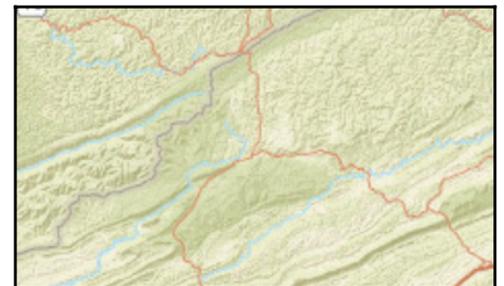
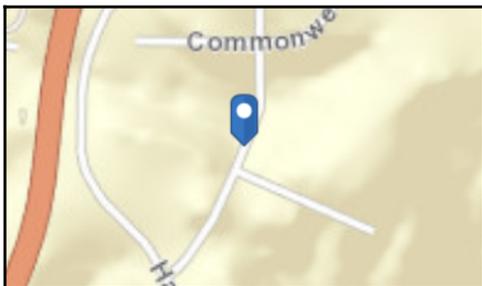
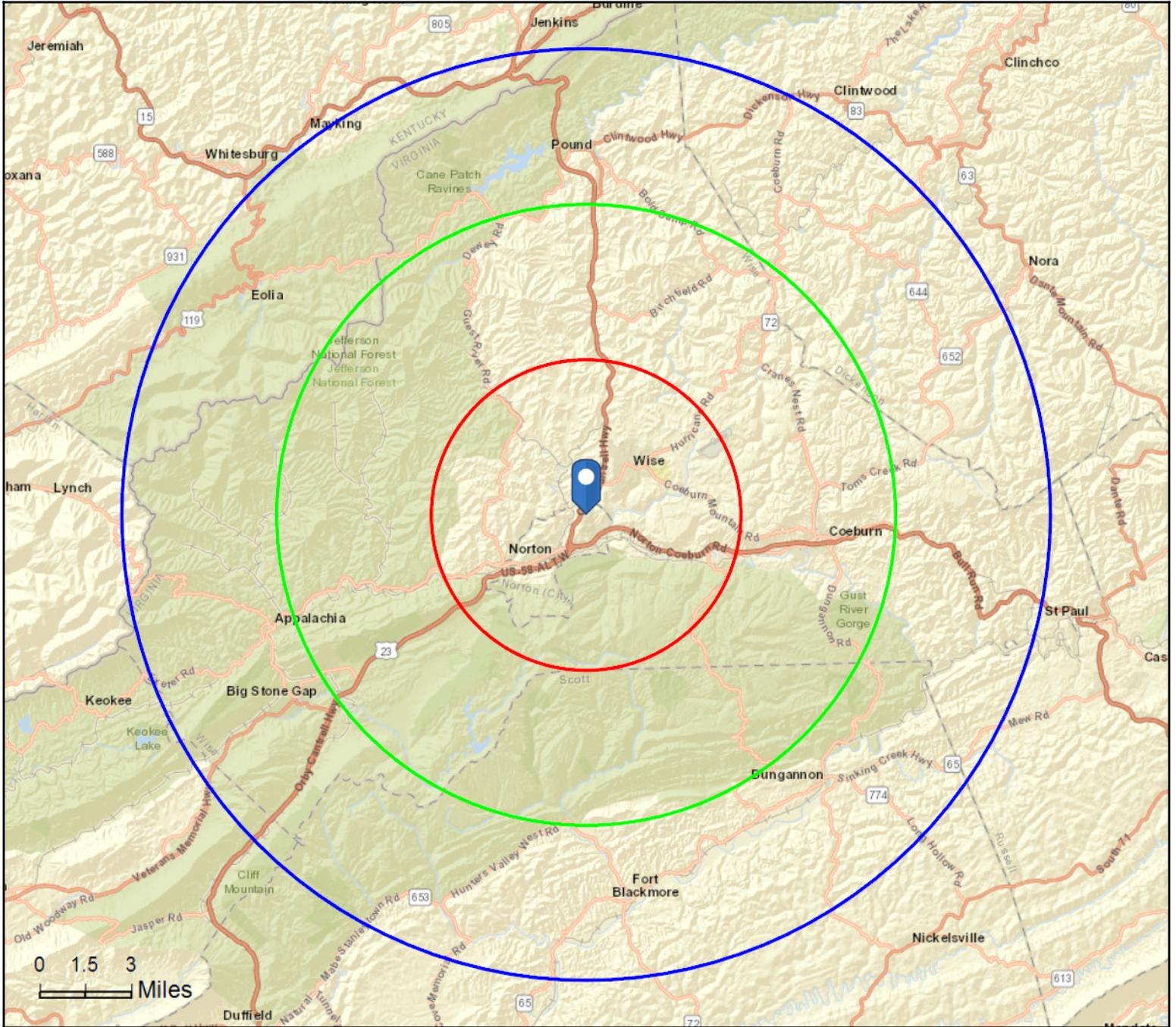


Norton Commons  
Commonwealth Dr NE, Norton, Virginia, 24273  
Rings: 5, 10, 15 mile radii

Prepared by Esri  
Latitude: 36.95364  
Longitude: -82.60421





# Community Profile

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

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	5 miles	10 miles	15 miles
<b>Population Summary</b>			
2000 Total Population	15,328	29,394	53,175
2010 Total Population	15,626	29,742	54,224
2019 Total Population	16,273	31,394	56,398
2019 Group Quarters	655	1,101	3,166
2024 Total Population	16,269	31,420	56,164
2019-2024 Annual Rate	0.00%	0.02%	-0.08%
2019 Total Daytime Population	17,359	31,279	55,466
Workers	7,665	11,537	19,835
Residents	9,694	19,742	35,631
<b>Household Summary</b>			
2000 Households	6,205	11,824	21,307
2000 Average Household Size	2.36	2.40	2.44
2010 Households	6,357	11,998	21,247
2010 Average Household Size	2.35	2.37	2.40
2019 Households	6,623	12,716	22,221
2019 Average Household Size	2.36	2.38	2.40
2024 Households	6,617	12,736	22,143
2024 Average Household Size	2.36	2.38	2.39
2019-2024 Annual Rate	-0.02%	0.03%	-0.07%
2010 Families	4,101	8,035	14,414
2010 Average Family Size	2.90	2.89	2.91
2019 Families	4,235	8,446	14,944
2019 Average Family Size	2.92	2.90	2.91
2024 Families	4,213	8,427	14,835
2024 Average Family Size	2.92	2.90	2.91
2019-2024 Annual Rate	-0.10%	-0.05%	-0.15%
<b>Housing Unit Summary</b>			
2000 Housing Units	6,876	13,249	23,968
Owner Occupied Housing Units	64.3%	66.1%	67.2%
Renter Occupied Housing Units	25.9%	23.2%	21.7%
Vacant Housing Units	9.8%	10.8%	11.1%
2010 Housing Units	7,071	13,596	24,263
Owner Occupied Housing Units	60.8%	62.2%	63.0%
Renter Occupied Housing Units	29.1%	26.0%	24.6%
Vacant Housing Units	10.1%	11.8%	12.4%
2019 Housing Units	7,259	14,160	25,253
Owner Occupied Housing Units	60.9%	63.1%	63.1%
Renter Occupied Housing Units	30.3%	26.7%	24.9%
Vacant Housing Units	8.8%	10.2%	12.0%
2024 Housing Units	7,291	14,275	25,471
Owner Occupied Housing Units	61.3%	63.5%	62.9%
Renter Occupied Housing Units	29.4%	25.7%	24.1%
Vacant Housing Units	9.2%	10.8%	13.1%
<b>Median Household Income</b>			
2019	\$40,248	\$37,533	\$35,915
2024	\$42,001	\$39,569	\$38,259
<b>Median Home Value</b>			
2019	\$98,116	\$94,584	\$88,851
2024	\$115,869	\$111,441	\$99,453
<b>Per Capita Income</b>			
2019	\$22,891	\$21,526	\$20,120
2024	\$24,316	\$22,990	\$21,683
<b>Median Age</b>			
2010	39.1	39.3	39.6
2019	41.0	41.5	41.8
2024	42.4	42.7	42.9

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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

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	5 miles	10 miles	15 miles
<b>2019 Households by Income</b>			
Household Income Base	6,623	12,716	22,221
<\$15,000	18.2%	19.0%	19.8%
\$15,000 - \$24,999	12.0%	14.5%	15.4%
\$25,000 - \$34,999	12.3%	13.1%	13.6%
\$35,000 - \$49,999	17.1%	15.1%	14.5%
\$50,000 - \$74,999	18.9%	19.0%	18.0%
\$75,000 - \$99,999	8.9%	8.7%	9.2%
\$100,000 - \$149,999	7.7%	6.3%	6.2%
\$150,000 - \$199,999	2.8%	2.1%	1.7%
\$200,000+	2.0%	2.1%	1.7%
Average Household Income	\$55,685	\$53,021	\$50,615
<b>2024 Households by Income</b>			
Household Income Base	6,617	12,736	22,143
<\$15,000	17.2%	17.9%	18.6%
\$15,000 - \$24,999	11.3%	13.7%	14.4%
\$25,000 - \$34,999	11.5%	12.3%	12.8%
\$35,000 - \$49,999	18.1%	16.0%	15.3%
\$50,000 - \$74,999	19.8%	20.1%	19.1%
\$75,000 - \$99,999	9.3%	9.2%	9.9%
\$100,000 - \$149,999	7.9%	6.5%	6.5%
\$150,000 - \$199,999	2.9%	2.1%	1.8%
\$200,000+	2.0%	2.2%	1.8%
Average Household Income	\$59,184	\$56,591	\$54,540
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	4,424	8,935	15,930
<\$50,000	24.3%	24.1%	25.4%
\$50,000 - \$99,999	26.7%	29.0%	31.6%
\$100,000 - \$149,999	18.0%	17.0%	15.8%
\$150,000 - \$199,999	12.5%	13.3%	12.0%
\$200,000 - \$249,999	8.5%	7.6%	6.7%
\$250,000 - \$299,999	3.4%	2.9%	2.8%
\$300,000 - \$399,999	3.1%	2.8%	3.0%
\$400,000 - \$499,999	0.7%	0.7%	0.5%
\$500,000 - \$749,999	1.0%	1.1%	0.9%
\$750,000 - \$999,999	0.3%	0.6%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.3%
\$1,500,000 - \$1,999,999	1.4%	0.7%	0.4%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$146,400	\$137,794	\$127,819
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	4,472	9,063	16,009
<\$50,000	21.0%	20.8%	22.3%
\$50,000 - \$99,999	22.9%	25.0%	28.0%
\$100,000 - \$149,999	19.2%	18.5%	17.3%
\$150,000 - \$199,999	13.4%	14.6%	13.2%
\$200,000 - \$249,999	10.8%	9.7%	8.4%
\$250,000 - \$299,999	4.4%	3.7%	3.5%
\$300,000 - \$399,999	4.0%	3.6%	3.8%
\$400,000 - \$499,999	1.0%	0.9%	0.6%
\$500,000 - \$749,999	1.3%	1.4%	1.1%
\$750,000 - \$999,999	0.4%	0.7%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.3%
\$1,500,000 - \$1,999,999	1.6%	0.8%	0.5%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$164,631	\$155,058	\$143,300

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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

Prepared by Esri  
 Latitude: 36.95364  
 Longitude: -82.60421

	5 miles	10 miles	15 miles
<b>2010 Population by Age</b>			
Total	15,625	29,743	54,221
0 - 4	5.8%	5.8%	5.7%
5 - 9	5.8%	5.9%	5.7%
10 - 14	5.5%	5.7%	5.8%
15 - 24	16.0%	15.2%	13.8%
25 - 34	12.0%	11.9%	12.9%
35 - 44	12.5%	13.0%	13.3%
45 - 54	14.0%	14.3%	14.5%
55 - 64	13.7%	13.9%	13.7%
65 - 74	8.0%	8.1%	8.2%
75 - 84	4.9%	4.7%	4.7%
85 +	1.7%	1.6%	1.6%
18 +	79.4%	78.8%	79.0%
<b>2019 Population by Age</b>			
Total	16,272	31,396	56,398
0 - 4	5.4%	5.4%	5.2%
5 - 9	5.7%	5.8%	5.6%
10 - 14	5.6%	5.8%	5.6%
15 - 24	12.1%	11.9%	11.3%
25 - 34	13.6%	13.0%	13.5%
35 - 44	12.3%	12.2%	12.7%
45 - 54	12.5%	12.9%	13.1%
55 - 64	13.9%	14.2%	14.2%
65 - 74	11.8%	11.9%	11.7%
75 - 84	5.2%	5.0%	5.2%
85 +	2.0%	1.8%	1.8%
18 +	80.5%	80.0%	80.5%
<b>2024 Population by Age</b>			
Total	16,267	31,421	56,165
0 - 4	5.2%	5.2%	5.1%
5 - 9	5.6%	5.7%	5.5%
10 - 14	6.0%	6.2%	6.0%
15 - 24	12.6%	12.4%	11.6%
25 - 34	10.0%	10.1%	11.2%
35 - 44	14.0%	13.4%	13.4%
45 - 54	12.1%	12.4%	12.6%
55 - 64	13.0%	13.3%	13.3%
65 - 74	12.8%	13.0%	12.8%
75 - 84	6.7%	6.6%	6.6%
85 +	2.0%	1.8%	1.8%
18 +	80.0%	79.6%	80.1%
<b>2010 Population by Sex</b>			
Males	7,604	14,747	27,661
Females	8,022	14,995	26,563
<b>2019 Population by Sex</b>			
Males	7,960	15,597	28,897
Females	8,313	15,797	27,501
<b>2024 Population by Sex</b>			
Males	8,002	15,708	28,942
Females	8,268	15,712	27,222

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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

Prepared by Esri  
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 Longitude: -82.60421

	5 miles	10 miles	15 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	15,625	29,741	54,224
White Alone	94.4%	95.1%	93.7%
Black Alone	2.8%	2.7%	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	13.2	11.6	13.9
<b>2019 Population by Race/Ethnicity</b>			
Total	16,274	31,394	56,399
White Alone	93.0%	94.0%	92.7%
Black Alone	3.1%	2.9%	4.5%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	1.5%	0.9%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	0.6%
Two or More Races	1.7%	1.5%	1.4%
Hispanic Origin	2.0%	1.5%	1.6%
Diversity Index	16.8	14.2	16.5
<b>2024 Population by Race/Ethnicity</b>			
Total	16,270	31,420	56,163
White Alone	93.0%	94.0%	92.7%
Black Alone	3.1%	2.8%	4.5%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	1.5%	0.9%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	0.6%
Two or More Races	1.7%	1.5%	1.4%
Hispanic Origin	2.0%	1.6%	1.7%
Diversity Index	16.8	14.2	16.7
<b>2010 Population by Relationship and Household Type</b>			
Total	15,626	29,742	54,224
In Households	95.7%	95.8%	94.0%
In Family Households	78.3%	80.1%	79.3%
Householder	26.4%	26.9%	26.6%
Spouse	19.4%	19.9%	19.7%
Child	28.0%	28.4%	28.2%
Other relative	2.4%	2.7%	2.7%
Nonrelative	2.1%	2.1%	2.0%
In Nonfamily Households	17.4%	15.7%	14.7%
In Group Quarters	4.3%	4.2%	6.0%
Institutionalized Population	0.8%	1.2%	4.3%
Noninstitutionalized Population	3.5%	3.0%	1.7%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	5 miles	10 miles	15 miles
<b>2019 Population 25+ by Educational Attainment</b>			
Total	11,594	22,338	40,726
Less than 9th Grade	8.4%	9.6%	9.4%
9th - 12th Grade, No Diploma	10.8%	12.4%	12.9%
High School Graduate	22.9%	24.9%	25.7%
GED/Alternative Credential	5.9%	6.0%	7.4%
Some College, No Degree	24.9%	22.8%	21.1%
Associate Degree	8.7%	8.6%	8.8%
Bachelor's Degree	11.2%	9.7%	9.0%
Graduate/Professional Degree	7.1%	6.2%	5.6%
<b>2019 Population 15+ by Marital Status</b>			
Total	13,568	26,072	47,093
Never Married	24.8%	24.8%	26.5%
Married	53.9%	55.2%	54.3%
Widowed	7.5%	8.0%	8.0%
Divorced	13.7%	12.0%	11.2%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.4%	93.9%	94.1%
Civilian Unemployed (Unemployment Rate)	6.6%	6.1%	5.9%
<b>2019 Employed Population 16+ by Industry</b>			
Total	6,655	11,760	19,101
Agriculture/Mining	3.7%	4.1%	4.3%
Construction	5.0%	5.4%	5.5%
Manufacturing	5.4%	5.1%	5.5%
Wholesale Trade	2.1%	2.1%	2.1%
Retail Trade	15.4%	14.6%	13.8%
Transportation/Utilities	3.6%	4.0%	4.8%
Information	0.6%	0.7%	1.1%
Finance/Insurance/Real Estate	2.6%	2.8%	3.1%
Services	52.8%	52.8%	51.1%
Public Administration	8.7%	8.3%	8.8%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	6,656	11,761	19,099
White Collar	58.8%	56.1%	54.9%
Management/Business/Financial	10.2%	9.5%	9.0%
Professional	25.0%	23.5%	23.4%
Sales	11.1%	10.4%	9.6%
Administrative Support	12.4%	12.6%	12.9%
Services	18.2%	18.9%	18.8%
Blue Collar	23.1%	25.0%	26.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	7.7%	7.5%	7.6%
Installation/Maintenance/Repair	4.2%	4.6%	4.8%
Production	3.7%	5.1%	6.1%
Transportation/Material Moving	7.5%	7.7%	7.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	15,626	29,742	54,224
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	63.1%	52.0%	40.3%
Rural Population	36.9%	48.0%	59.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	6,358	11,999	21,247
Households with 1 Person	30.1%	28.3%	27.8%
Households with 2+ People	69.9%	71.7%	72.2%
Family Households	64.5%	67.0%	67.8%
Husband-wife Families	47.5%	49.5%	50.2%
With Related Children	18.7%	19.7%	20.0%
Other Family (No Spouse Present)	17.0%	17.5%	17.6%
Other Family with Male Householder	5.1%	5.3%	5.3%
With Related Children	2.9%	3.0%	3.0%
Other Family with Female Householder	11.9%	12.2%	12.3%
With Related Children	7.6%	7.7%	7.7%
Nonfamily Households	5.4%	4.7%	4.3%
All Households with Children	29.8%	30.9%	31.1%
Multigenerational Households	3.4%	3.7%	3.6%
Unmarried Partner Households	5.9%	5.6%	5.4%
Male-female	5.2%	4.9%	4.8%
Same-sex	0.7%	0.7%	0.6%
<b>2010 Households by Size</b>			
Total	6,358	11,999	21,247
1 Person Household	30.1%	28.3%	27.8%
2 Person Household	33.9%	34.5%	34.7%
3 Person Household	17.1%	17.8%	17.9%
4 Person Household	12.7%	12.7%	12.6%
5 Person Household	4.2%	4.5%	4.7%
6 Person Household	1.3%	1.3%	1.4%
7 + Person Household	0.8%	0.8%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,357	11,998	21,247
Owner Occupied	67.6%	70.5%	71.9%
Owned with a Mortgage/Loan	33.1%	33.9%	33.3%
Owned Free and Clear	34.5%	36.6%	38.6%
Renter Occupied	32.4%	29.5%	28.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,071	13,596	24,263
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	64.0%	51.6%	39.3%
Rural Housing Units	36.0%	48.4%	60.7%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	5 miles	10 miles	15 miles
<b>Top 3 Tapestry Segments</b>			
1.	Diners & Miners (10C)	Diners & Miners (10C)	Diners & Miners (10C)
2.	Southern Satellites (10A)	Southern Satellites (10A)	Small Town Simplicity (12C)
3.	Midlife Constants (5E)	Midlife Constants (5E)	Rural Bypasses (10E)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$9,457,351	\$17,484,129	\$29,146,261
Average Spent	\$1,427.96	\$1,374.97	\$1,311.65
Spending Potential Index	67	64	61
Education: Total \$	\$5,541,258	\$9,834,185	\$16,379,721
Average Spent	\$836.67	\$773.37	\$737.13
Spending Potential Index	53	49	46
Entertainment/Recreation: Total \$	\$15,567,475	\$29,020,191	\$48,474,707
Average Spent	\$2,350.52	\$2,282.18	\$2,181.48
Spending Potential Index	72	70	67
Food at Home: Total \$	\$25,236,290	\$47,208,902	\$79,005,390
Average Spent	\$3,810.40	\$3,712.56	\$3,555.44
Spending Potential Index	74	72	69
Food Away from Home: Total \$	\$16,150,044	\$29,733,899	\$49,472,135
Average Spent	\$2,438.48	\$2,338.31	\$2,226.37
Spending Potential Index	66	64	61
Health Care: Total \$	\$29,420,505	\$54,668,657	\$91,466,399
Average Spent	\$4,442.17	\$4,299.20	\$4,116.21
Spending Potential Index	75	72	69
HH Furnishings & Equipment: Total \$	\$9,324,144	\$17,146,608	\$28,514,990
Average Spent	\$1,407.84	\$1,348.43	\$1,283.25
Spending Potential Index	66	63	60
Personal Care Products & Services: Total \$	\$3,676,071	\$6,657,895	\$11,042,963
Average Spent	\$555.05	\$523.58	\$496.96
Spending Potential Index	63	59	56
Shelter: Total \$	\$66,521,570	\$117,869,936	\$197,315,748
Average Spent	\$10,044.02	\$9,269.42	\$8,879.70
Spending Potential Index	54	50	48
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,736,680	\$21,677,412	\$36,097,378
Average Spent	\$1,772.11	\$1,704.74	\$1,624.47
Spending Potential Index	71	69	66
Travel: Total \$	\$8,472,161	\$15,200,478	\$25,219,496
Average Spent	\$1,279.20	\$1,195.38	\$1,134.94
Spending Potential Index	57	53	51
Vehicle Maintenance & Repairs: Total \$	\$5,292,942	\$9,768,187	\$16,375,022
Average Spent	\$799.18	\$768.18	\$736.92
Spending Potential Index	70	67	64

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.