



Economic Overview

Danville Region

Danville City + Pittsylvania County



DANVILLE CITY
PITTSYLVANIA COUNTY
VIRGINIA

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Demographic Profile

The population in the Danville Region was 103,188 per American Community Survey data for 2014-2018.

The region has a civilian labor force of 47,535 with a participation rate of 56.4%. Of individuals 25 to 64 in the Danville Region, 16.8% have a bachelor's degree or higher which compares with 32.9% in the nation.

The median household income in the Danville Region is \$41,637 and the median house value is \$108,632.

Summary¹

	Percent			Value		
	Danville Region	Virginia	USA	Danville Region	Virginia	USA
Demographics						
Population (ACS)	—	—	—	103,188	8,413,774	322,903,030
Male	47.8%	49.2%	49.2%	49,282	4,138,574	158,984,190
Female	52.2%	50.8%	50.8%	53,906	4,275,200	163,918,840
Median Age ²	—	—	—	44.4	38.1	37.9
Under 18 Years	20.5%	22.2%	22.8%	21,133	1,867,427	73,553,240
18 to 24 Years	7.8%	9.7%	9.6%	8,076	815,995	30,903,719
25 to 34 Years	11.2%	13.9%	13.8%	11,534	1,170,461	44,567,976
35 to 44 Years	10.8%	13.0%	12.6%	11,123	1,096,278	40,763,210
45 to 54 Years	13.8%	13.8%	13.2%	14,205	1,157,090	42,589,573
55 to 64 Years	15.3%	12.8%	12.8%	15,774	1,076,277	41,286,731
65 to 74 Years	11.8%	8.7%	8.8%	12,126	732,740	28,535,419
75 Years, and Over	8.9%	5.9%	6.4%	9,217	497,506	20,703,162
Race: White	63.0%	68.0%	72.7%	65,004	5,722,660	234,904,818
Race: Black or African American	31.8%	19.2%	12.7%	32,835	1,613,285	40,916,113
Race: American Indian and Alaska Native	0.1%	0.3%	0.8%	64	22,972	2,699,073
Race: Asian	0.7%	6.3%	5.4%	704	531,503	17,574,550
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	43	5,677	582,718
Race: Some Other Race	1.4%	2.5%	4.9%	1,435	208,464	15,789,961
Race: Two or More Races	3.0%	3.7%	3.2%	3,103	309,213	10,435,797
Hispanic or Latino (of any race)	3.2%	9.2%	17.8%	3,302	771,177	57,517,935
Population Growth						
Population (Pop Estimates) ⁴	—	—	—	100,398	8,535,519	328,239,523
Population Annual Average Growth ⁴	-0.6%	0.7%	0.7%	-648	60,958	2,146,799
People per Square Mile	—	—	—	99.2	216.1	92.9
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over) ⁵	56.4%	65.3%	63.2%	47,535	4,336,393	162,248,196
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) ⁵	76.7%	83.3%	81.8%	28,251	2,791,220	104,136,254
Armed Forces Labor Force ⁵	0.3%	1.7%	0.4%	246	114,513	1,028,133
Veterans, Age 18-64 ⁵	5.9%	8.2%	4.7%	3,597	427,547	9,398,789
Veterans Labor Force Participation Rate and Size, Age 18-64 ⁵	67.2%	82.9%	76.3%	2,418	354,496	7,168,168
Median Household Income ^{2,5}	—	—	—	\$41,637	\$71,564	\$60,293
Per Capita Income ⁵	—	—	—	\$23,541	\$37,763	\$32,621
Mean Commute Time (minutes) ⁵	—	—	—	22.9	28.4	26.6
Commute via Public Transportation ⁵	1.0%	4.4%	5.0%	421	184,405	7,602,145
Educational Attainment, Age 25-64						
No High School Diploma	13.5%	9.0%	11.2%	7,087	405,359	18,885,967
High School Graduate	32.3%	23.0%	25.8%	17,002	1,034,503	43,699,272
Some College, No Degree	26.5%	19.7%	21.0%	13,968	887,389	35,525,113
Associate's Degree	10.9%	8.2%	9.1%	5,746	367,830	15,389,737

Summary¹

	Percent			Value		
	Danville Region	Virginia	USA	Danville Region	Virginia	USA
Bachelor's Degree	10.9%	23.3%	20.8%	5,739	1,047,916	35,261,652
Postgraduate Degree	5.9%	16.8%	12.1%	3,094	757,109	20,445,749
Housing						
Total Housing Units	—	—	—	53,815	3,491,091	136,384,292
Median House Value (of owner-occupied units) ²	—	—	—	\$108,632	\$264,900	\$204,900
Homeowner Vacancy	2.2%	1.6%	1.7%	665	33,483	1,304,850
Rental Vacancy	6.1%	5.6%	6.0%	1,001	63,404	2,822,053
Renter-Occupied Housing Units (% of Occupied Units)	33.9%	33.8%	36.2%	15,181	1,057,536	43,285,318
Occupied Housing Units with No Vehicle Available (% of Occupied Units) ⁵	9.8%	6.2%	8.7%	4,380	194,930	10,424,934
Social						
Poverty Level (of all people) ⁵	18.1%	10.9%	14.1%	18,174	893,580	44,257,979
Households Receiving Food Stamps/SNAP	18.5%	8.7%	12.2%	8,295	271,719	14,635,287
Enrolled in Grade 12 (% of total population)	1.2%	1.3%	1.4%	1,204	112,294	4,442,295
Disconnected Youth ^{3,5}	2.4%	1.6%	2.6%	108	7,060	438,452
Children in Single Parent Families (% of all children) ⁵	46.9%	31.0%	34.3%	9,156	550,092	23,973,249
Uninsured	10.0%	9.2%	9.4%	10,034	755,739	29,752,767
With a Disability, Age 18-64 ⁵	16.2%	9.4%	10.3%	9,550	483,606	20,240,504
With a Disability, Age 18-64, Labor Force Participation Rate and Size ⁵	33.4%	44.2%	41.6%	3,191	213,635	8,421,018
Foreign Born	2.5%	12.3%	13.5%	2,539	1,038,160	43,539,499
Speak English Less Than Very Well (population 5 yrs and over)	1.6%	5.9%	8.5%	1,577	464,606	25,647,781

Source: [JobsEQ®](#)

1. American Community Survey 2014-2018, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

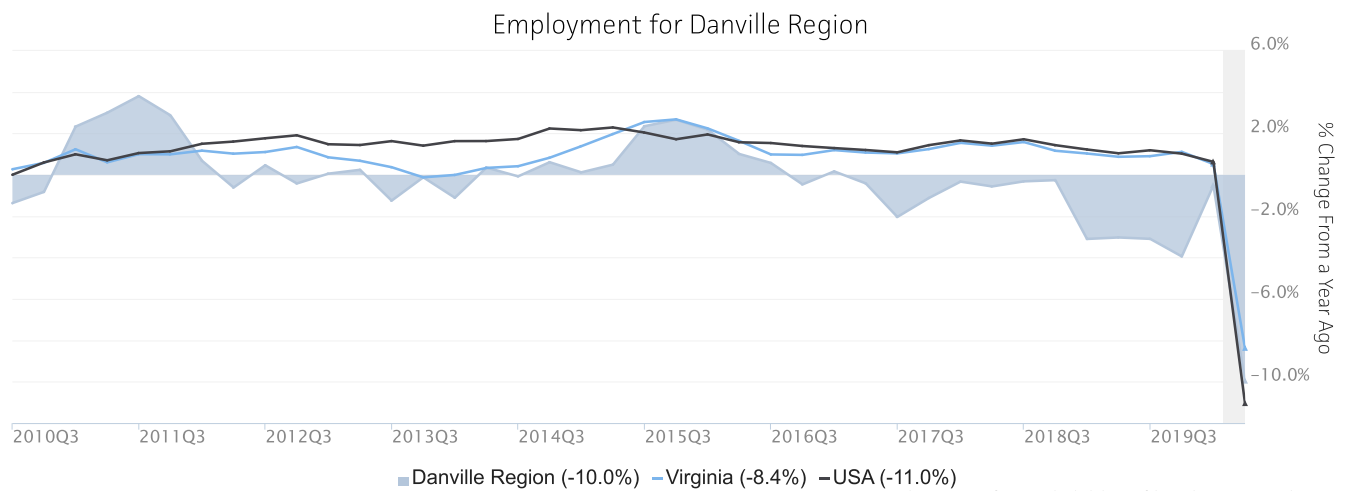
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census 2019, annual average growth rate since 2009

5. See Rio Arriba errata note in the Data Dictionary.

Employment Trends

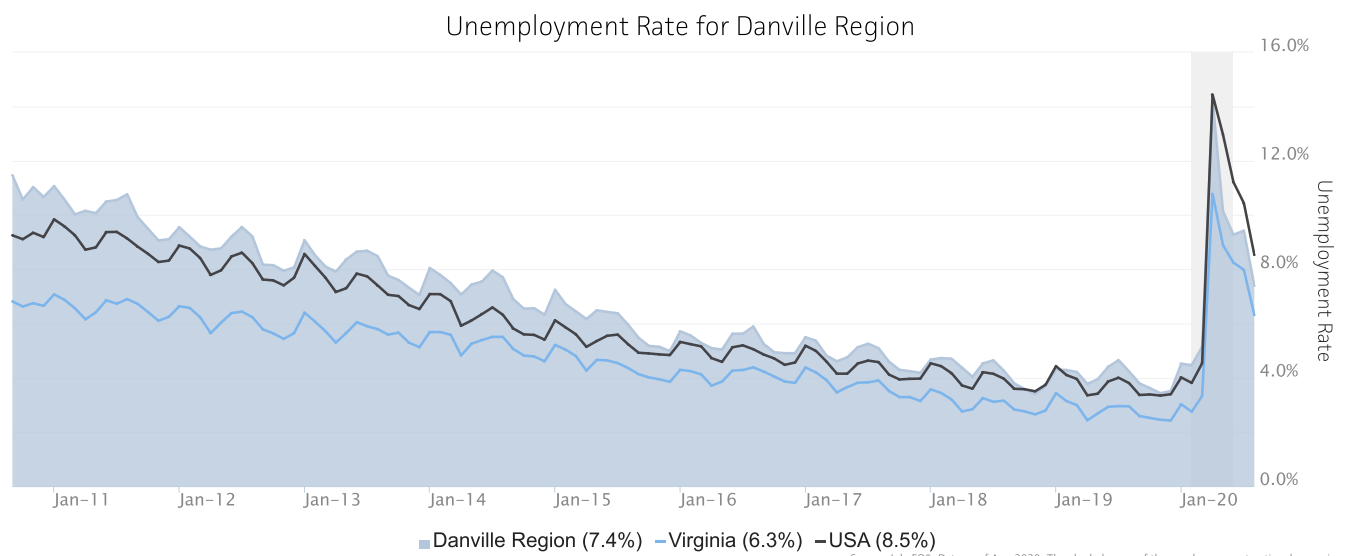
As of 2020Q2, total employment for the Danville Region was 39,404 (based on a four-quarter moving average). Over the year ending 2020Q2, employment declined 10.0% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q4 with preliminary estimates updated to 2020Q2.

Unemployment Rate

The unemployment rate for the Danville Region was 7.4% as of August 2020. The regional unemployment rate was lower than the national rate of 8.5%. One year earlier, in August 2019, the unemployment rate in the Danville Region was 4.2%.

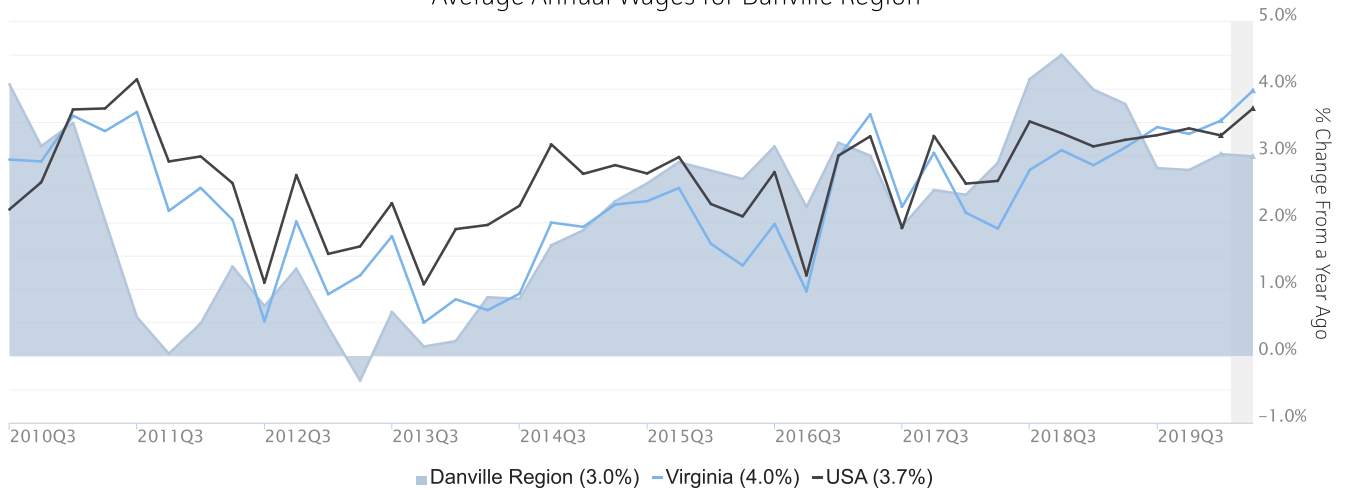


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through August 2020.

Wage Trends

The average worker in the Danville Region earned annual wages of \$37,463 as of 2020Q2. Average annual wages per worker increased 3.0% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$58,849 in the nation as of 2020Q2.

Average Annual Wages for Danville Region



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q4 with preliminary estimates updated to 2020Q2.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 15.9% lower in Danville Region than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Danville Region	\$37,463	84.1	\$44,532
Virginia	\$59,741	115.9	\$51,533
USA	\$58,849	100.0	\$58,849

Source: [JobsEQ®](#)

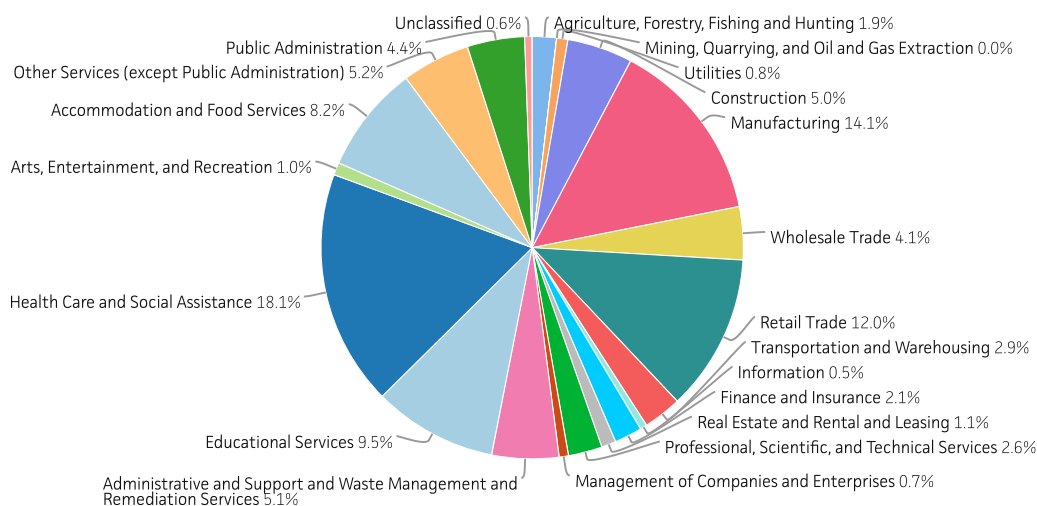
Data as of 2020Q2

Cost of Living per C2ER, data as of 2020q1, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Danville Region is Health Care and Social Assistance, employing 7,113 workers. The next-largest sectors in the region are Manufacturing (5,575 workers) and Retail Trade (4,732). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Manufacturing (LQ = 1.72), Utilities (1.62), and Agriculture, Forestry, Fishing and Hunting (1.38).

Total Workers for Danville Region by Industry



Source: JobsEQ®, Data as of 2020Q2

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q4 with preliminary estimates updated to 2020Q2.

Sectors in the Danville Region with the highest average wages per worker are Management of Companies and Enterprises (\$60,669), Manufacturing (\$59,978), and Professional, Scientific, and Technical Services (\$57,972). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Health Care and Social Assistance (+201 jobs), Construction (+161), and Wholesale Trade (+114).

Over the next 1 year, employment in the Danville Region is projected to contract by 268 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +0.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+52 jobs), Construction (+2), and Mining, Quarrying, and Oil and Gas Extraction (0).

NAICS	Industry	Empl	Current	LQ	5-Year History		Total Demand	1-Year Forecast			Ann % Growth
			Avg Ann Wages		Empl Change	Ann %		Exits	Transfers	Empl Growth	
62	Health Care and Social Assistance	7,113	\$39,605	1.24	201	0.6%	723	330	341	52	0.7%
31	Manufacturing	5,575	\$59,978	1.72	-752	-2.5%	464	213	364	-113	-2.0%
44	Retail Trade	4,732	\$26,506	1.18	-569	-2.2%	567	278	351	-62	-1.3%
61	Educational Services	3,734	\$32,745	1.15	-236	-1.2%	307	165	178	-37	-1.0%
72	Accommodation and Food Services	3,247	\$15,087	0.98	-133	-0.8%	520	232	292	-4	-0.1%
81	Other Services (except Public Administration)	2,062	\$23,208	1.19	8	0.1%	213	107	127	-21	-1.0%
56	Administrative and Support and Waste Management and Remediation Services	2,020	\$21,436	0.81	-898	-7.1%	218	98	134	-14	-0.7%
23	Construction	1,981	\$39,111	0.87	161	1.7%	196	70	124	2	0.1%
92	Public Administration	1,731	\$46,378	0.91	-1	0.0%	139	67	91	-19	-1.1%
42	Wholesale Trade	1,599	\$46,854	1.06	114	1.5%	143	63	104	-24	-1.5%
48	Transportation and Warehousing	1,160	\$48,469	0.63	-14	-0.2%	113	52	71	-10	-0.9%
54	Professional, Scientific, and Technical Services	1,027	\$57,972	0.38	94	1.9%	84	33	55	-3	-0.3%
52	Finance and Insurance	832	\$52,485	0.52	-4	-0.1%	70	29	48	-8	-0.9%
11	Agriculture, Forestry, Fishing and Hunting	731	\$23,071	1.38	-107	-2.7%	70	34	45	-9	-1.2%
53	Real Estate and Rental and Leasing	437	\$33,942	0.63	30	1.4%	41	20	24	-3	-0.8%
71	Arts, Entertainment, and Recreation	375	\$24,301	0.51	-127	-5.7%	51	24	29	-2	-0.4%
22	Utilities	333	\$54,543	1.62	-22	-1.3%	27	11	19	-3	-0.8%
55	Management of Companies and Enterprises	282	\$60,669	0.46	-1	-0.1%	23	9	16	-2	-0.8%
99	Unclassified	220	\$35,674	4.90	220	n/a	23	10	14	-1	-0.7%
51	Information	210	\$45,547	0.27	-58	-4.8%	16	7	13	-4	-1.8%
21	Mining, Quarrying, and Oil and Gas Extraction	4	\$32,824	0.02	-1	-4.7%	0	0	0	0	-0.6%
Total - All Industries		39,404	\$37,463	1.00	-2,093	-1.0%	4,011	1,830	2,450	-268	-0.7%

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q4 with preliminary estimates updated to 2020Q2. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the Danville Region is Office and Administrative Support Occupations, employing 4,076 workers. The next-largest occupation groups in the region are Production Occupations (3,966 workers) and Sales and Related Occupations (3,930). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Production Occupations (LQ = 1.71), Healthcare Support Occupations (1.43), and Community and Social Service Occupations (1.36).

Occupation groups in the Danville Region with the highest average wages per worker are Management Occupations (\$96,700), Legal Occupations (\$83,100), and Architecture and Engineering Occupations (\$80,300). The unemployment rate in the region varied among the major groups from 2.1% among Management Occupations to 10.2% among Food Preparation and Serving Related Occupations.

Over the next 1 year, the fastest growing occupation group in the Danville Region is expected to be Healthcare Support Occupations with a +1.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+33 jobs) and Community and Social Service Occupations (+4). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (576 jobs) and Sales and Related Occupations (543).

Danville Region, 2020Q2¹

SOC	Occupation	Empl	Avg Ann Wages ²	Current			5-Year History			1-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	4,076	\$34,900	0.81	237	4.8%	144	-538	-2.4%	385	188	258	-61	-1.5%
51-0000	Production	3,966	\$39,000	1.71	320	6.9%	89	-597	-2.8%	343	141	282	-81	-2.0%
41-0000	Sales and Related	3,930	\$36,700	1.03	275	6.6%	359	-441	-2.1%	496	219	324	-48	-1.2%
53-0000	Transportation and Material Moving	3,375	\$33,000	1.03	298	7.3%	275	-273	-1.5%	376	152	259	-35	-1.0%
35-0000	Food Preparation and Serving Related	3,358	\$22,500	1.06	406	10.2%	267	-144	-0.8%	574	236	340	-2	-0.1%
25-0000	Educational Instruction and Library	2,614	\$48,300	1.17	143	5.4%	94	-211	-1.5%	201	103	121	-23	-0.9%
29-0000	Healthcare Practitioners and Technical	2,536	\$78,000	1.12	60	2.3%	421	80	0.6%	148	66	79	2	0.1%
31-0000	Healthcare Support	2,480	\$25,400	1.43	123	4.4%	87	105	0.9%	354	156	165	33	1.3%
11-0000	Management	2,162	\$96,700	0.85	39	2.1%	83	-20	-0.2%	168	67	114	-13	-0.6%
49-0000	Installation, Maintenance, and Repair	1,675	\$46,700	1.10	113	4.7%	95	-50	-0.6%	143	51	106	-14	-0.8%
47-0000	Construction and Extraction	1,567	\$38,400	0.85	225	8.1%	22	31	0.4%	171	50	122	-1	-0.1%
13-0000	Business and Financial Operations	1,464	\$66,500	0.67	30	2.7%	51	42	0.6%	128	39	97	-8	-0.6%
37-0000	Building and Grounds Cleaning and Maintenance	1,352	\$24,600	1.01	110	6.7%	69	-54	-0.8%	166	75	98	-7	-0.5%
39-0000	Personal Care and Service	990	\$27,400	0.92	117	9.9%	20	-72	-1.4%	144	66	81	-3	-0.3%
21-0000	Community and Social Service	925	\$46,300	1.36	21	2.5%	90	51	1.1%	104	33	66	4	0.5%
33-0000	Protective Service	834	\$42,800	0.97	22	2.2%	47	11	0.3%	70	34	46	-9	-1.1%
15-0000	Computer and Mathematical	546	\$78,400	0.46	12	2.9%	37	-3	-0.1%	36	9	30	-3	-0.6%

Danville Region, 2020Q2¹

SOC	Occupation	Empl	Avg Ann Wages ²	Current			5-Year History			1-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
17- 0000	Architecture and Engineering	449	\$80,300	0.66	14	3.5%	28	4	0.2%	29	10	24	-5	-1.1%
27- 0000	Arts, Design, Entertainment, Sports, and Media	440	\$44,200	0.62	16	7.4%	46	-25	-1.1%	43	18	30	-4	-0.9%
19- 0000	Life, Physical, and Social Science	242	\$70,100	0.70	5	3.5%	17	26	2.3%	20	5	16	-1	-0.5%
45- 0000	Farming, Fishing, and Forestry	234	\$32,600	0.92	24	8.4%	4	-19	-1.5%	33	9	27	-3	-1.3%
23- 0000	Legal	189	\$83,100	0.56	4	2.2%	2	4	0.4%	11	5	8	-1	-0.6%
Total - All Occupations		39,404	\$44,100	1.00	2,615	5.9%	2,346	-2,093	-1.0%	4,158	1,732	2,694	-269	-0.7%

Source: [JobsEQ®](#)

Data as of 2020Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data are as of 2019 and represent the average for all Covered Employment

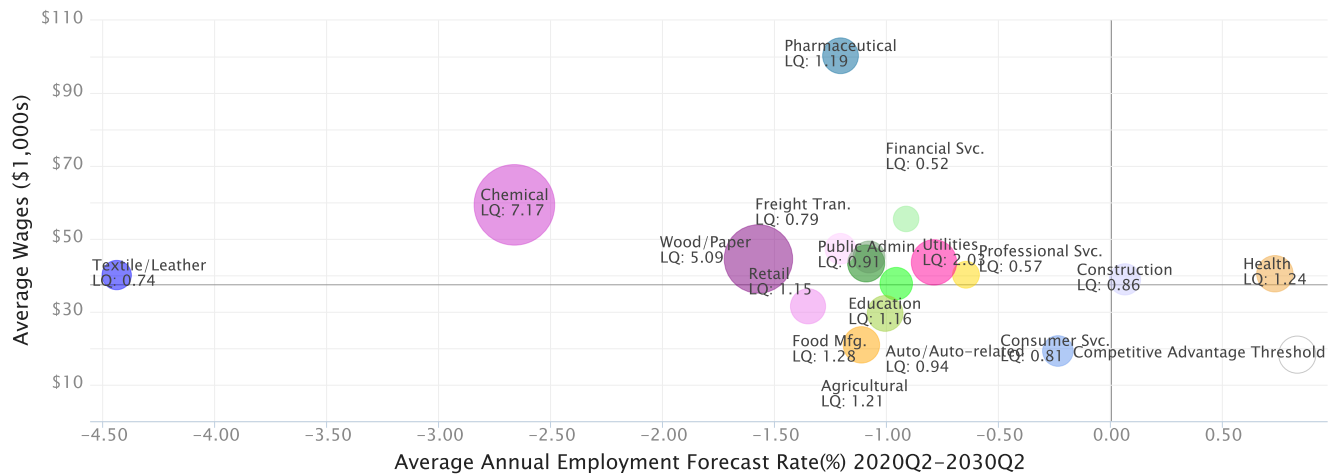
3. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list).

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2019Q4, imputed where necessary with preliminary estimates updated to 2020Q2. Wages by occupation are as of 2019 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Danville Region with the highest relative concentration is Chemical with a location quotient of 7.17. This cluster employs 2,635 workers in the region with an average wage of \$59,374. Employment in the Chemical cluster is projected to contract in the region about 2.7% per year over the next ten years.

Industry Clusters for Danville Region as of 2020Q2



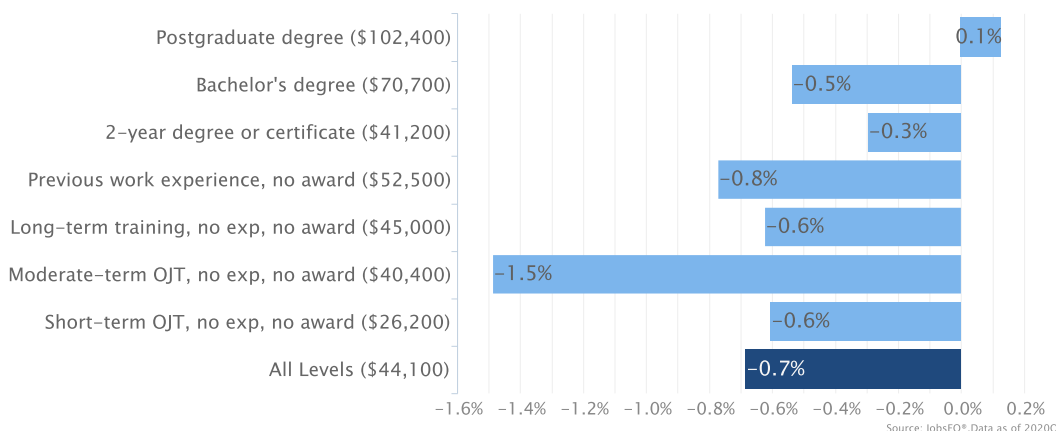
Source: JobsEQ®, Data as of 2020Q2

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2019Q4 with preliminary estimates updated to 2020Q2. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Danville Region is projected to contract 0.7% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.1% per year, those requiring a bachelor's degree are forecast to contract 0.5% per year, and occupations typically needing a 2-year degree or certificate are expected to contract 0.3% per year.

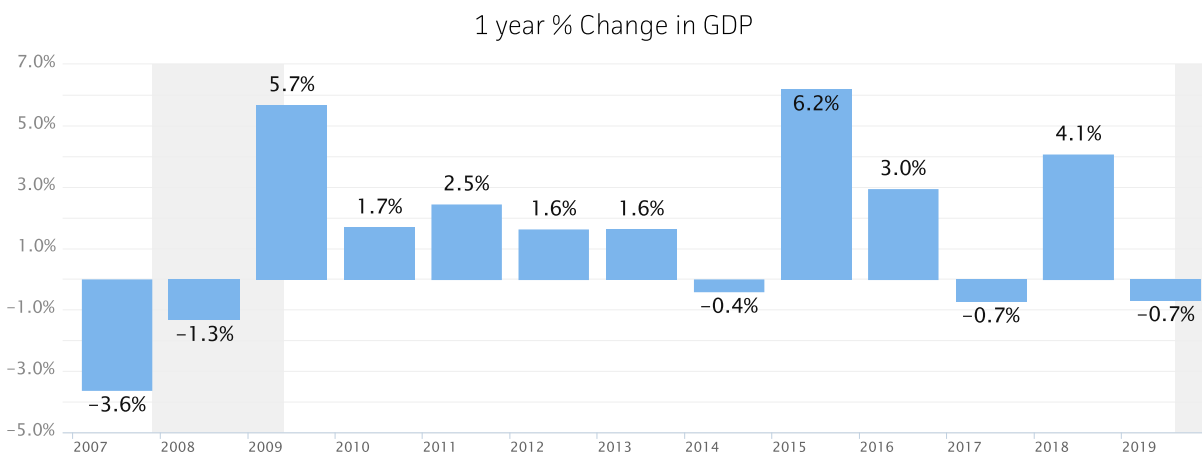
Annual Average Projected Job Growth by Training Required for Danville Region



Employment by occupation data are estimates as of 2020Q2. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

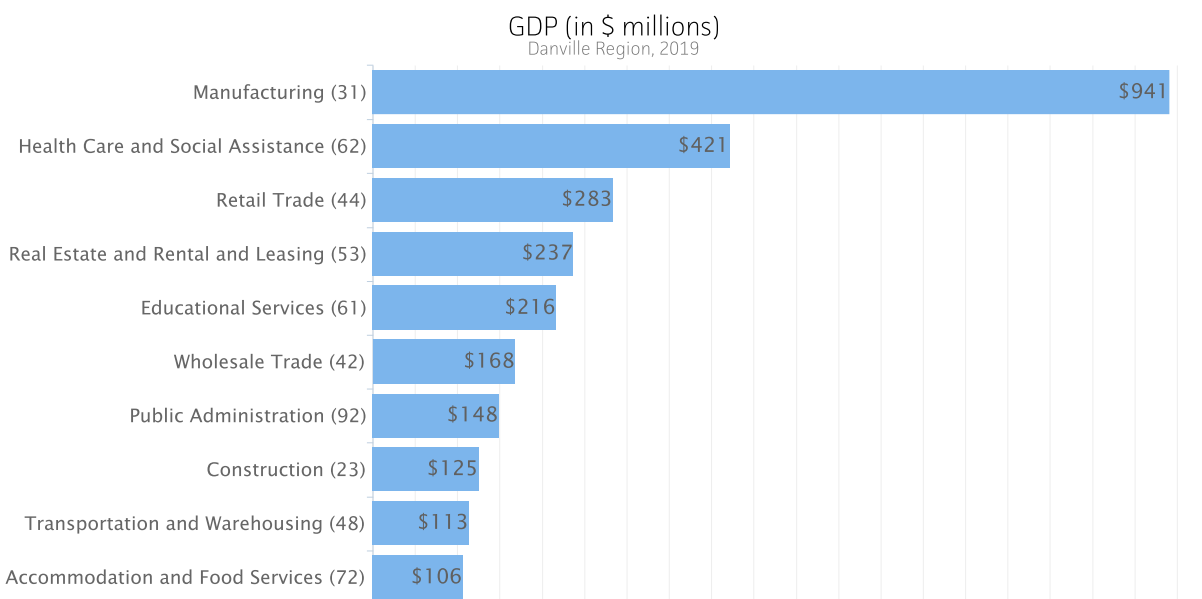
Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2019, nominal GDP in the Danville Region contracted 0.7%. This follows growth of 4.1% in 2018. As of 2019, total GDP in the Danville Region was \$3,273,184,000.



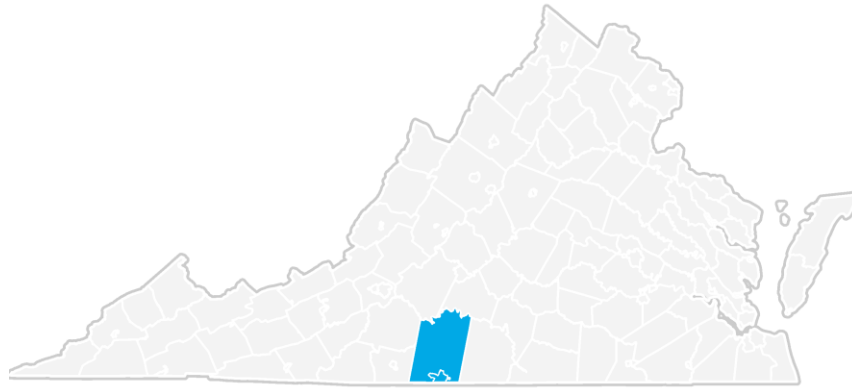
Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2019.

Of the sectors in the Danville Region, Manufacturing contributed the largest portion of GDP in 2019, \$940,888,000. The next-largest contributions came from Health Care and Social Assistance (\$420,844,000); Retail Trade (\$283,266,000); and Real Estate and Rental and Leasing (\$236,854,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2019.

Danville Region Regional Map



Region Definition

Danville Region is defined as the following counties:

Pittsylvania County, Virginia

Danville City, Virginia

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

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