County Facts: Norton city, VA
Population 4,000

The Local Economy

- Unemployment rate: 5.5%
- Poverty rate: 3.7%
- Median family income (000s): $32
- Population growth 2000-2017: 1.4%
- Manufacturing share of workforce: 20%
- Farming share of workforce: 10%
- Great Recession unemployment spike (pp): 4.1%

How Local Kids' Lives Turn Out

- Percent graduating any college: 40%
- Percent achieving upper-middle class: 23%
- Percent reaching upper-middle class: 18%
- Percent achieving American Dream: 10%
- Percent giving birth as a teen: 17%
- Percent landing in jail: 1.8%
- Local school expenditure per student (000s): $6.4
Local Colleges and Upward Mobility

4-Year Colleges
- U of Virginia's College At Wise (public)†
- Virginia 4-year-college average
- U.S. 4-year-college average

2-Year Colleges
- Mountain Empire CC (public)†
- Virginia 2-year-college average
- U.S. 2-year-college average

Low-income share of students
- Norton city: 13.1%
- Virginia 4-year-college average: 6.4%
- U.S. 4-year-college average: 9.3%

Low-income student success rate
- Norton city: 59.2%
- Virginia 4-year-college average: 51.3%
- U.S. 4-year-college average: 56.8%

Local Demographics

Percent Black
- Norton city: 3%
- Virginia: 9%
- United States: 14%

Percent Hispanic
- Norton city: 17%
- Virginia: 12.2%
- United States: 9%

Percent over age 65
- Norton city: 26%
- Virginia: 21%
- United States: 10%

Percent college grad
- Norton city: 223
- Virginia: 76
- United States: 15

Crime rate (arrests per 10k residents)
- Norton city: 15
- Virginia: 15
- United States: 15

Opioid deaths (deaths per 10k residents)
- Norton city: 15
- Virginia: 15
- United States: 15

*: Data refers to the full college system, not just this campus. †: In nearby county
Definitions and Sources

The Local Economy
- Unemployment rate (August 2018, BLS)
- Poverty rate (2012-2016 ACS)
- Median family income (2016 ACS)
- Manufacturing share of workforce (2012-2016 ACS)
- Farming share of workforce (2012-2016 ACS)
- Great Recession unemployment spike (BLS LAUS)

How Local Kids’ Lives Turn Out
- Percent graduating any college (2-yr or 4-yr, Tax Data 2, N/A for some counties)
- Percent reaching upper middle-class (top 20% of the U.S. income distribution, Tax Data 1, N/A for some counties)
- Percent achieving American Dream (share of local low-income kids—i.e. those with 25th-income-percentile parents—who reach the top 20% of the U.S. income distribution as adults, Tax Data 1, N/A for some counties)
- Percent (of local female kids) giving birth as a teen (Tax Data 1, N/A for some counties)
- Percent landing in jail (percent of local kids in jail on 1 April 2010, Tax Data 1 and 2010 Census, N/A for some counties)
- Local school expenditure per student (in public schools, NCES, N/A for some counties)

Local Colleges and Upward Mobility
- Low-income share of students (share of age-18-22 students with bottom-20% parents, Tax Data 2)
- Low-income student success rate (share of low-income age-18-22 students who reach the top 40% of the U.S. income distribution as adults, Tax Data 2)

Local Demographics
- Percent Black (2012-2016 ACS)
- Percent Hispanic (2012-2016 ACS)
- Percent over age 65 (2010 Census)
- Percent college grad (4-yr college, 2012-2016 ACS)
- Crime rate (serious violent and property arrests per 10,000 residents, FBI Uniform Crime Reports, N/A for some counties)
- Life expectancy (at age 40, Tax Data 3, N/A for some counties)
- Opioid deaths (per 10,000 residents in 2017, CDC, N/A for some counties and some counties report population weighted commuting zone average)

Sources Legend
- ACS: U.S. Census Bureau American Community Surveys, 2012-2016
- CDC: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2017 on CDC WONDER Online Database.
- Census: U.S. Census Bureau