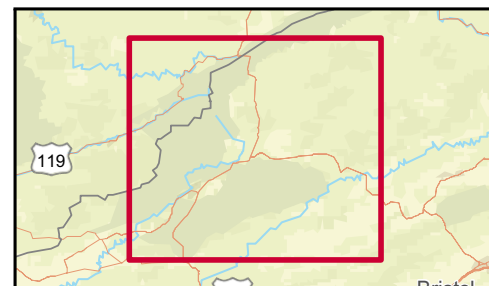
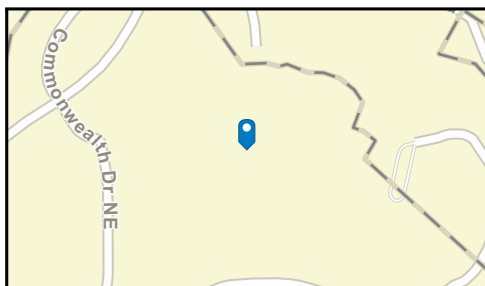
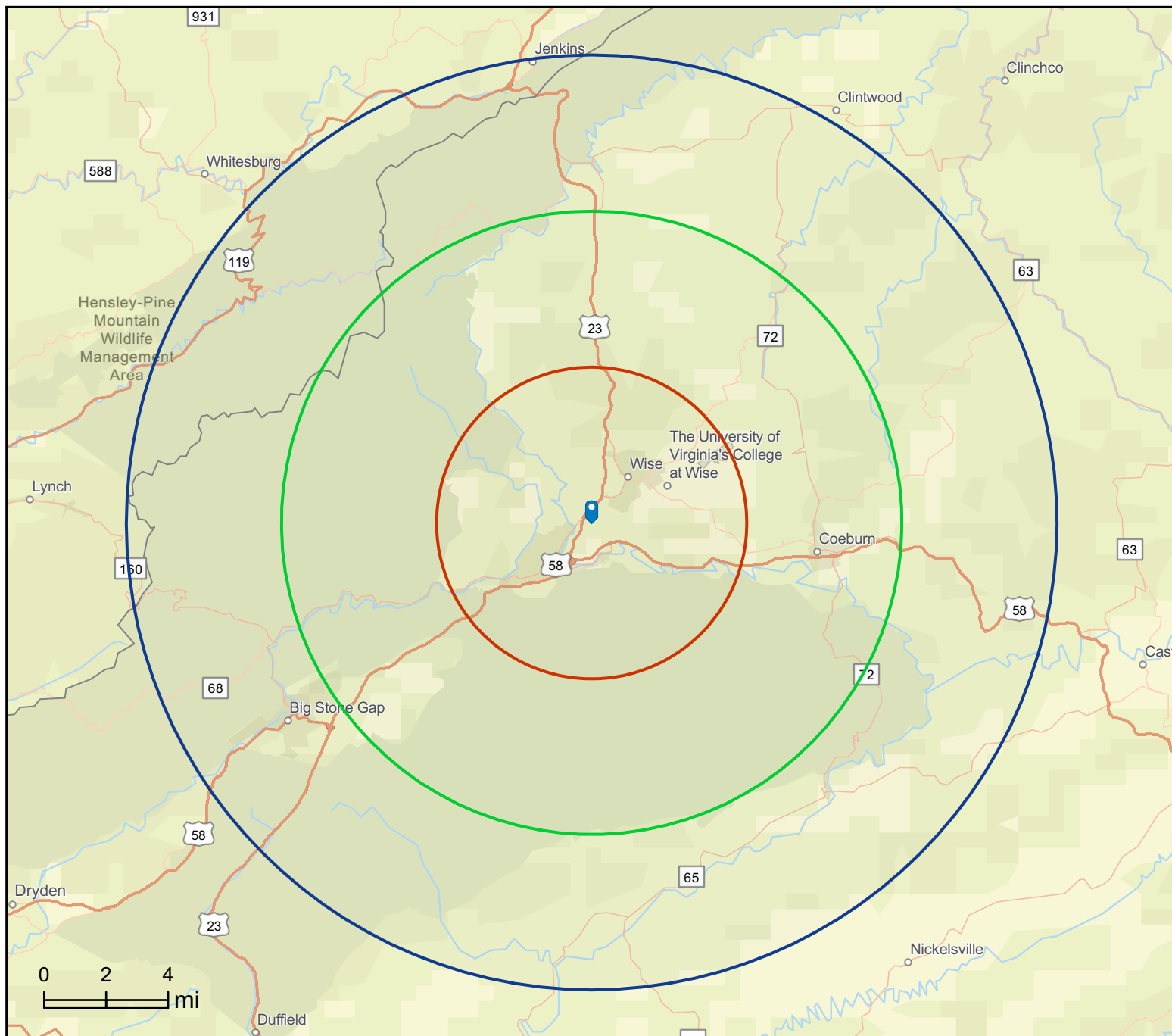


Site Map

Norton Commons
780 Commonwealth Dr, Norton, Virginia, 24273
Rings: 5, 10, 15 mile radii

Prepared by Esri
Latitude: 36.95610
Longitude: -82.60149



Community Profile

Norton Commons
 780 Commonwealth Dr, Norton, Virginia, 24273
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	5 miles	10 miles	15 miles
Population Summary			
2010 Total Population	16,081	29,262	54,476
2020 Total Population	14,148	25,473	47,605
2020 Group Quarters	495	679	2,691
2024 Total Population	13,740	24,557	45,889
2024 Group Quarters	495	678	2,691
2029 Total Population	13,261	23,622	44,193
2024-2029 Annual Rate	-0.71%	-0.77%	-0.75%
2024 Total Daytime Population	14,742	23,970	44,609
Workers	6,698	9,090	16,747
Residents	8,044	14,880	27,862
Household Summary			
2010 Households	6,519	11,777	21,381
2010 Average Household Size	2.34	2.38	2.40
2020 Total Households	6,027	10,762	19,386
2020 Average Household Size	2.27	2.30	2.32
2024 Households	5,917	10,509	18,919
2024 Average Household Size	2.24	2.27	2.28
2029 Households	5,843	10,362	18,636
2029 Average Household Size	2.18	2.21	2.23
2024-2029 Annual Rate	-0.25%	-0.28%	-0.30%
2010 Families	4,190	7,884	14,508
2010 Average Family Size	2.89	2.90	2.91
2024 Families	3,537	6,522	11,819
2024 Average Family Size	2.80	2.82	2.87
2029 Families	3,468	6,385	11,560
2029 Average Family Size	2.74	2.76	2.81
2024-2029 Annual Rate	-0.39%	-0.42%	-0.44%
Housing Unit Summary			
2000 Housing Units	7,058	12,924	24,155
Owner Occupied Housing Units	64.0%	66.4%	67.1%
Renter Occupied Housing Units	26.1%	23.2%	21.8%
Vacant Housing Units	9.9%	10.4%	11.1%
2010 Housing Units	7,258	13,279	24,417
Owner Occupied Housing Units	60.4%	62.6%	62.9%
Renter Occupied Housing Units	29.4%	26.1%	24.6%
Vacant Housing Units	10.2%	11.3%	12.4%
2020 Housing Units	6,950	12,533	22,871
Owner Occupied Housing Units	56.3%	59.2%	59.5%
Renter Occupied Housing Units	30.4%	26.6%	25.3%
Vacant Housing Units	13.4%	13.8%	15.1%
2024 Housing Units	6,919	12,426	22,640
Owner Occupied Housing Units	57.8%	60.5%	60.7%
Renter Occupied Housing Units	27.7%	24.1%	22.9%
Vacant Housing Units	14.5%	15.4%	16.4%
2029 Housing Units	6,839	12,267	22,323
Owner Occupied Housing Units	59.5%	62.0%	62.2%
Renter Occupied Housing Units	25.9%	22.5%	21.3%
Vacant Housing Units	14.6%	15.5%	16.5%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 29, 2024

Community Profile

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	5 miles	10 miles	15 miles
2024 Households by Income			
Household Income Base	5,917	10,509	18,919
<\$15,000	16.3%	15.2%	15.3%
\$15,000 - \$24,999	10.2%	9.6%	11.7%
\$25,000 - \$34,999	11.1%	10.2%	10.4%
\$35,000 - \$49,999	17.0%	17.5%	17.2%
\$50,000 - \$74,999	16.5%	18.0%	17.1%
\$75,000 - \$99,999	9.5%	11.9%	11.7%
\$100,000 - \$149,999	11.7%	10.7%	10.4%
\$150,000 - \$199,999	5.6%	5.2%	4.6%
\$200,000+	2.1%	1.7%	1.7%
Average Household Income	\$64,167	\$64,012	\$61,945
2029 Households by Income			
Household Income Base	5,843	10,362	18,636
<\$15,000	14.7%	13.5%	13.8%
\$15,000 - \$24,999	8.7%	8.0%	10.0%
\$25,000 - \$34,999	9.9%	9.1%	9.4%
\$35,000 - \$49,999	16.1%	16.5%	16.3%
\$50,000 - \$74,999	15.8%	17.0%	16.3%
\$75,000 - \$99,999	10.1%	12.9%	12.7%
\$100,000 - \$149,999	14.4%	13.4%	12.8%
\$150,000 - \$199,999	8.2%	7.8%	6.8%
\$200,000+	2.2%	1.9%	1.9%
Average Household Income	\$73,936	\$73,785	\$71,041
2024 Owner Occupied Housing Units by Value			
Total	4,001	7,513	13,733
<\$50,000	14.1%	15.3%	17.0%
\$50,000 - \$99,999	27.0%	23.8%	25.9%
\$100,000 - \$149,999	18.2%	19.0%	17.6%
\$150,000 - \$199,999	14.5%	17.0%	14.7%
\$200,000 - \$249,999	9.8%	10.6%	9.3%
\$250,000 - \$299,999	5.2%	5.5%	5.4%
\$300,000 - \$399,999	7.4%	5.5%	5.4%
\$400,000 - \$499,999	0.9%	1.1%	1.5%
\$500,000 - \$749,999	2.8%	2.1%	2.1%
\$750,000 - \$999,999	0.0%	0.1%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$156,923	\$153,384	\$158,986
2029 Owner Occupied Housing Units by Value			
Total	4,072	7,608	13,874
<\$50,000	12.9%	14.0%	15.5%
\$50,000 - \$99,999	25.1%	21.8%	23.5%
\$100,000 - \$149,999	17.0%	17.7%	16.6%
\$150,000 - \$199,999	15.3%	18.1%	15.6%
\$200,000 - \$249,999	10.3%	11.3%	10.0%
\$250,000 - \$299,999	6.1%	6.5%	6.5%
\$300,000 - \$399,999	8.8%	6.5%	6.2%
\$400,000 - \$499,999	1.2%	1.3%	1.7%
\$500,000 - \$749,999	3.4%	2.5%	2.7%
\$750,000 - \$999,999	0.0%	0.2%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$167,712	\$163,951	\$176,305

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 29, 2024

Community Profile

Norton Commons
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	5 miles	10 miles	15 miles
Median Household Income			
2024	\$44,785	\$47,243	\$45,001
2029	\$50,781	\$53,146	\$50,538
Median Home Value			
2024	\$124,554	\$128,744	\$120,284
2029	\$135,332	\$140,115	\$133,341
Per Capita Income			
2024	\$27,648	\$27,461	\$25,764
2029	\$32,591	\$32,449	\$30,196
Median Age			
2010	38.6	39.4	39.6
2020	42.3	43.4	43.1
2024	43.2	44.3	43.8
2029	44.2	45.1	44.6
2020 Population by Age			
Total	14,148	25,473	47,605
0 - 4	4.6%	4.8%	4.7%
5 - 9	5.2%	5.4%	5.4%
10 - 14	5.9%	6.1%	6.0%
15 - 24	14.4%	13.0%	12.0%
25 - 34	11.4%	11.0%	11.8%
35 - 44	11.7%	11.8%	12.3%
45 - 54	12.9%	13.1%	13.1%
55 - 64	13.6%	14.1%	14.2%
65 - 74	12.2%	12.9%	12.6%
75 - 84	6.0%	5.8%	5.7%
85 +	2.1%	2.1%	2.0%
18 +	80.3%	79.9%	80.3%
2024 Population by Age			
Total	13,739	24,557	45,889
0 - 4	4.5%	4.6%	4.6%
5 - 9	5.0%	5.2%	5.1%
10 - 14	5.5%	5.6%	5.6%
15 - 24	14.3%	13.1%	12.2%
25 - 34	11.7%	11.1%	12.1%
35 - 44	11.3%	11.2%	11.9%
45 - 54	12.7%	13.0%	13.0%
55 - 64	13.3%	13.7%	13.6%
65 - 74	12.7%	13.3%	12.9%
75 - 84	6.9%	6.9%	6.8%
85 +	2.3%	2.2%	2.2%
18 +	81.5%	80.9%	81.2%
2029 Population by Age			
Total	13,261	23,624	44,194
0 - 4	4.5%	4.6%	4.6%
5 - 9	4.5%	4.7%	4.6%
10 - 14	5.0%	5.2%	5.1%
15 - 24	13.0%	11.9%	11.4%
25 - 34	12.1%	11.7%	12.8%
35 - 44	11.9%	11.7%	12.1%
45 - 54	12.3%	12.6%	12.6%
55 - 64	13.1%	13.3%	13.2%
65 - 74	12.8%	13.2%	13.1%
75 - 84	8.4%	8.5%	8.3%
85 +	2.5%	2.5%	2.4%
18 +	82.8%	82.2%	82.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 29, 2024

Community Profile

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	5 miles	10 miles	15 miles
2020 Population by Sex			
Males	6,765	12,362	24,215
Females	7,383	13,111	23,390
2024 Population by Sex			
Males	6,693	12,130	23,715
Females	7,047	12,427	22,174
2029 Population by Sex			
Males	6,446	11,641	22,796
Females	6,815	11,982	21,398
2020 Population by Race/Ethnicity			
Total	16,081	29,263	54,477
White Alone	94.2%	95.1%	93.7%
Black Alone	3.0%	2.6%	4.4%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	0.8%	0.6%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	0.4%
Two or More Races	1.3%	1.1%	1.0%
Hispanic Origin	1.3%	1.1%	1.1%
Diversity Index	13.5	11.4	13.9
2020 Population by Race/Ethnicity			
Total	14,148	25,473	47,605
White Alone	92.3%	93.4%	91.5%
Black Alone	2.2%	1.9%	4.2%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.8%	0.6%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.7%	0.5%
Two or More Races	3.5%	3.3%	3.2%
Hispanic Origin	1.6%	1.3%	1.3%
Diversity Index	17.3	15.0	18.1
2024 Population by Race/Ethnicity			
Total	13,740	24,557	45,889
White Alone	91.8%	92.8%	90.7%
Black Alone	2.3%	2.0%	4.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.9%	0.6%	0.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.0%	0.8%	0.5%
Two or More Races	3.8%	3.6%	3.5%
Hispanic Origin	1.7%	1.4%	1.4%
Diversity Index	18.4	16.2	19.7
2029 Population by Race/Ethnicity			
Total	13,262	23,624	44,195
White Alone	91.3%	92.2%	90.1%
Black Alone	2.4%	2.1%	4.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.0%	0.7%	0.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.0%	0.8%	0.6%
Two or More Races	4.1%	3.9%	3.8%
Hispanic Origin	1.9%	1.6%	1.5%
Diversity Index	19.6	17.3	20.9

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 29, 2024

Community Profile

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	5 miles	10 miles	15 miles
2020 Population by Relationship and Household Type			
Total	14,148	25,473	47,605
In Households	96.5%	97.3%	94.3%
Householder	42.5%	42.1%	40.6%
Opposite-Sex Spouse	18.6%	19.3%	18.5%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.6%	2.4%	2.4%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	21.5%	22.1%	21.7%
Adopted Child	1.0%	1.1%	1.1%
Stepchild	1.5%	1.4%	1.4%
Grandchild	3.2%	3.5%	3.4%
Brother or Sister	0.8%	0.8%	0.8%
Parent	0.9%	0.9%	0.7%
Parent-in-law	0.1%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.3%	0.4%	0.4%
Other Relatives	1.1%	1.0%	1.1%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.2%	1.9%	1.9%
In Group Quarters	3.5%	2.7%	5.7%
Institutionalized	0.8%	0.9%	4.6%
Noninstitutionalized	2.7%	1.8%	1.0%
2024 Population 25+ by Educational Attainment			
Total	9,723	17,559	33,275
Less than 9th Grade	5.3%	5.6%	5.9%
9th - 12th Grade, No Diploma	9.7%	11.0%	10.3%
High School Graduate	31.1%	31.3%	31.3%
GED/Alternative Credential	4.0%	4.6%	6.7%
Some College, No Degree	19.8%	18.6%	19.0%
Associate Degree	9.2%	9.7%	10.0%
Bachelor's Degree	10.6%	10.8%	10.3%
Graduate/Professional Degree	10.2%	8.4%	6.4%
2024 Population 15+ by Marital Status			
Total	11,688	20,766	38,894
Never Married	30.4%	27.2%	28.3%
Married	49.5%	53.6%	51.8%
Widowed	7.1%	7.5%	8.1%
Divorced	13.0%	11.8%	11.8%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,996	10,145	17,227
Population 16+ Employed	96.1%	96.1%	95.3%
Population 16+ Unemployment rate	3.9%	3.9%	4.7%
Population 16-24 Employed	18.6%	17.2%	15.8%
Population 16-24 Unemployment rate	4.4%	7.4%	10.7%
Population 25-54 Employed	59.0%	59.2%	59.1%
Population 25-54 Unemployment rate	4.9%	4.3%	4.8%
Population 55-64 Employed	15.9%	16.5%	17.1%
Population 55-64 Unemployment rate	0.8%	0.6%	0.5%
Population 65+ Employed	6.5%	7.1%	8.0%
Population 65+ Unemployment rate	0.0%	0.1%	0.2%

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2024 Employed Population 16+ by Industry			
Total	5,765	9,746	16,412
Agriculture/Mining	5.0%	5.5%	5.4%
Construction	5.9%	6.3%	6.3%
Manufacturing	4.3%	5.3%	5.7%
Wholesale Trade	1.8%	2.2%	2.1%
Retail Trade	12.5%	11.8%	11.5%
Transportation/Utilities	4.7%	5.1%	5.6%
Information	1.7%	1.6%	1.4%
Finance/Insurance/Real Estate	6.5%	6.3%	5.6%
Services	53.7%	50.4%	48.7%
Public Administration	4.0%	5.3%	7.7%
2024 Employed Population 16+ by Occupation			
Total	5,764	9,745	16,411
White Collar	65.3%	61.0%	57.8%
Management/Business/Financial	14.1%	12.2%	12.1%
Professional	28.1%	25.8%	24.8%
Sales	8.2%	8.2%	7.0%
Administrative Support	15.0%	14.8%	13.9%
Services	15.4%	16.4%	18.2%
Blue Collar	19.2%	22.5%	23.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	7.6%	7.8%	8.3%
Installation/Maintenance/Repair	4.5%	4.9%	4.2%
Production	2.2%	3.4%	4.6%
Transportation/Material Moving	4.8%	6.3%	6.8%
2020 Households by Type			
Total	6,027	10,762	19,386
Married Couple Households	44.1%	46.0%	45.9%
With Own Children <18	14.3%	14.3%	14.4%
Without Own Children <18	29.8%	31.6%	31.5%
Cohabiting Couple Households	6.3%	6.0%	6.3%
With Own Children <18	2.6%	2.4%	2.5%
Without Own Children <18	3.7%	3.6%	3.8%
Male Householder, No Spouse/Partner	19.0%	18.6%	19.2%
Living Alone	14.1%	13.6%	13.9%
65 Years and over	4.5%	4.9%	5.3%
With Own Children <18	1.4%	1.5%	1.5%
Without Own Children <18, With Relatives	2.4%	2.6%	2.9%
No Relatives Present	1.1%	0.9%	0.9%
Female Householder, No Spouse/Partner	30.6%	29.4%	28.6%
Living Alone	18.9%	17.7%	17.0%
65 Years and over	9.8%	9.6%	9.4%
With Own Children <18	4.5%	4.5%	4.4%
Without Own Children <18, With Relatives	6.1%	6.3%	6.4%
No Relatives Present	1.0%	0.9%	0.8%
2020 Households by Size			
Total	6,027	10,762	19,386
1 Person Household	33.0%	31.3%	30.9%
2 Person Household	33.2%	34.3%	34.4%
3 Person Household	15.5%	16.4%	16.4%
4 Person Household	10.9%	10.8%	10.8%
5 Person Household	4.5%	4.4%	4.5%
6 Person Household	1.8%	1.7%	1.9%
7 + Person Household	1.1%	1.1%	1.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	5 miles	10 miles	15 miles
2020 Households by Tenure and Mortgage Status			
Total	6,027	10,762	19,386
Owner Occupied	64.9%	69.0%	70.2%
Owned with a Mortgage/Loan	29.9%	31.7%	30.5%
Owned Free and Clear	35.1%	37.2%	39.7%
Renter Occupied	35.1%	31.0%	29.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	146	149	153
Percent of Income for Mortgage	17.4%	17.1%	16.7%
Wealth Index	47	47	46
2020 Housing Units By Urban/ Rural Status			
Total	6,950	12,533	22,871
Urban Housing Units	63.0%	41.1%	31.8%
Rural Housing Units	37.0%	58.9%	68.2%
2020 Population By Urban/ Rural Status			
Total	14,148	25,473	47,605
Urban Population	61.8%	40.5%	33.2%
Rural Population	38.2%	59.5%	66.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 29, 2024

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	5 miles	10 miles	15 miles
Top 3 Tapestry Segments			
1.	Economic BedRock (10C)	Economic BedRock (10C)	Economic BedRock (10C)
2.	Southern Satellites (10A)	Southern Satellites (10A)	Small Town Sincerity (12C)
3.	Midlife Constants (5E)	Midlife Constants (5E)	Rural Bypasses (10E)
2024 Consumer Spending			
Apparel & Services: Total \$	\$7,682,112	\$13,328,396	\$23,173,286
Average Spent	\$1,298.31	\$1,268.28	\$1,224.87
Spending Potential Index	55	53	51
Education: Total \$	\$4,802,847	\$8,206,386	\$14,148,471
Average Spent	\$811.70	\$780.89	\$747.84
Spending Potential Index	47	45	43
Entertainment/Recreation: Total \$	\$14,393,471	\$25,696,328	\$45,022,204
Average Spent	\$2,432.56	\$2,445.17	\$2,379.73
Spending Potential Index	59	60	58
Food at Home: Total \$	\$27,325,458	\$48,730,478	\$85,283,602
Average Spent	\$4,618.13	\$4,637.02	\$4,507.83
Spending Potential Index	63	64	62
Food Away from Home: Total \$	\$13,304,532	\$23,560,848	\$40,917,634
Average Spent	\$2,248.53	\$2,241.97	\$2,162.78
Spending Potential Index	58	58	56
Health Care: Total \$	\$31,159,376	\$56,297,746	\$99,092,666
Average Spent	\$5,266.08	\$5,357.10	\$5,237.73
Spending Potential Index	68	70	68
HH Furnishings & Equipment: Total \$	\$11,369,675	\$20,263,153	\$35,401,559
Average Spent	\$1,921.53	\$1,928.17	\$1,871.22
Spending Potential Index	61	61	59
Personal Care Products & Services: Total \$	\$3,259,388	\$5,703,267	\$9,885,982
Average Spent	\$550.85	\$542.70	\$522.54
Spending Potential Index	55	54	52
Shelter: Total \$	\$81,604,279	\$142,176,910	\$246,641,257
Average Spent	\$13,791.50	\$13,529.06	\$13,036.70
Spending Potential Index	52	51	49
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,637,927	\$24,813,484	\$43,210,499
Average Spent	\$2,304.87	\$2,361.17	\$2,283.97
Spending Potential Index	66	67	65
Travel: Total \$	\$9,582,261	\$16,941,511	\$29,536,666
Average Spent	\$1,619.45	\$1,612.10	\$1,561.22
Spending Potential Index	53	53	51
Vehicle Maintenance & Repairs: Total \$	\$5,532,950	\$9,860,936	\$17,310,613
Average Spent	\$935.09	\$938.33	\$914.99
Spending Potential Index	63	63	62

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 29, 2024