



Economic Overview

Danville City, Virginia



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Demographic Profile

The population in Danville City, Virginia was 41,070 per American Community Survey data for 2015-2019.

The region has a civilian labor force of 18,000 with a participation rate of 54.5%. Of individuals 25 to 64 in Danville City, Virginia, 18.7% have a bachelor's degree or higher which compares with 33.5% in the nation.

The median household income in Danville City, Virginia is \$37,203 and the median house value is \$90,500.

Summary¹

	Percent			Value		
	Danville City, Virginia	Pittsylvania County, Virginia	USA	Danville City, Virginia	Pittsylvania County, Virginia	USA
Demographics						
Population (ACS)	—	—	—	41,070	61,256	324,697,795
Male	46.0%	49.2%	49.2%	18,883	30,113	159,886,919
Female	54.0%	50.8%	50.8%	22,187	31,143	164,810,876
Median Age ²	—	—	—	40.9	47.2	38.1
Under 18 Years	21.8%	19.1%	22.6%	8,971	11,703	73,429,392
18 to 24 Years	8.7%	7.1%	9.4%	3,562	4,324	30,646,327
25 to 34 Years	12.7%	10.3%	13.9%	5,204	6,280	45,030,415
35 to 44 Years	10.4%	11.0%	12.6%	4,259	6,726	40,978,831
45 to 54 Years	11.9%	14.6%	13.0%	4,876	8,962	42,072,620
55 to 64 Years	14.3%	16.1%	12.9%	5,856	9,889	41,756,414
65 to 74 Years	11.0%	12.9%	9.1%	4,514	7,876	29,542,266
75 Years, and Over	9.3%	9.0%	6.5%	3,828	5,496	21,241,530
Race: White	45.5%	75.4%	72.5%	18,687	46,202	235,377,662
Race: Black or African American	49.4%	20.1%	12.7%	20,283	12,307	41,234,642
Race: American Indian and Alaska Native	0.1%	0.1%	0.8%	34	37	2,750,143
Race: Asian	1.2%	0.4%	5.5%	483	275	17,924,209
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.0%	0.2%	33	22	599,868
Race: Some Other Race	0.6%	1.0%	4.9%	227	593	16,047,369
Race: Two or More Races	3.2%	3.0%	3.3%	1,323	1,820	10,763,902
Hispanic or Latino (of any race)	4.3%	2.6%	18.0%	1,773	1,612	58,479,370
Population Growth						
Population (Pop Estimates) ⁴	—	—	—	39,869	59,850	329,484,123
Population Annual Average Growth ⁴	-0.7%	-0.6%	0.6%	-306	-374	2,015,698
People per Square Mile	—	—	—	932.7	62.3	92.9
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	54.5%	57.0%	63.2%	18,000	29,094	163,555,585
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	75.5%	77.5%	82.1%	10,799	17,018	104,634,905
Armed Forces Labor Force	0.1%	0.2%	0.4%	44	109	1,073,907
Veterans, Age 18-64	6.9%	4.6%	4.6%	1,633	1,657	9,143,042
Veterans Labor Force Participation Rate and Size, Age 18-64	62.2%	69.6%	76.6%	1,015	1,154	7,003,778
Median Household Income ²	—	—	—	\$37,203	\$47,690	\$62,843
Per Capita Income	—	—	—	\$22,826	\$26,032	\$34,103
Mean Commute Time (minutes)	—	—	—	18.1	25.5	26.9
Commute via Public Transportation	2.7%	0.1%	5.0%	437	38	7,641,160
Educational Attainment, Age 25-64						
No High School Diploma	14.1%	12.9%	10.9%	2,843	4,114	18,550,150
High School Graduate	31.1%	34.5%	25.7%	6,289	11,003	43,627,868
Some College, No Degree	25.6%	24.7%	20.7%	5,176	7,884	35,174,790

Summary¹

	Percent			Value		
	Danville City, Virginia	Pittsylvania County, Virginia	USA	Danville City, Virginia	Pittsylvania County, Virginia	USA
Associate's Degree	10.5%	12.1%	9.1%	2,120	3,853	15,526,064
Bachelor's Degree	11.9%	10.6%	21.2%	2,402	3,383	35,997,848
Postgraduate Degree	6.8%	5.1%	12.3%	1,365	1,620	20,961,560
Housing						
Total Housing Units	—	—	—	22,072	31,650	137,428,986
Median House Value (of owner-occupied units) ²	—	—	—	\$90,500	\$123,900	\$217,500
Homeowner Vacancy	2.8%	1.2%	1.6%	273	252	1,257,737
Rental Vacancy	8.3%	4.1%	6.0%	812	278	2,793,023
Renter-Occupied Housing Units (% of Occupied Units)	48.5%	24.6%	36.0%	8,873	6,467	43,481,667
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	16.3%	5.7%	8.6%	2,988	1,503	10,395,713
Social						
Poverty Level (of all people)	22.4%	16.1%	13.4%	8,813	9,656	42,510,843
Households Receiving Food Stamps/SNAP	23.1%	13.2%	11.7%	4,229	3,462	14,171,567
Enrolled in Grade 12 (% of total population)	1.0%	1.7%	1.4%	404	1,023	4,422,344
Disconnected Youth ³	1.5%	3.9%	2.5%	28	110	423,273
Children in Single Parent Families (% of all children)	59.4%	43.1%	34.1%	4,859	4,694	23,790,005
Uninsured	9.7%	8.6%	8.8%	3,851	5,159	28,248,613
With a Disability, Age 18-64	18.5%	14.4%	10.3%	4,312	5,065	20,187,604
With a Disability, Age 18-64, Labor Force Participation Rate and Size	30.8%	34.1%	42.2%	1,328	1,728	8,509,463
Foreign Born	3.5%	1.8%	13.6%	1,430	1,076	44,011,870
Speak English Less Than Very Well (population 5 yrs and over)	2.2%	1.4%	8.4%	861	836	25,615,365

Source: [JobsEQ®](#)

1. American Community Survey 2015-2019, 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.

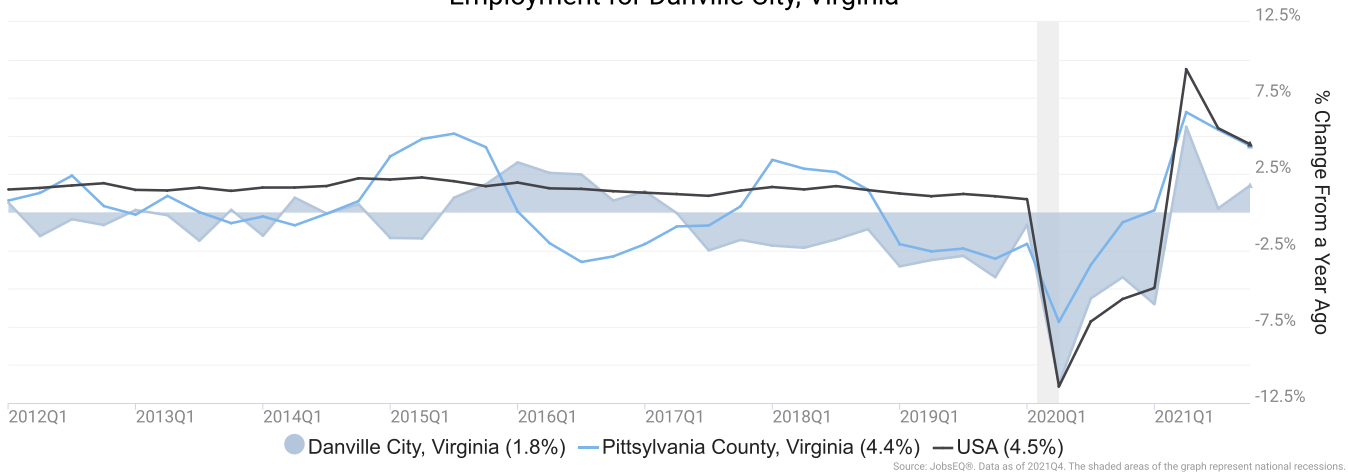
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2020, annual average growth rate since 2010.

Employment Trends

As of 2021Q4, total employment for Danville City, Virginia was 25,139 (based on a four-quarter moving average). Over the year ending 2021Q4, employment increased 1.8% in the region.

Employment for Danville City, Virginia

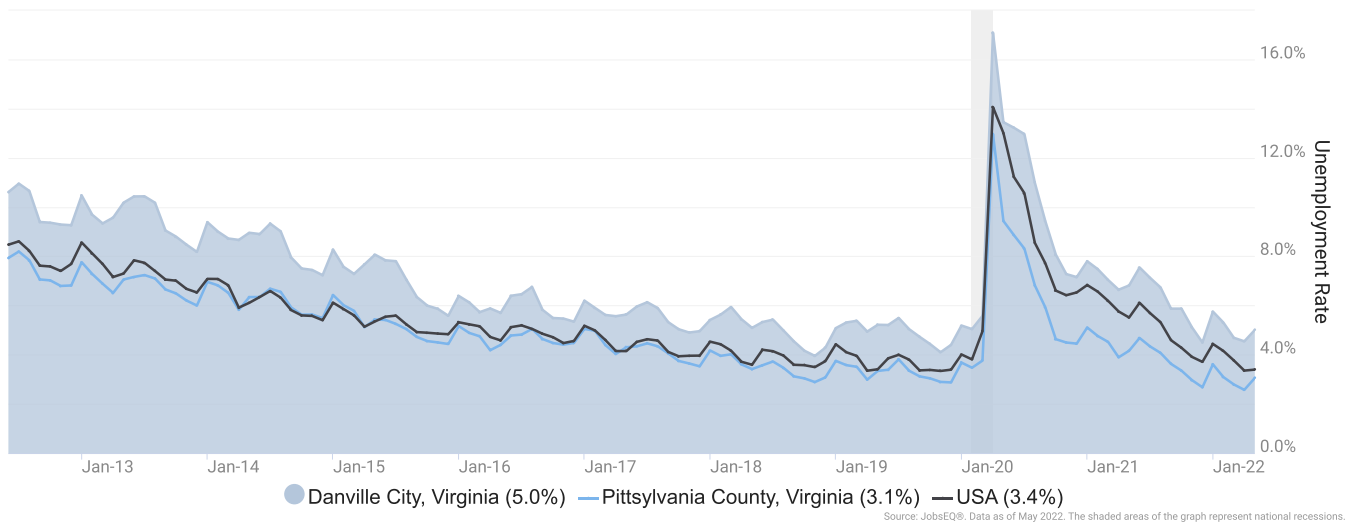


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2021Q3 with preliminary estimates updated to 2021Q4.

Unemployment Rate

The unemployment rate for Danville City, Virginia was 5.0% as of May 2022. The regional unemployment rate was higher than the national rate of 3.4%. One year earlier, in May 2021, the unemployment rate in Danville City, Virginia was 6.8%.

Unemployment Rate for Danville City, Virginia

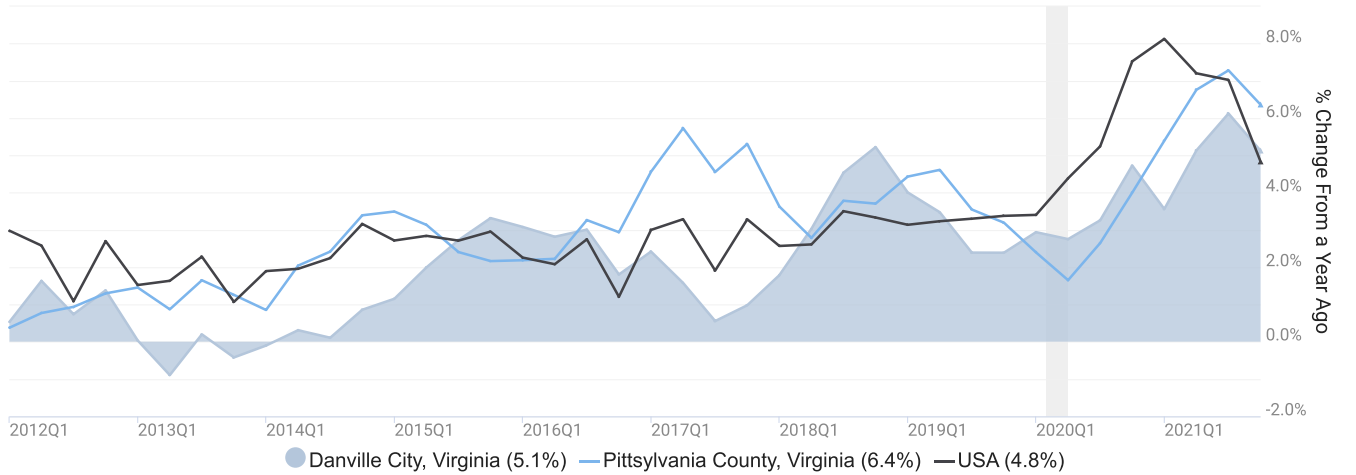


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through May 2022.

Wage Trends

The average worker in Danville City, Virginia earned annual wages of \$41,422 as of 2021Q4. Average annual wages per worker increased 5.1% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$65,055 in the nation as of 2021Q4.

Average Annual Wages for Danville City, Virginia



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 2021Q3 with preliminary estimates updated to 2021Q4.

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 16.2% lower in Danville City, Virginia than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Danville City, Virginia	\$41,422	83.8	\$49,403
Pittsylvania County, Virginia	\$38,901	82.0	\$47,459
USA	\$65,055	100.0	\$65,055

Source: [JobsEQ®](#)

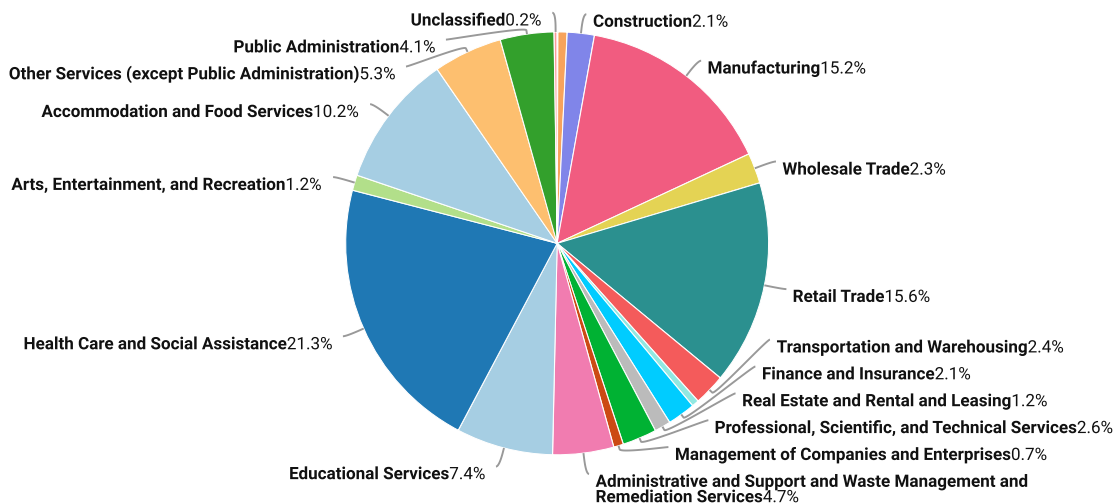
Data as of 2021Q4

Cost of Living per [COLI](#), data as of 2021Q4, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in Danville City, Virginia is Health Care and Social Assistance, employing 5,356 workers. The next-largest sectors in the region are Retail Trade (3,922 workers) and Manufacturing (3,830). 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 = 1.87), Retail Trade (1.50), and Health Care and Social Assistance (1.46).

Total Workers for Danville City, Virginia by Industry



Source: JobsEQ® Data as of 2021Q4

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 2021Q3 with preliminary estimates updated to 2021Q4.

Sectors in Danville City, Virginia with the highest average wages per worker are Finance and Insurance (\$65,033), Management of Companies and Enterprises (\$64,419), and Manufacturing (\$62,409). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Other Services (except Public Administration) (+51 jobs), Construction (+20), and Transportation and Warehousing (+15).

Over the next 1 year, employment in Danville City, Virginia is projected to contract by 171 jobs. The fastest growing sector in the region is expected to be Arts, Entertainment, and Recreation with a +1.8% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+21 jobs), Health Care and Social Assistance (+12), and Arts, Entertainment, and Recreation (+5).

Danville City, Virginia, 2021Q4¹

NAICS	Industry	Empl	Current	5-Year History		Total Demand	1-Year Forecast				
			Avg Ann Wages	LQ	Empl Change		Ann %	Exits	Transfers	Empl Growth	Ann % Growth
62	Health Care and Social Assistance	5,356	\$43,788	1.46	-151	-0.6%	523	231	280	12	0.2%
44	Retail Trade	3,922	\$30,229	1.50	-275	-1.3%	435	210	310	-85	-2.2%
31	Manufacturing	3,830	\$62,409	1.87	-873	-4.0%	332	135	258	-60	-1.6%
72	Accommodation and Food Services	2,557	\$17,375	1.27	-285	-2.1%	452	182	248	21	0.8%
61	Educational Services	1,860	\$36,949	0.92	-108	-1.1%	165	78	97	-10	-0.5%
81	Other Services (except Public Administration)	1,325	\$26,205	1.23	51	0.8%	142	60	87	-5	-0.4%
56	Administrative and Support and Waste Management and Remediation Services	1,172	\$25,769	0.72	-1,015	-11.7%	127	52	83	-8	-0.7%
92	Public Administration	1,030	\$49,129	0.86	-70	-1.3%	83	37	59	-13	-1.3%
54	Professional, Scientific, and Technical Services	659	\$59,332	0.36	-33	-1.0%	52	20	37	-5	-0.7%
48	Transportation and Warehousing	610	\$51,860	0.49	15	0.5%	65	26	41	-2	-0.4%
42	Wholesale Trade	581	\$57,600	0.62	-46	-1.5%	52	21	40	-8	-1.4%
52	Finance and Insurance	538	\$65,033	0.52	-120	-4.0%	39	17	31	-9	-1.7%
23	Construction	522	\$38,127	0.35	20	0.8%	44	16	34	-6	-1.2%
53	Real Estate and Rental and Leasing	312	\$37,813	0.71	15	1.0%	27	13	18	-4	-1.1%
71	Arts, Entertainment, and Recreation	295	\$21,824	0.67	-56	-3.4%	46	17	24	5	1.8%
55	Management of Companies and Enterprises	187	\$64,419	0.49	-10	-1.0%	14	6	11	-3	-1.4%
22	Utilities	176	\$57,599	1.35	-29	-3.0%	14	5	11	-2	-1.3%
51	Information	134	\$45,691	0.27	-73	-8.3%	12	4	9	0	-0.3%
99	Unclassified	59	\$30,982	1.91	-1	-0.4%	6	3	4	0	-0.7%
11	Agriculture, Forestry, Fishing and Hunting	14	\$34,860	0.04	-17	-14.8%	2	1	1	0	-0.5%
Total - All Industries		25,139	\$41,422	1.00	-3,061	-2.3%	2,561	1,075	1,656	-171	-0.7%

Source: [JobsEQ®](http://www.chmuraecon.com/jobseq)

Data as of 2021Q4

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average

Exits and transfers are approximate estimates based upon occupation separation rates.

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 2021Q3 with preliminary estimates updated to 2021Q4. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in Danville City, Virginia is Sales and Related Occupations, employing 2,870 workers. The next-largest occupation groups in the region are Production Occupations (2,668 workers) and Office and Administrative Support Occupations (2,643). 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 = 1.84), Healthcare Support Occupations (1.65), and Community and Social Service Occupations (1.39).

Occupation groups in Danville City, Virginia with the highest average wages per worker are Management Occupations (\$103,000), Legal Occupations (\$87,700), and Computer and Mathematical Occupations (\$85,500). The unemployment rate in the region varied among the major groups from 2.1% among Healthcare Practitioners and Technical Occupations to 10.8% among Food Preparation and Serving Related Occupations.

Over the next 1 year, the fastest growing occupation group in Danville City, Virginia is expected to be Healthcare Support Occupations with a +0.8% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+17 jobs) and Healthcare Support Occupations (+15). 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 (467 jobs) and Sales and Related Occupations (374).

Danville City, Virginia, 2021Q4¹

SOC	Occupation	Current					5-Year History			1-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
41-0000	Sales and Related	2,870	\$34,900	1.19	150	8.1%	302	-348	-2.3%	317	154	220	-56	-2.0%
51-0000	Production	2,668	\$38,800	1.84	117	7.2%	49	-691	-4.5%	226	90	183	-47	-1.7%
43-0000	Office and Administrative Support	2,643	\$35,200	0.83	112	5.5%	173	-675	-4.5%	227	119	154	-45	-1.7%
35-0000	Food Preparation and Serving Related	2,554	\$22,300	1.30	183	10.8%	201	-368	-2.7%	485	202	265	17	0.7%
53-0000	Transportation and Material Moving	2,071	\$33,700	0.95	131	9.1%	193	-322	-2.9%	242	96	162	-16	-0.8%
29-0000	Healthcare Practitioners and Technical	1,909	\$79,700	1.29	23	2.1%	427	-127	-1.3%	97	48	57	-8	-0.4%
31-0000	Healthcare Support	1,838	\$26,000	1.65	69	6.3%	118	104	1.2%	253	118	120	15	0.8%
25-0000	Educational Instruction and Library	1,279	\$51,300	0.93	36	3.9%	157	-99	-1.5%	107	53	58	-4	-0.3%
49-0000	Installation, Maintenance, and Repair	1,047	\$49,100	1.09	29	4.2%	62	-39	-0.7%	88	32	64	-7	-0.7%
11-0000	Management	988	\$103,000	0.63	23	3.3%	143	-67	-1.3%	72	22	54	-4	-0.4%
13-0000	Business and Financial Operations	963	\$67,500	0.64	22	3.6%	49	-92	-1.8%	74	25	56	-7	-0.7%
37-0000	Building and Grounds Cleaning and Maintenance	879	\$24,700	1.06	49	8.3%	65	-21	-0.5%	106	51	61	-6	-0.7%
21-0000	Community and Social Service	622	\$46,400	1.39	11	2.9%	118	-6	-0.2%	65	22	40	3	0.4%
39-0000	Personal Care and Service	614	\$28,600	0.97	53	10.6%	24	-56	-1.7%	87	38	47	1	0.2%
33-0000	Protective Service	504	\$44,200	0.95	15	4.3%	34	-54	-2.0%	48	22	30	-4	-0.8%
47-0000	Construction and Extraction	493	\$42,600	0.42	40	8.2%	33	-55	-2.1%	42	14	33	-5	-1.0%
15-0000	Computer and Mathematical	374	\$85,500	0.43	6	2.3%	22	-48	-2.4%	24	7	18	-2	-0.5%

Danville City, Virginia, 2021Q4¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			5-Year History			Total Demand	1-Year Forecast			
				LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %		Exits	Transfers	Empl Growth	Ann % Growth
27-0000	Arts, Design, Entertainment, Sports, and Media	260	\$42,800	0.58	11	8.4%	15	-34	-2.4%	25	10	16	-1	-0.4%
17-0000	Architecture and Engineering	243	\$83,200	0.57	5	3.2%	20	-45	-3.4%	14	6	11	-3	-1.2%
19-0000	Life, Physical, and Social Science	149	\$74,300	0.65	1	3.2%	18	-7	-0.9%	12	3	10	-1	-0.6%
23-0000	Legal	136	\$87,700	0.63	2	2.9%	2	-1	-0.2%	8	4	5	-1	-0.7%
45-0000	Farming, Fishing, and Forestry	36	\$32,500	0.22	5	10.3%	n/a	-8	-3.8%	5	1	4	0	-1.1%
Total - All Occupations		25,139	\$44,000	1.00	1,093	6.5%	2,225	-3,061	-2.3%	2,633	1,136	1,668	-171	-0.7%

Source: [JobsEQ®](#)

Data as of 2021Q4 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 2020 and represent the average for all Covered Employment

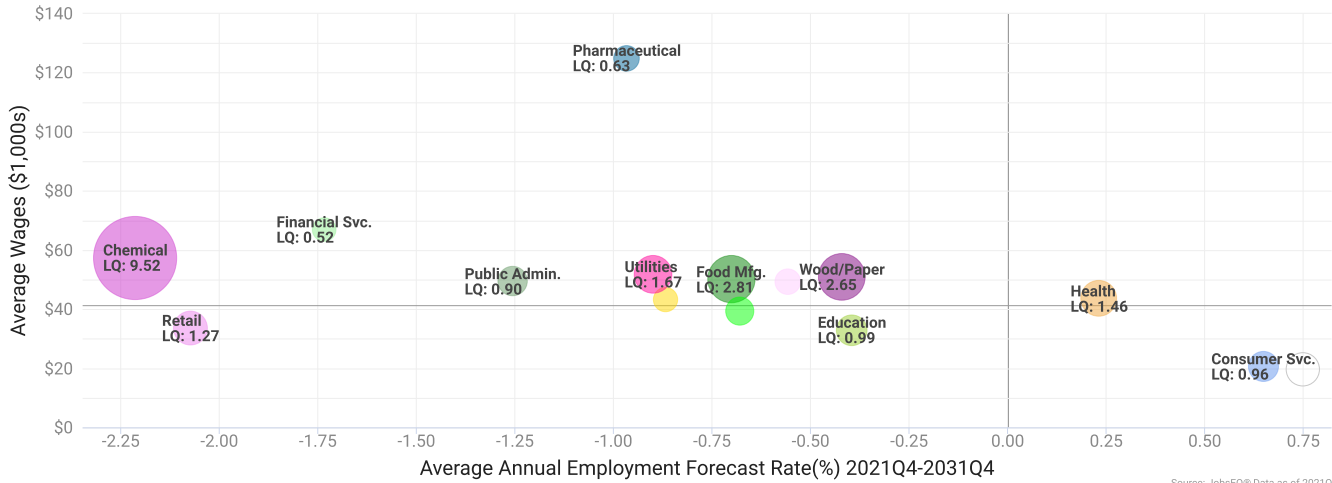
3. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment 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 2021Q3, imputed where necessary with preliminary estimates updated to 2021Q4. Wages by occupation are as of 2020 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 Danville City, Virginia with the highest relative concentration is Chemical with a location quotient of 9.52. This cluster employs 2,226 workers in the region with an average wage of \$57,379. Employment in the Chemical cluster is projected to contract in the region about 2.2% per year over the next ten years.

Industry Clusters for Danville City, Virginia as of 2021Q4



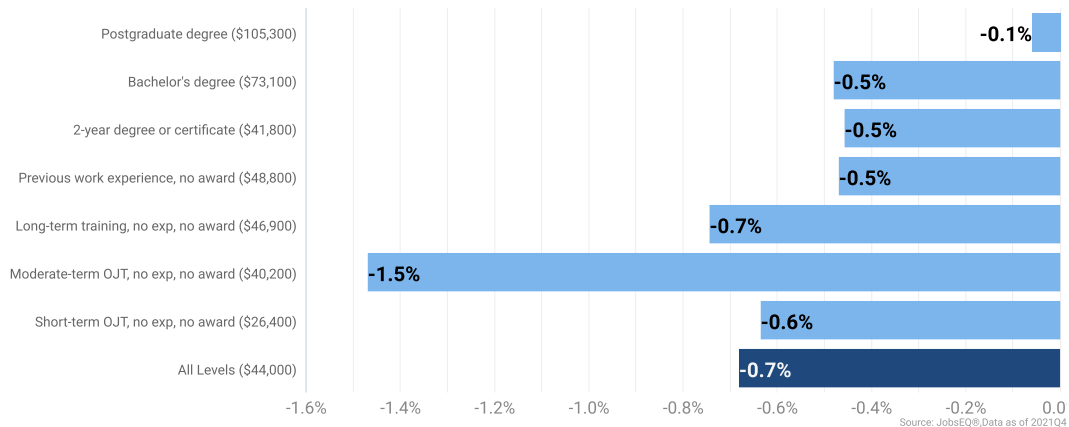
Source: JobsEQ® Data as of 2021Q4

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 2021Q3 with preliminary estimates updated to 2021Q4. 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 Danville City, Virginia is projected to contract 0.7% over the next ten years, occupations typically requiring a postgraduate degree are expected to contract 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 0.5% per year.

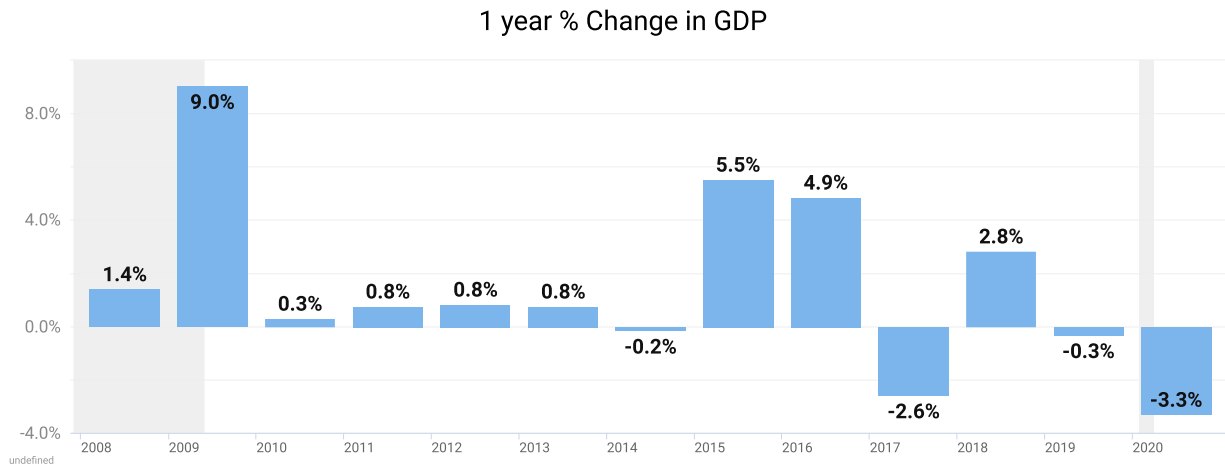
Annual Average Projected Job Growth by Training Required for Danvil



Employment by occupation data are estimates are as of 2021Q4. 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.

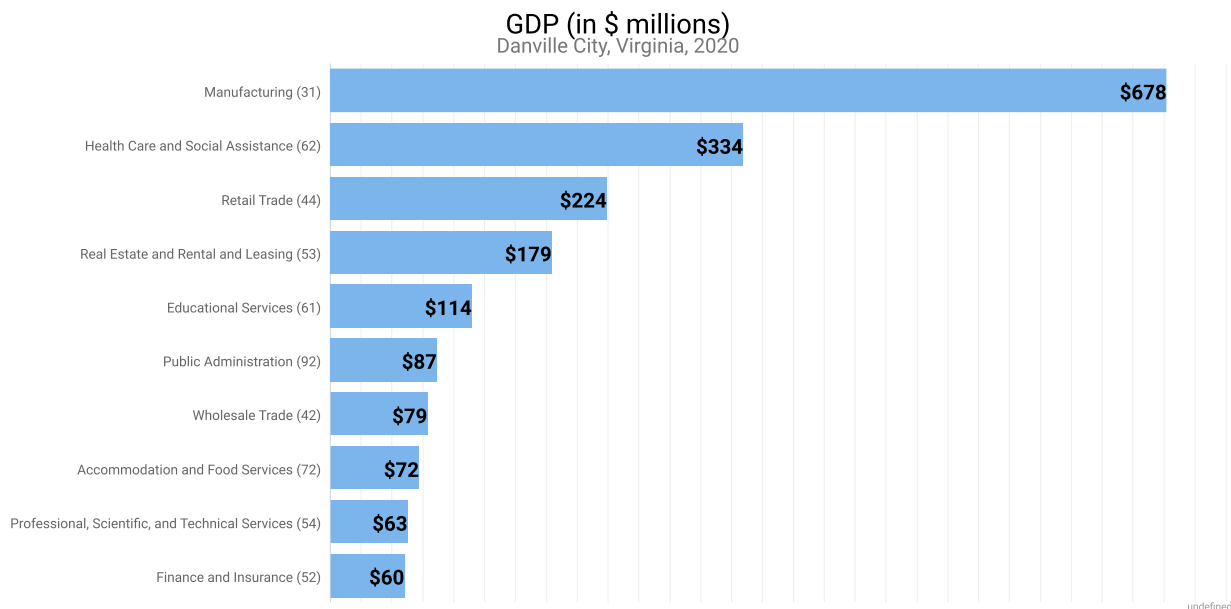
Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2020, nominal GDP in Danville City, Virginia contracted 3.3%. This follows a contraction of 0.3% in 2019. As of 2020, total GDP in Danville City, Virginia was \$2,136,626,000.



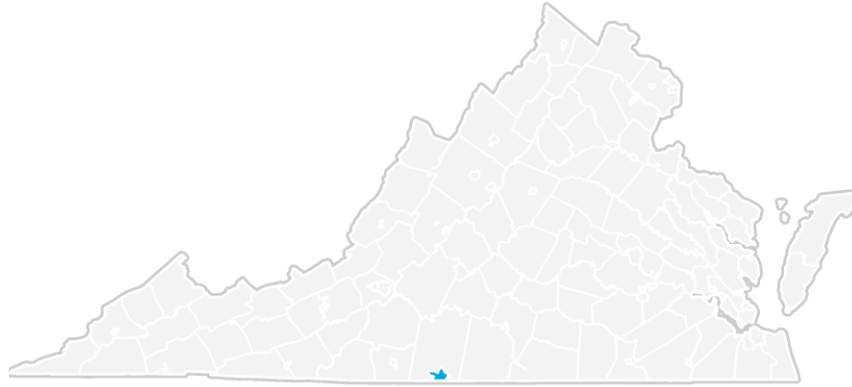
Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2020.

Of the sectors in Danville City, Virginia, Manufacturing contributed the largest portion of GDP in 2020, \$677,505,000. The next-largest contributions came from Health Care and Social Assistance (\$334,125,000); Retail Trade (\$223,749,000); and Real Estate and Rental and Leasing (\$179,265,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2020.

Danville City, Virginia Regional Map



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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