificate

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

Doctor's degree

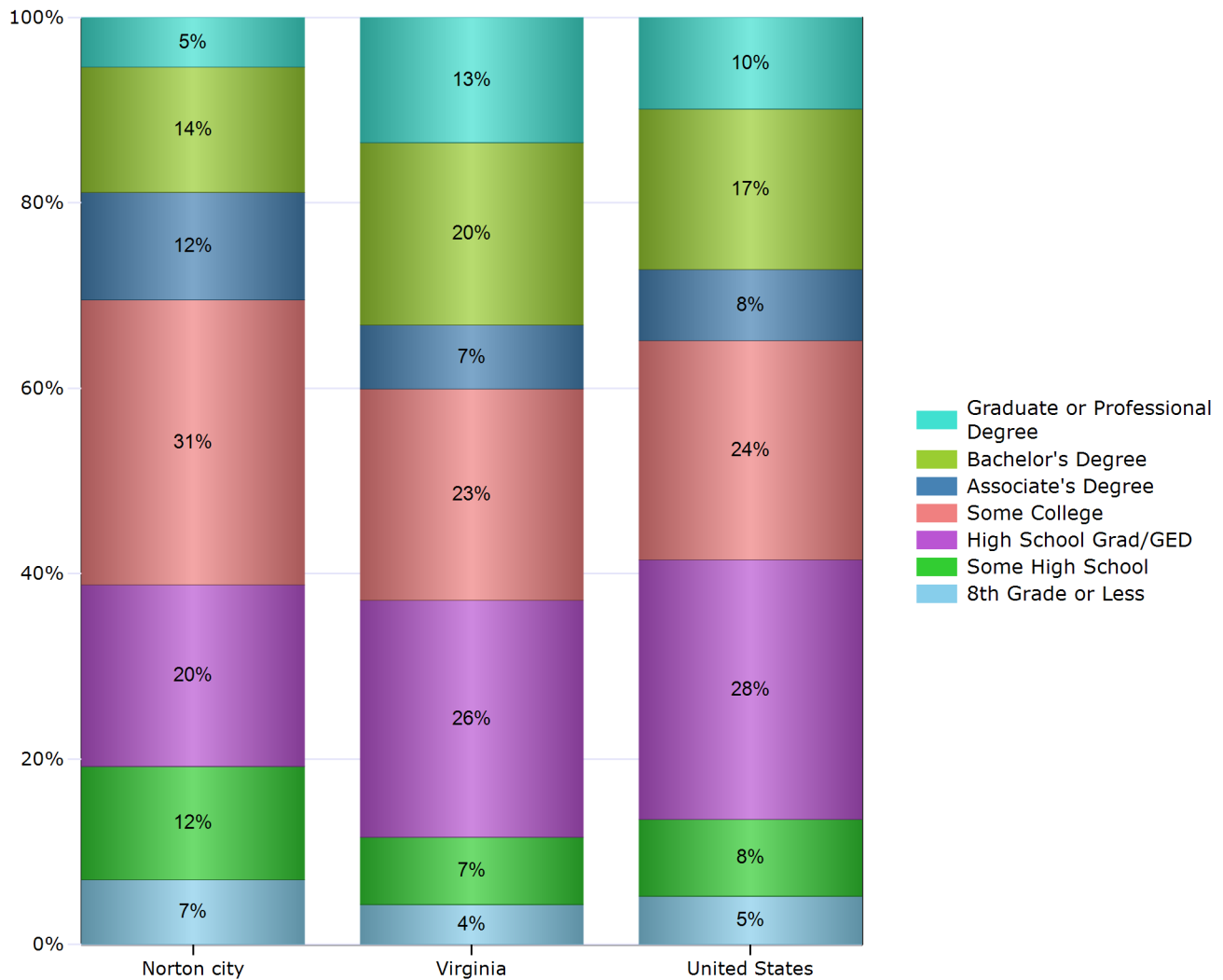
The highest award a student can earn for graduate study.

First-professional degree

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

Educational Attainment

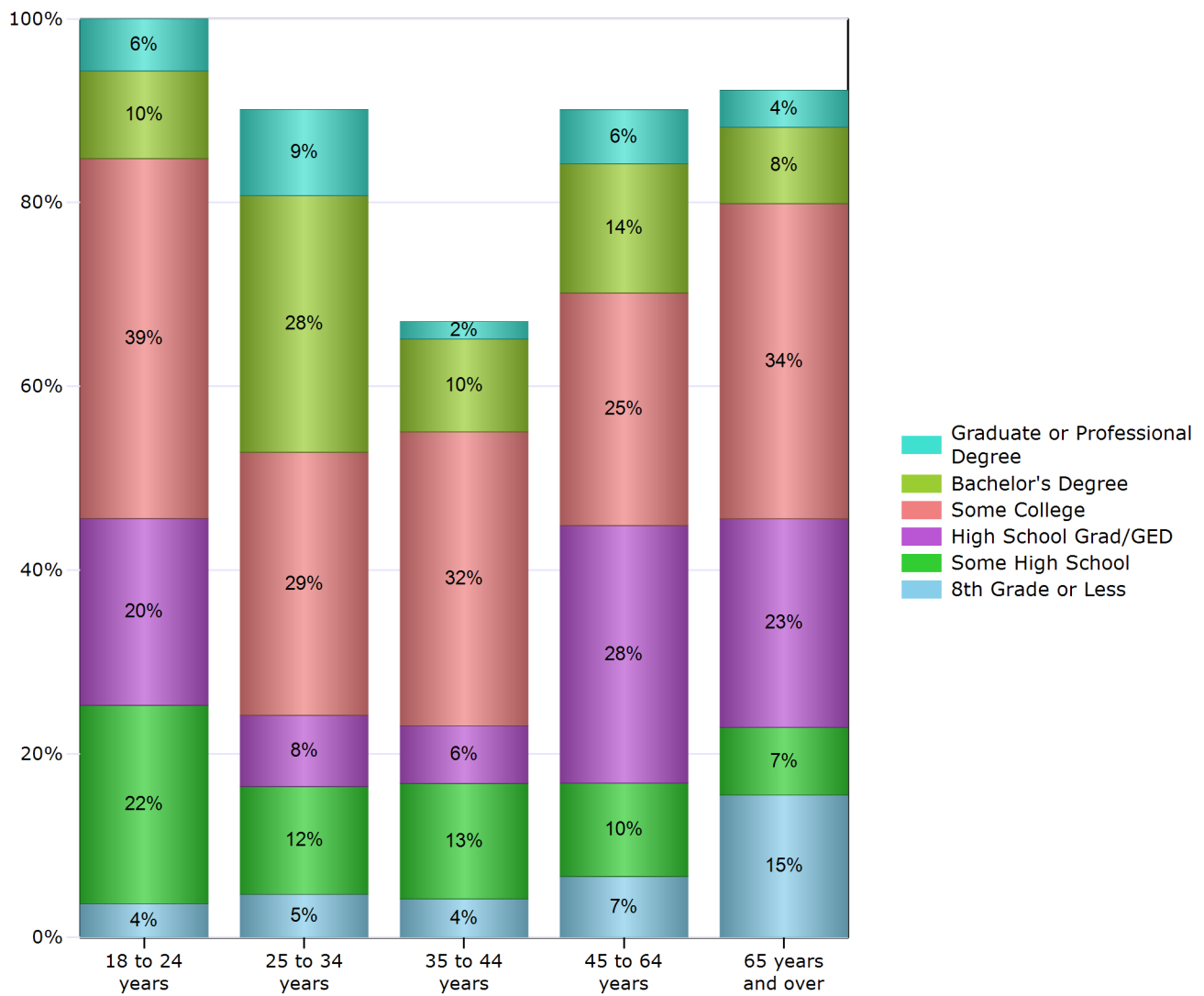
(Population 18 years and over)



	Norton city	Virginia	United States
8th Grade or Less	224	275,329	12,639,425
Some High School	393	464,075	20,093,117
High School Grad/GED	629	1,633,105	68,044,371
Some College	987	1,457,887	57,431,237
Associate's Degree	373	440,219	18,586,866
Bachelor's Degree	434	1,258,661	42,027,629
Graduate or Professional Degree	172	862,686	24,008,551
	3,212	6,391,962	242,831,196

Source: U.S. Census Bureau
American Community Survey, 2011-2015.

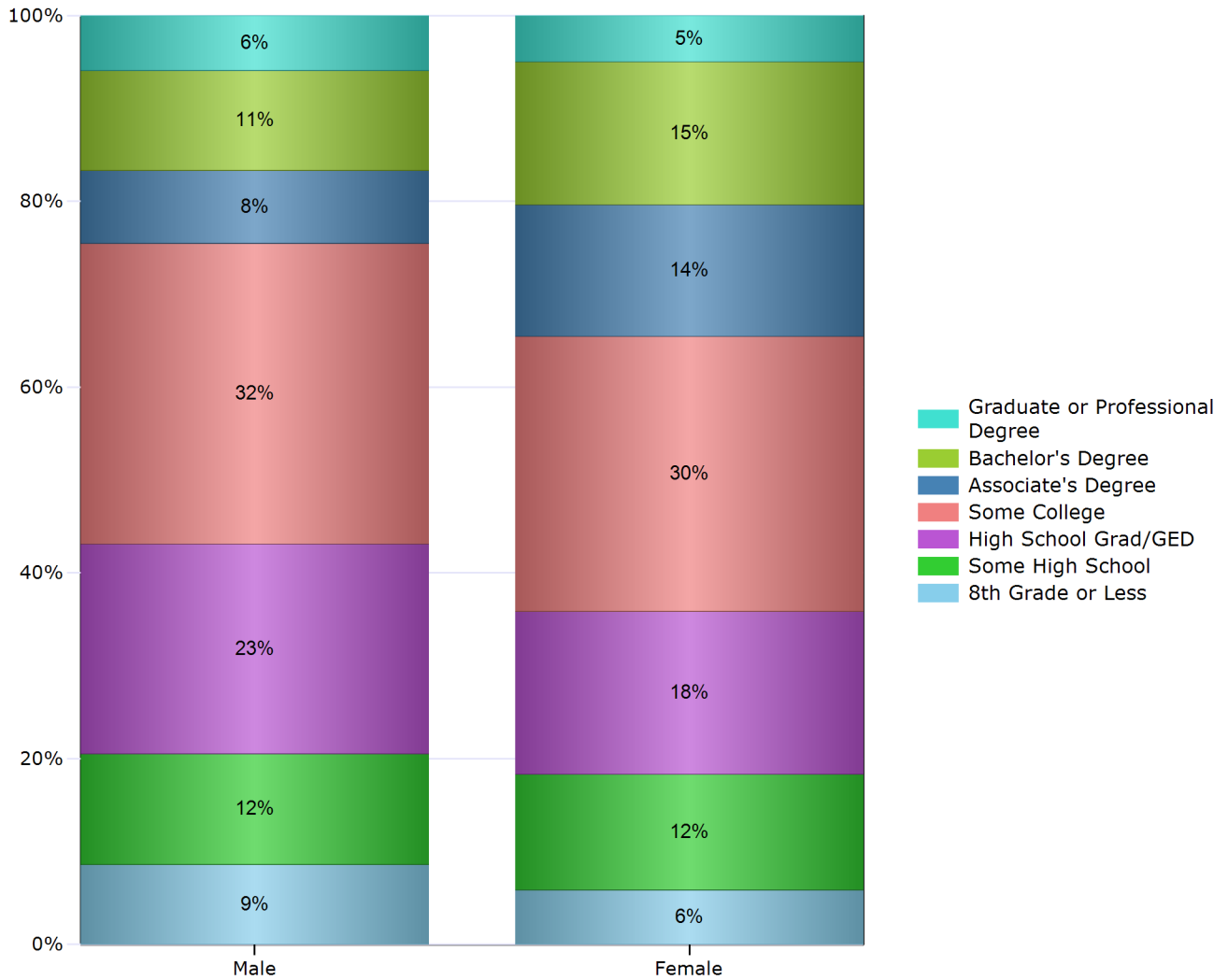
Educational Attainment by Age



	18 - 24	25 - 34	35 - 44	45 - 64	65+	Total
8th Grade or Less	20	20	22	78	84	224
Some High School	118	50	66	119	40	393
High School Grad/GED	111	33	33	329	123	629
Some College	214	122	168	297	186	987
Associate's Degree		42	173	116	42	373
Bachelor's Degree	52	119	53	165	45	434
Graduate or Professional Degree	31	40	10	69	22	172
	546	426	525	1,173	542	3,212

Source: U.S. Census Bureau
American Community Survey, 2011-2015.

Educational Attainment by Gender (Population 18 years and over)

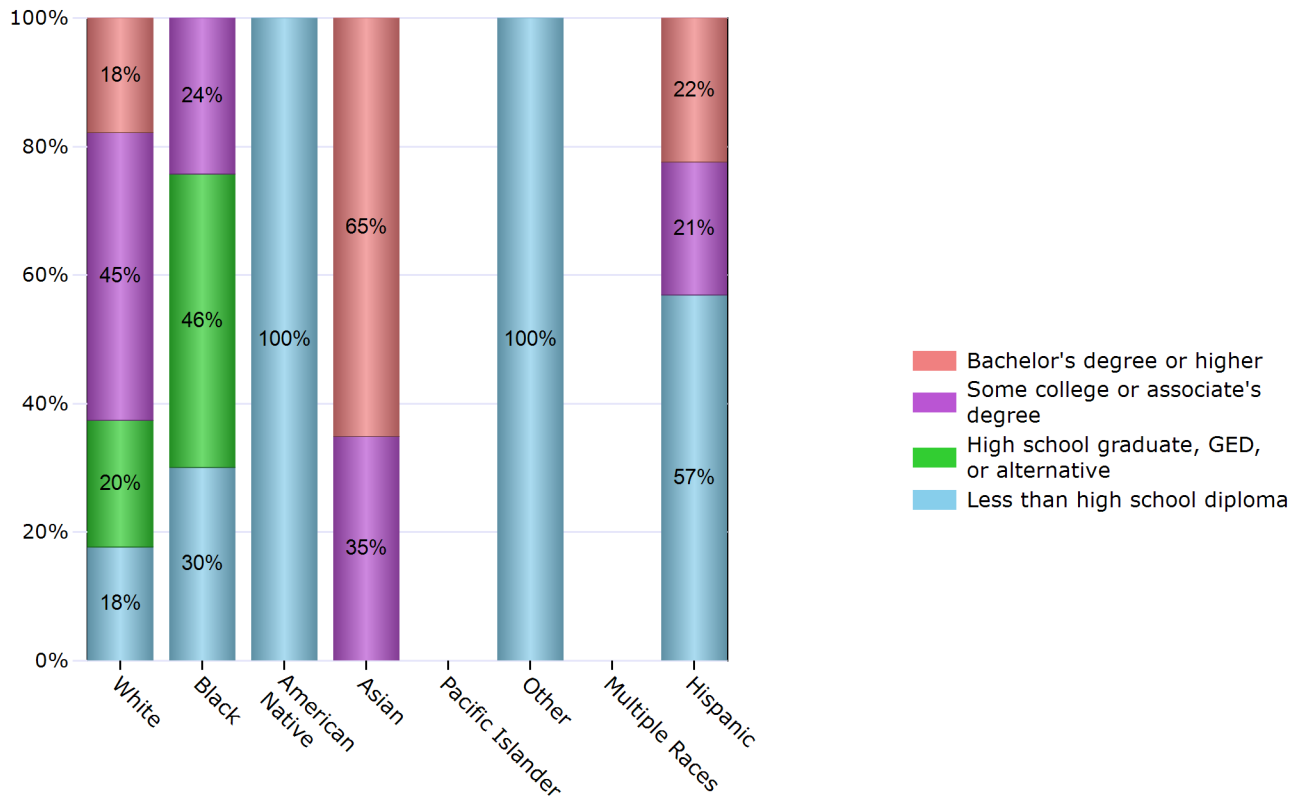


	Male	Female	Total
8th Grade or Less	112	112	224
Some High School	155	238	393
High School Grad/GED	294	335	629
Some College	421	566	987
Associate's Degree	102	271	373
Bachelor's Degree	140	294	434
Graduate or Professional Degree	77	95	172
	1,301	1,911	3,212

Source: U.S. Census Bureau
American Community Survey, 2011-2015.

Educational Attainment by Race/Ethnicity

(Population 25 years and over)



	Less than high school diploma	High school grad, GED, or alternative	Some college or associate's degree	Bachelor's degree or higher	Total
Race					
White	423	471	1,069	426	2,389
Black or African American	31	47	25	0	103
American Indian or Alaska Native	5	0	0	0	5
Asian	0	0	52	97	149
Native Hawaiian/Pacific Islander	0	0	0	0	0
Other	20	0	0	0	20
Multiple Races	0	0	0	0	0
Ethnicity					
Hispanic or Latino (of any race)	33	0	12	13	58
	512	518	1,158	536	2,724

Source: U.S. Census Bureau
American Community Survey, 2011-2015.

Graduate Data Trends

Norton city

	Cert. <1 yr.	Cert. 1-2 yrs.	Assoc.	Cert. 2-4 yrs.	BA	Cert. Post-BA	MA	Cert. Post-MA	Ph.D.	1st Prof.
2006										
2007										
2008										
2009										
2010										
2011										
2012										
2013										
2016										

Note: This table only reflects degrees completed from institutions within Norton city

Virginia Statewide

	Cert. <1 yr.	Cert. 1-2 yrs.	Assoc.	Cert. 2-4 yrs.	BA	Cert. Post-BA	MA	Cert. Post-MA	Ph.D.	1st Prof.
2006	4,213	4,298	14,431	102	39,247	608	12,429	225	1,440	2,490
2007	4,478	3,686	15,519	116	40,381	650	12,781	252	1,516	2,626
2008	5,197	3,813	16,207	134	39,160	725	13,802	334	1,080	2,168
2009	6,259	4,587	17,179	85	40,233	756	15,445	300	925	2,064
2010	7,648	8,158	21,014	374	45,361	915	18,889	601	2,100	2,598
2011	6,972	12,557	24,306	473	49,109	1,055	20,697	727	2,329	2,658
2012	8,825	12,801	26,199	620	53,051	1,215	21,516	686	2,095	3,298
2013	8,153	12,179	25,854	484	54,778	1,067	22,782	706	2,230	2,963
2016	8,643	11,912	25,125	608	61,852	2,032	24,717	640	2,328	2,931

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

Did you know...

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

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

www.VirginiaLMI.com



Training Providers

Mountain Empire Community College

3441 Mountain Empire Road

Big Stone Gap, VA 24219

Phone: (276) 523-2400

<http://www.mecc.edu>

Number of 2016 graduates: 756

Southwest Virginia Community College

369 College Road Us Rt. 19, 6

Richlands, VA 24641

Phone: (276) 964-2555

<http://sw.edu>

Number of 2016 graduates: 718

The University of VA's College at Wise

1 College Avenue

Wise, VA 24293

Phone: (276) 328-0100

<http://https://www.uvawise.edu/>

Number of 2016 graduates: 312

Bluefield College

3000 College Avenue

Bluefield, VA 24605

Phone: (276) 326-3682

<http://www.bluefield.edu>

Number of 2016 graduates: 258

Appalachian School of Law

1169 Edgewater Drive

Grundy, VA 24614

Phone: (276) 935-4349 ext. 1231

<http://www.asl.edu>

Number of 2016 graduates: 82

*Source: U.S. Department of Education,
Institute of Education Sciences (IES), 2016.*