Demographics around 2940 Clinch St, Richlands, Virginia 24641, United States

COLDWELL BANKER COMMERCIAL
BROOKS REAL ESTATE

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q4

	5 Miles		10 Miles		20 Miles	
Population						
2023 Population	12,217	---	22,662	---	65,302	---
2028 Projected Population	12,251	---	22,755	---	65,270	---
2028 Projected Population (High Estimate)	12,501	---	23,297	---	66,711	---
2028 Projected Population (Low Estimate)	11,437	---	21,545	---	62,327	---
% Projected Annual Change (2023 - 2028)	0.1%	---	0.1%	---	0.0%	---
% Projected Annual Change (High Estimate)	0.5%	---	0.6%	---	0.4%	---
% Projected Annual Change (Low Estimate)	-1.3%	---	-1.0%	---	-0.9%	---
2000 Census Population	14,236	---	27,301	---	80,390	---
2010 Census Population	12,440	---	22,898	---	66,055	---
% Annual Change (2010 - 2023)	-0.1%	---	-0.1%	---	-0.1%	---
Population Density	150		73		53	
Land Area (Square Miles)	81.44		308.75		1,241.86	
Households						
2023 Households	5,380	---	9,864	---	27,817	---
2028 Projected Households	5,393	---	9,901	---	27,796	---
% Projected Annual Change (2023 - 2028)	0.0%	---	0.1%	---	0.0%	---
2000 Households	5,946	---	10,928	---	31,862	---
2010 Households	5,480	---	9,970	---	28,152	---
% Annual Change (2010 - 2023)	-0.6%	---	-0.7%	---	-0.9%	---
Growth Stability Indicator (-1 to +1)	-0.3598	---	-0.3112	---	-0.2541	---
Daytime Population						
Daytime Population	18,268	---	27,028	---	66,357	---
Children at Home	438	---	778	---	2,168	---
Students	8,150	---	9,694	---	17,388	---
Work at Home	88	---	252	---	690	---
Homemakers	2,873	---	4,947	---	15,029	---
Retired/Disabled Population	2,585	---	4,926	---	14,104	---
Unemployed	269	---	450	---	1,090	---

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	5 Miles		10 Miles		20 Miles	
Total Population by Age						
Average Age (2023)	44.5		44.8		45.0	
Children (2023)						
0 - 4 Years	583	4.8%	1,036	4.6%	2,882	4.4%
5 - 9 Years	612	5.0%	1,105	4.9%	3,206	4.9%
10 - 13 Years	499	4.1%	935.8	4.1%	2,701	4.1%
14 - 17 Years	539	4.4%	1,019	4.5%	2,935	4.5%
Adults (2023)						
18 - 21 Years	556	4.5%	1,028	4.5%	2,928	4.5%
22 - 24 Years	416	3.4%	761	3.4%	2,158	3.3%
25 - 34 Years	1,359	11.1%	2,397	10.6%	6,789	10.4%
35 - 44 Years	1,344	11.0%	2,463	10.9%	7,221	11.1%
45 - 54 Years	1,575	12.9%	2,947	13.0%	8,387	12.8%
55 - 64 Years	1,699	13.9%	3,270	14.4%	9,775	15.0%
65 - 74 Years	1,785	14.6%	3,359	14.8%	9,493	14.5%
75 - 84 Years	986	8.1%	1,854	8.2%	5,284	8.1%
85+ Years	265	2.2%	485	2.1%	1,544	2.4%
Age, Female (2023)						
0 - 4 Years	286	2.3%	506	2.2%	1,414	2.2%
5 - 9 Years	336	2.7%	591	2.6%	1,587	2.4%
10 - 13 Years	247	2.0%	459	2.0%	1,322	2.0%
14 - 17 Years	273	2.2%	511	2.3%	1,424	2.2%
18 - 21 Years	276	2.3%	501	2.2%	1,401	2.1%
22 - 24 Years	206	1.7%	369	1.6%	1,023	1.6%
25 - 34 Years	671	5.5%	1,183	5.2%	3,259	5.0%
35 - 44 Years	680	5.6%	1,229	5.4%	3,465	5.3%
45 - 54 Years	785	6.4%	1,456	6.4%	4,150	6.4%
55 - 64 Years	928	7.6%	1,747	7.7%	5,067	7.8%
65 - 74 Years	958	7.8%	1,779	7.9%	5,007	7.7%
75 - 84 Years	561	4.6%	1,037	4.6%	2,955	4.5%
85+ Years	183	1.5%	327	1.4%	1,031	1.6%
% of Population, Female		**52.3%**		**51.6%**		**50.7%**
Average Age, Female	45.6	---	45.9	---	46.2	---

Age, Male

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	5 Miles		10 Miles		20 Miles	
0 - 4 Years	297	2.4%	530	2.3%	1,468	2.2%
5 - 9 Years	277	2.3%	515	2.3%	1,619	2.5%
10 - 13 Years	252	2.1%	477	2.1%	1,378	2.1%
14 - 17 Years	266	2.2%	508	2.2%	1,512	2.3%
18 - 21 Years	280	2.3%	527	2.3%	1,527	2.3%
22 - 24 Years	210	1.7%	391	1.7%	1,136	1.7%
25 - 34 Years	688	5.6%	1,215	5.4%	3,530	5.4%
35 - 44 Years	663	5.4%	1,235	5.4%	3,756	5.8%
45 - 54 Years	790	6.5%	1,491	6.6%	4,236	6.5%
55 - 64 Years	770	6.3%	1,523	6.7%	4,708	7.2%
65 - 74 Years	827	6.8%	1,580	7.0%	4,487	6.9%
75 - 84 Years	425	3.5%	817	3.6%	2,329	3.6%
85+ Years	82	0.7%	159	0.7%	514	0.8%
% of Population, Male		**47.7%**		**48.4%**		**49.3%**
Average Age, Male	43.3	---	43.7	---	43.8	---

Income (2023)

	5 Miles		10 Miles		20 Miles	
Per Capita Income	$26,239	---	$26,631	---	$25,695	---
Average Household Income	$59,582	---	$61,180	---	$60,323	---
Median Household Income	$42,176	---	$44,561	---	$46,690	---
Less than $15,000	945	17.6%	1,432	14.5%	3,964	14.2%
$15,000 - $19,999	379	7.0%	569	5.8%	1,904	6.8%
$20,000 - $24,999	352	6.5%	670	6.8%	1,866	6.7%
$25,000 - $29,999	283	5.3%	548	5.6%	1,639	5.9%
$30,000 - $34,999	396	7.4%	693	7.0%	1,601	5.8%
$35,000 - $39,999	247	4.6%	613	6.2%	1,632	5.9%
$40,000 - $44,999	201	3.7%	457	4.6%	1,261	4.5%
$45,000 - $49,999	300	5.6%	470	4.8%	1,376	4.9%
$50,000 - $54,999	208	3.9%	403	4.1%	1,001	3.6%
$55,000 - $59,999	170	3.2%	338	3.4%	934	3.4%
$60,000 - $64,999	165	3.1%	337	3.4%	967	3.5%
$65,000 - $69,999	150	2.8%	299	3.0%	850	3.1%
$70,000 - $79,999	276	5.1%	532	5.4%	1,586	5.7%

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	5 Miles		10 Miles		20 Miles	
$80,000 - $89,999	214	4.0%	416	4.2%	1,350	4.9%
$90,000 - $99,999	166	3.1%	335	3.4%	1,114	4.0%
$100,000 - $125,000	306	5.7%	653	6.6%	2,093	7.5%
$125,000 - $149,999	298	5.5%	476	4.8%	1,194	4.3%
$150,000 - $199,999	285	5.3%	550	5.6%	1,131	4.1%
$200,000 - $249,999	22	0.4%	44	0.4%	205	0.7%
$250,000 - $499,999	8	0.1%	16	0.2%	82	0.3%
$500,000+	7	0.1%	14	0.1%	68	0.2%
Income (2028 Projected)						
Per Capita Income	$27,005	---	$27,432	---	$26,627	---
Average Household Income	$61,344	---	$63,044	---	$62,525	---
Median Household Income	$43,271	---	$45,751	---	$48,326	---
Education (2023)						
Less than 9th Grade	619	6.9%	1,515	9.0%	3,620	7.5%
Some High School	768	8.5%	1,412	8.4%	4,886	10.1%
High School Grad	3,458	38.4%	6,151	36.7%	19,470	40.1%
Some College	1,898	21.1%	3,443	20.5%	8,993	18.5%
Associate Degree	909	10.1%	1,665	9.9%	4,517	9.3%
Bachelors Degree	829	9.2%	1,580	9.4%	4,383	9.0%
Masters Degree	379	4.2%	777	4.6%	2,108	4.3%
Doctorate or Professional Degree	151	1.7%	234	1.4%	517	1.1%
Population by Race/Ethnicity (2023)						
Race Excluding Hispanic Ethnic Group						
White	11,827	96.8%	21,972	97.0%	62,373	95.5%
Black	61	0.5%	142	0.6%	1,212	1.9%
Asian	57	0.5%	87	0.4%	168	0.3%
Other	272	2.2%	460	2.0%	1,550	2.4%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	11,777	96.4%	21,880	96.5%	62,061	95.0%
Hispanic	77	0.6%	180	0.8%	634	1.0%
Black, Non-Hispanic	61	0.5%	126	0.6%	1,189	1.8%
Asian, Non-Hispanic	57	0.5%	87	0.4%	167	0.3%
Other, Non-Hispanic	245	2.0%	389	1.7%	1,252	1.9%

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Population by Race/Ethnicity (2028 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	11,826	96.8%	21,997	97.1%	62,104	95.1%
Hispanic	77	0.6%	182	0.8%	627	1.0%
Black, Non-Hispanic	61	0.5%	125	0.6%	1,185	1.8%
Asian, Non-Hispanic	56	0.5%	87	0.4%	161	0.2%
Other, Non-Hispanic	230	1.9%	364	1.6%	1,193	1.8%
Language at Home (2023)						
Spanish	14	0.1%	59	0.3%	536	0.9%
Asian/Pacific Language	21	0.2%	70	0.3%	122	0.2%
European/Indo-European	48	0.4%	73	0.3%	244	0.4%
Arabic	26	0.2%	28	0.1%	70	0.1%
Other Non-English	0	0.0%	4	0.0%	43	0.1%
Family Structure (2023)						
Male Householder, No Children	166	4.5%	305	4.4%	751	3.9%
Female Householder, No Children	433	11.7%	796	11.4%	1,965	10.1%
Single Parent - Male	110	3.0%	162	2.3%	567	2.9%
Single Parent - Female	246	6.6%	441	6.3%	1,333	6.9%
Married w/ Children	691	18.6%	1,364	19.6%	3,877	20.0%
Married w/out Children	1,852	49.9%	3,446	49.4%	9,804	50.5%
Non-family Households	214	5.8%	461	6.6%	1,127	5.8%
Household Size (2023)						
1 Person	1,668	31.0%	2,890	29.3%	8,393	30.2%
2 Persons	2,004	37.2%	3,770	38.2%	10,431	37.5%
3 Persons	819	15.2%	1,581	16.0%	4,358	15.7%
4 Persons	585	10.9%	1,068	10.8%	2,906	10.4%
5 Persons	190	3.5%	365	3.7%	1,106	4.0%
6 Persons	88	1.6%	139	1.4%	404	1.5%
7+ Persons	27	0.5%	51	0.5%	219	0.8%

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Housing (2023)						
Owner-Occupied	3,842	61.2%	7,129	62.4%	20,771	63.2%
Renter-Occupied	1,538	24.5%	2,735	23.9%	7,046	21.4%
Vacant	895	14.3%	1,567	13.7%	5,054	15.4%
Components of Change (2023)						
Births	116	1.0%	214	0.9%	584	0.9%
Deaths	142	1.2%	266	1.2%	786	1.2%
Migration	-55	-0.4%	-16	-0.1%	198	0.3%
Other Population (2023)						
Seasonal Population	132	---	284	---	1,259	---
Transient Population	48	---	52	---	419	---
Group Quarters Population	2	---	97	---	1,652	---
Institutionalized	2	---	88	---	1,538	---
College	0	---	0	---	0	---
Military	0	---	0	---	0	---
Other	0	---	9	---	115	---
Home Value (2023)						
Median Home Value	$188,051	---	$195,536	---	$182,773	---
Average Home Value	$160,433	---	$161,430	---	$146,445	---
Under $20,000	323	8.4%	492	6.9%	1,397	6.7%
$20,000 to $40,000	158	4.1%	209	2.9%	1,018	4.9%
$40,000 to $60,000	137	3.6%	305	4.3%	1,050	5.1%
$60,000 to $80,000	249	6.5%	562	7.9%	1,729	8.3%
$80,000 to $100,000	297	7.7%	481	6.7%	1,636	7.9%
$100,000 to $125,000	311	8.1%	683	9.6%	2,754	13.3%
$125,000 to $150,000	429	11.2%	731	10.2%	1,871	9.0%
$150,000 to $200,000	661	17.2%	1,081	15.2%	2,628	12.6%
$200,000 to $250,000	470	12.2%	928	13.0%	2,382	11.5%
$250,000 to $300,000	226	5.9%	520	7.3%	1,506	7.3%
$300,000 to $400,000	221	5.8%	494	6.9%	1,441	6.9%
$400,000 to $500,000	143	3.7%	295	4.1%	604	2.9%
$500,000 to $750,000	209	5.5%	301	4.2%	524	2.5%
$750,000 to $1,000,000	4	0.1%	24	0.3%	116	0.6%
$1,000,000 or more	2	0.0%	15	0.2%	60	0.3%

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Vehicles Per Household (2023)						
No Vehicle	427	7.9%	658	6.7%	1,897	6.8%
1 Vehicle	1,676	31.1%	2,908	29.5%	8,257	29.7%
2 Vehicles	2,123	39.5%	3,810	38.6%	10,445	37.5%
3 Vehicles	878	16.3%	1,930	19.6%	5,253	18.9%
4 Vehicles	229	4.3%	427	4.3%	1,351	4.9%
5 or more Vehicles	47	0.9%	131	1.3%	613	2.2%
Economic Indicators (2023)						
Gross Domestic Product (GDP) - in 1,000s	$579,919	---	$1,089,496	---	$3,188,222	---
Economic Viability	233	---	230	---	228	---
Economic Viability, Indexed	102	---	100	---	99	---
Average Salary	$35,351	---	$35,734	---	$36,010	---
Average Mortgage-Risk	2.48	---	2.39	---	2.27	---
Businesses (2023)						
Establishments	351	---	535	---	1,607	---
Employees (FTEs)	3,866	---	5,980	---	15,889	---
Employment, Pop 16+ (2023)	10,249		19,077		55,059	
Armed Forces	4	0.0%	4	0.0%	4	0.0%
Civilian	4,341	42.4%	8,431	44.2%	23,708	43.1%
Employed	4,072	39.7%	7,981	41.8%	22,619	41.1%
Unemployed	269	2.6%	450	2.4%	1,090	2.0%
Not in Labor Force	5,908	57.6%	10,646	55.8%	31,350	56.9%
Unemployment Rate (2023)		6.2%		5.4%		4.7%
Employment by Industry (2023)						
Agriculture, Mining and Construction	340	8.4%	860	10.8%	2,722	12.0%
Manufacturing	339	8.3%	836	10.5%	2,388	10.6%
Transportation	243	6.0%	468	5.9%	1,275	5.6%
Information	106	2.6%	148	1.9%	481	2.1%

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Wholesale-Retail	855	21.0%	1,497	18.8%	3,789	16.8%
Finance, Insurance, and Real Estate	134	3.3%	260	3.3%	834	3.7%
Professional Services	76	1.9%	151	1.9%	629	2.8%
Management Services	0	0.0%	0	0.0%	0	0.0%
Administration and Waste Services	151	3.7%	267	3.3%	713	3.2%
Educational Services	1,079	26.5%	2,000	25.1%	5,819	25.7%
Entertainment Services	327	8.0%	541	6.8%	1,598	7.1%
Other Professional Services	185	4.5%	420	5.3%	1,008	4.5%
Public Administration	236	5.8%	533	6.7%	1,362	6.0%
Employment by Occupation (2023)	---		---		---	
White Collar						
Managerial and Executive	345	8.5%	666	8.3%	2,074	9.2%
Professional Specialty	916	22.5%	1,814	22.7%	4,835	21.4%
Healthcare and Support	71	1.8%	110	1.4%	618	2.7%
Sales	724	17.8%	1,097	13.7%	2,326	10.3%
Office and Administration	519	12.7%	939	11.8%	2,235	9.9%
Blue Collar						
Protective Services	140	3.4%	345	4.3%	900	4.0%
Food Preparation and Serving	192	4.7%	313	3.9%	1,184	5.2%
Building Maintenance and Cleaning	162	4.0%	275	3.4%	1,036	4.6%
Personal Care Services	43	1.0%	133	1.7%	309	1.4%
Farming, Fishing & Forestry	9	0.2%	41	0.5%	94	0.4%
Construction	416	10.2%	972	12.2%	3,058	13.5%
Production & Transportation	535	13.1%	1,278	16.0%	3,949	17.5%
School Enrollment (2023)						
Nursery School/Pre-school	48	0.4%	128	0.6%	418	0.6%
Kindergarten/Elementary School	1,018	8.3%	1,822	8.0%	5,968	9.1%
High School	561	4.6%	819	3.6%	2,655	4.1%
College/Graduate/Professional School	432	3.5%	903	4.0%	2,211	3.4%
Not Enrolled	10,157	83.1%	18,990	83.8%	54,049	82.8%

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Travel Time to Work						
Less than 10 minutes	919	22.2%	1,378	17.9%	3,616	16.3%
10 to 14 minutes	685	16.6%	1,187	15.4%	2,656	12.0%
15 to 19 minutes	570	13.8%	1,116	14.5%	2,615	11.8%
20 to 24 minutes	513	12.4%	1,000	13.0%	3,063	13.8%
25 to 29 minutes	153	3.7%	348	4.5%	1,144	5.2%
30 to 34 minutes	450	10.9%	928	12.0%	3,103	14.0%
35 to 44 minutes	323	7.8%	566	7.3%	1,674	7.6%
45 to 59 minutes	230	5.6%	592	7.7%	2,131	9.6%
60 or more minutes	294	7.1%	589	7.6%	2,150	9.7%
Average travel time to work in minutes	25.1	---	21.2	---	19.9	---
Population by LandScape Segment						
A1: Empire Builders	0	0.00%	0	0.00%	0	0.00%
A2: Grand Masters	0	0.00%	0	0.00%	0	0.00%
A3: Marquis Class	0	0.00%	0	0.00%	0	0.00%
A4: American Knights	0	0.00%	0	0.00%	0	0.00%
A5: Urban Squires	452	3.67%	452	1.99%	452	0.69%
A6: Regents	0	0.00%	0	0.00%	0	0.00%
B1: Charmed Life	0	0.00%	0	0.00%	0	0.00%
B2: Sitting Pretty	0	0.00%	0	0.00%	0	0.00%
B3: Kindred Spirit	544	4.42%	544	2.39%	625	0.95%
B4: Middle of the Road	0	0.00%	126	0.55%	247	0.38%
B5: White Collar Starts	0	0.00%	0	0.00%	0	0.00%
B6: Blue Collar Starts	0	0.00%	0	0.00%	0	0.00%
C1: Social Whirls	0	0.00%	0	0.00%	0	0.00%
C2: Managing Business	0	0.00%	0	0.00%	0	0.00%
C3: Nest Builders	0	0.00%	0	0.00%	825	1.26%
C4: Gainfully Employed	0	0.00%	0	0.00%	0	0.00%
C5: Strapped	566	4.60%	566	2.49%	566	0.86%
D1: Gray Eminence	0	0.00%	0	0.00%	179	0.27%
D2: Fall Years	2,909	23.65%	3,056	13.43%	5,345	8.14%
D3: Still in the Game	0	0.00%	0	0.00%	2,417	3.68%
E1: Gurus	0	0.00%	0	0.00%	1,402	2.13%

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q4

	5 Miles		10 Miles		20 Miles	
E2: Wizards	270	2.20%	765	3.36%	765	1.16%
E3: Apprentices	0	0.00%	0	0.00%	0	0.00%
F1: Hard Act to Follow	0	0.00%	0	0.00%	0	0.00%
F2: SM Seeks SF	0	0.00%	0	0.00%	139	0.21%
F3: Solo Acts	662	5.38%	855	3.76%	1,530	2.33%
F4: Down But Not Out	1,446	11.76%	2,728	11.99%	5,354	8.15%
G1: Urban Moms/Dads	0	0.00%	0	0.00%	0	0.00%
G2: Apron Strings	711	5.78%	711	3.13%	711	1.08%
G3: Solemn Widows/ers	205	1.67%	1,118	4.91%	7,632	11.62%
H1: Educated Earners	0	0.00%	0	0.00%	0	0.00%
H2: Suburban Singles	0	0.00%	0	0.00%	0	0.00%
H3: Hard Hats/Hair Nets	0	0.00%	0	0.00%	0	0.00%
I1: Bonds and Babies	0	0.00%	0	0.00%	0	0.00%
I2: Great Generations	0	0.00%	0	0.00%	0	0.00%
I3: Couples with Capital	0	0.00%	0	0.00%	0	0.00%
I4: Kith and Kin	0	0.00%	0	0.00%	0	0.00%
I5: Sublime Suburbia	0	0.00%	0	0.00%	0	0.00%
J1: Stocks and Scholars	0	0.00%	0	0.00%	0	0.00%
J2: Marmalade & Money	0	0.00%	0	0.00%	0	0.00%
J3: Stately Suburbs	0	0.00%	0	0.00%	1,782	2.71%
K1: Country Villas	0	0.00%	0	0.00%	0	0.00%
K2: Pastoral Vistas	0	0.00%	574	2.52%	574	0.87%
K3: Terra Firma	0	0.00%	0	0.00%	0	0.00%
K4: Stock in Trade	0	0.00%	0	0.00%	0	0.00%
K5: Rough and Ready	0	0.00%	49	0.21%	373	0.57%
K6: The Outback	0	0.00%	0	0.00%	0	0.00%
K7: Cornucopia	0	0.00%	0	0.00%	0	0.00%
L1: Land Barons	0	0.00%	0	0.00%	342	0.52%
L2: Fertile Acres	0	0.00%	287	1.26%	2,842	4.33%
L3: Bread Basket	0	0.00%	635	2.79%	1,640	2.50%
L4: Farmers Circle	893	7.26%	2,497	10.97%	4,839	7.37%
L5: Crops and Tractors	1,300	10.57%	1,768	7.77%	9,307	14.17%
M1: Harlem Gentry	0	0.00%	0	0.00%	0	0.00%
M2: East Side	0	0.00%	0	0.00%	0	0.00%
M3: Upper East Side	0	0.00%	0	0.00%	0	0.00%

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q4

	5 Miles		10 Miles		20 Miles	
M4: Lower East Side	0	0.00%	0	0.00%	0	0.00%
M5: Between Jobs	0	0.00%	0	0.00%	0	0.00%
N1: Anos de Quincenera	0	0.00%	0	0.00%	0	0.00%
N2: Los Padres	0	0.00%	0	0.00%	0	0.00%
N3: Los Novios	0	0.00%	0	0.00%	0	0.00%
N4: Los Padrinos	0	0.00%	0	0.00%	0	0.00%
N5: Los Solteros	0	0.00%	0	0.00%	0	0.00%
N6: Los Trabajadores	0	0.00%	0	0.00%	0	0.00%
O1: Golden Heritage	0	0.00%	0	0.00%	302	0.46%
O2: East Meets West	0	0.00%	0	0.00%	0	0.00%
O3: Group Quarters	0	0.00%	99	0.44%	1,750	2.66%
O4: Doublewides	1,099	8.94%	2,103	9.24%	5,016	7.64%
O5: Centurions	0	0.00%	0	0.00%	0	0.00%
O6: Legacy Years	1,244	10.12%	3,818	16.78%	8,725	13.28%
O7: Collegians	0	0.00%	0	0.00%	0	0.00%

Weekly Consumer Spending Patterns		Per Household		Per Household		Per Household
Alcoholic beverages	$49,891	$9.27	$92,564	$9.38	$262,439	$9.43
Total Apparel and services	$133,703	$24.85	$244,597	$24.80	$688,396	$24.75
Cash contributions	$191,418	$35.58	$356,526	$36.14	$1,007,347	$36.21
Total Education	$47,957	$8.91	$88,435	$8.97	$250,739	$9.01
Total Entertainment	$229,482	$42.65	$424,991	$43.08	$1,198,892	$43.10
Total Food	$792,369	$147.28	$1,462,308	$148.24	$4,142,109	$148.91
Total Health care	$440,883	$81.95	$819,894	$83.12	$2,314,364	$83.20
Total Housing	$1,068,038	$198.52	$1,978,264	$200.55	$5,581,334	$200.65
Total Personal care products and services	$70,878	$13.17	$130,408	$13.22	$367,255	$13.20
Personal insurance	$38,076	$7.08	$70,606	$7.16	$199,303	$7.16
Total Reading	$7,404	$1.38	$13,799	$1.40	$38,934	$1.40
Total Tobacco products and smoking supplies	$39,226	$7.29	$71,455	$7.24	$201,574	$7.25
Total Transportation	$911,750	$169.47	$1,693,562	$171.69	$4,762,179	$171.20
Cash gifts	$51,942	$9.65	$97,666	$9.90	$276,803	$9.95

LandScape Descriptions (Trade Area 1 Only)

D2: Fall Years

Fall Years neighborhoods are home to residents who are working hard to make ends meet, or have their working years behind them and are relying on social security and retirement income to retain their mix of middle- class, white- collar and blue- collar, highly urban lifestyle. With an annual income range in the $30,000s and $40,000s, these Seasoned Urban Dwellers have to make every penny count. Fall Years dwellers are still predominantly in their mid- to- late- 40s,but also have a higher- than- average percent of 65- plus- year- olds. This explains their growing percentage of income from social security/retirement accounts. It also speaks to a significantly higher- than- average number of widows and widowers, and their slightly lower- than- average number of households with children. This group measured an average level of college, perhaps attaining two- year technical degrees to obtain their jobs in fields such as healthcare, protective services, and office administration. The blue- collar brethren among them have jobs in production, transportation, and repair services, among other traditional manual- labor jobs.

F4: Down But Not Out

It's not always easy to be in your 40s, single- with- some- children, and earning in the $30,000 to $40,000 range. Just ask Down But Not Out residents. They are the oldest of the Going it Alone urban neighborhood segments, and the most financially stresses. In fact, while the median age is in the 40s, they also are home to nearly two- times- the- average in residents over 65 years of age. Owing to the aging population, their primarily single status is due to a combination of three factors: two- times- the- average level of widows and widowers, a 50- percent- higher level of divorcees, and a slightly higher- than- average level of people who have never married. These neighborhoods have an average level of college education. They earn $30,000 to $40,000 annually both from wages and retirement/social security. Those who are still working are employed in white- collar occupations such as food preparation, office administration, personal care, maintenance, and healthcare. One could see Down But Not Out residents resigned to living out their remaining years alone, but working hard to make their singlehood as comfortable as possible.

L5: Crops and Tractors

Among the five Working With Nature segments, Crops & Tractors are the grandpas and grandmas of the bunch. Yes, the median age is in the 40s, but these sectors are also home to a nearly 50- percent- higher- than- average level of people who are 65- plus. They also have the fewest number of children, the highest level of social security income (nearly 50- percent- higher- than- average- nationally), and a well- above- average level of widows and widowers. Although this group by- and- large has high- school educations, they earn the lowest income levels of this category: in the low- $30,000s or less. Another top- ranking feature of these rural areas is an over four- times- the- average number of people employed as farmers. Other occupations include transportation, construction, repair, production, and healthcare. This group also counts on the highest level of public- assistance income of all five Working With Nature segments: at just below 50- percent- higher- than- average.

O6: Legacy Years

There are two images of that come to mind when you say "senior citizen" in the United States. One is of a very well off retired person living out their golden years in comfort. A second image is of an older person who is struggling to make ends meet and suffering the indignities of a combination of old- age and low- income. Legacy Years are areas representing households that are fully retired with residents on very tight budgets. The median age in these neighborhoods is the 50s and low- 60s, but they also have a nearly three- times- the- national- average number of people over 65- years- old. The median income of these households is the low- $30,000s or less. While many residents are drawing on social security and retirement income, they also have a 75- percent- above- average ranking in public- assistance. This group of senior citizens also ranks above- average on several occupational categories, which is either a reflection of the employment of the younger members of the neighborhood or the need for some seniors to continue working. They show above- average levels of employment in both blue- and white- collar jobs in these areas: healthcare support, building maintenance, farming/fishing/forestry, protective services, and food preparation. An above- average percent have high- school degrees, but a higher percent have less- than- high- school educations. These areas have an average level of married- couples and few children, but above- average levels of single- households (over 50- percent- above- average), widows (well over two- times- average), and widowers (over two- and- a- half- times- average).

O4: Doublewides

Demographics around 2940 Clinch St, Richlands, Virginia 24641, United States

In America there tends to be a particular stigma attached to living in mobile homes and mobile home parks, but in fact, many people chose this lifestyle as a preference for several reasons, including mobility and low- cost housing. In fact, the median income of residents of Doublewides neighborhoods is a very respectable high- $30,000s and $40,000s. Doublewides are areas were mobile homes dictate the lifestyles of the residents, who share a median age in the 30s. While residents in Doublewides do have a higher- than- average level of income from public- assistance, many others are hardworking Americas, with a higher- than- average representation in several manual- labor blue- collar occupations, including farming/fishing/forestry (nearly three- times- average), construction (75% above average), repair services (50% above- average), transportation (50% above- average), and production (nearly 50% above- average). These occupations are a reflection of the residents' low educational achievements: There is an over- 50% average number of people with less- than- high- school educations. However, 25% above- average have high- school degrees. Also owing to their residents' ages, these areas have slightly more younger children than older. They tend to have married- couple households, but also have a nearly 50% higher- than- average number of single- fathers.

L4: Farmers Circle

Three- times- the- national- average of people living in Farmers Circle rural segments are employed in the farming, fishing, and forestry industries - or were, in there younger days! While this segment, like its fellow Working With Nature sectors, has a median age in the 40s, this area has a growing number of 65- plus- year- olds: The current calculation is well over a 25- percent- higher- than- average ranking. This aging demographic explains other dominant characteristics of Farmers Circle residents, including a nearly 25- percent- higher- than- average number of widows/widowers and a similar high- level of social security/retirement income. Overall, these folks are married with either no kids or a few teenagers under foot. That's good, because their modest incomes, which range from high- $30,000s to the $40,000s, will stretch farther. This group also has a lower- level of interest/income than other segments in the Working With Nature category. Besides farmers, Farmers Circle areas are also inhabited by a higher- than- average level of people working in construction, repair services, production, and transportation.

G2: Apron Strings

Apron Strings & Hard Hats rank almost 50- percent- higher- than- the- national- average in single households. A slightly- above- average number of the predominately 30- year- old residents of this highly urban Struggling Alone category have never been married, but more often they are divorced or widowed: They measure 50- percent- higher- than- average in both circumstances. These singles have some children, creating neighborhoods with either single men or women raising children under 17 alone. In fact, the household compositions measure 75- pecent- higher- than- average in single- parent families. Some of these residents have never been married, but over 50- percent- more- than- average are widowed or divorced. Apron Strings areas are below- average in education, measuring below- average on college and 50- percent- higher- than- average level of people without high- school degrees. This number correlates to their occupational categories, which are predominately in these areas: Those who have jobs work in blue- collar positions, with about a 50- percent- higher- than- average showing in healthcare, food preparation, building maintenance, production, and transportation. Incomes for this group are below or in the $30,000s. Not surprisingly, they rely heavily on public assistance to make ends meet: Measuring at almost two- times- average in this area. Apron Strings' above- average number of 65- plus- year- olds are also pulling some income from social security. Overall, residents of Apron Strings & Hard Hats segments have their lives full just to keep it together.

C5: Strapped

Strapped neighborhoods, which consist of 30- year- olds- with- kids and a smattering of retirees, are the financial strugglers of the Urban Cliff Dwellers category. One reason for their harder- row- to- hoe status may be their lower education level. They have a higher- than- average number of residents without high- school degrees. Plus, this group subsists on less than $30,000- a- year, which they earn from a combination of both wages and public assistance. The older residences are naturally already dipping into social security. They are the only segment in this category with statistically significant measurements in the blue- collar occupational category. Their occupations vary across the traditional blue- collar range, with a particularly large number in the production industries. Other common occupational industries are repair services, construction, grounds maintenance, food preparation, and healthcare support. Strapped residents' no- frills shopping strategy probably includes keeping a sharp eye out for sales on the basic necessities of life.

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B3: Kindred Spirit

Kindred Spirits are home to people who keep America humming - because they are the ones doing the work, as well as their fair share of the spending. The residents of these Urban Cliff Climber neighborhoods are 20- to 30- years- old, married- with- children of all ages (but slightly more in the younger ranges), earning between $40,000 and $50,000, enjoying some years of college education, and employed in a cross- section of the nation's middle- class occupations. These residents earn an income slightly above the national- average in a wide range of jobs, such as protective services, food preparation, personal care, sales, office administration, construction, and repair services. With kids to raise and relatively good incomes, Kindred Spirits no doubt enjoy a big slice of classic middle- class life.

A5: Urban Squires

Urban Squires have the greatest number of national- average measurements than other segments within the Creme de la Creme category. But, however ordinary these Urban Squire residents may appear, they are definitely living very comfortably compared to the nation as a whole, with a median income range in the $70,000s and $80,000s. The residents of these highly urban areas tend to be in their 30s, but weigh in at an average level in all other age categories. Other national- average measurements include married- with- children, income from wages, and social security income. Urban Squires' standout characteristics included a twice- the- national- average level of college- educated residents, a slightly higher level of residents employed in white- collar management and professional jobs, and a higher level of income from interest/dividends.

E2: Wizards

What could be better than being in your 30s, having a college degree and a professional career, having no children, and earning in the $50,000s and $60,000s? Apparently, the cherry on top of this scenario for residents of the highly urban Wizards neighborhoods is having all that plus being single. These segments, which are in the urban Thriving Alone category, are dominated by 30- something single people, who are alone mainly either because they've never been married or because they are divorced. These neighborhoods measure at higher- than- twice- the- national- average in non- family households. Indeed, you won't find many children or people in their retirement years among the Wizards. What you will find is a relatively youthful group that enjoys their relatively high incomes from salaries earned in white- collar management and professional careers. These residents also earn a slightly higher- than- average level of income from interests/dividends and self- employment income - indicating that there are many smart investors and entrepreneurs (and no doubt savvy spenders) among the inhabitants. After a hard- charging 9- to- 5 workweek, Wizards likely bust out on the weekends to spend their time reveling in child- free entertainment and to spend their money enjoying their independent lives.