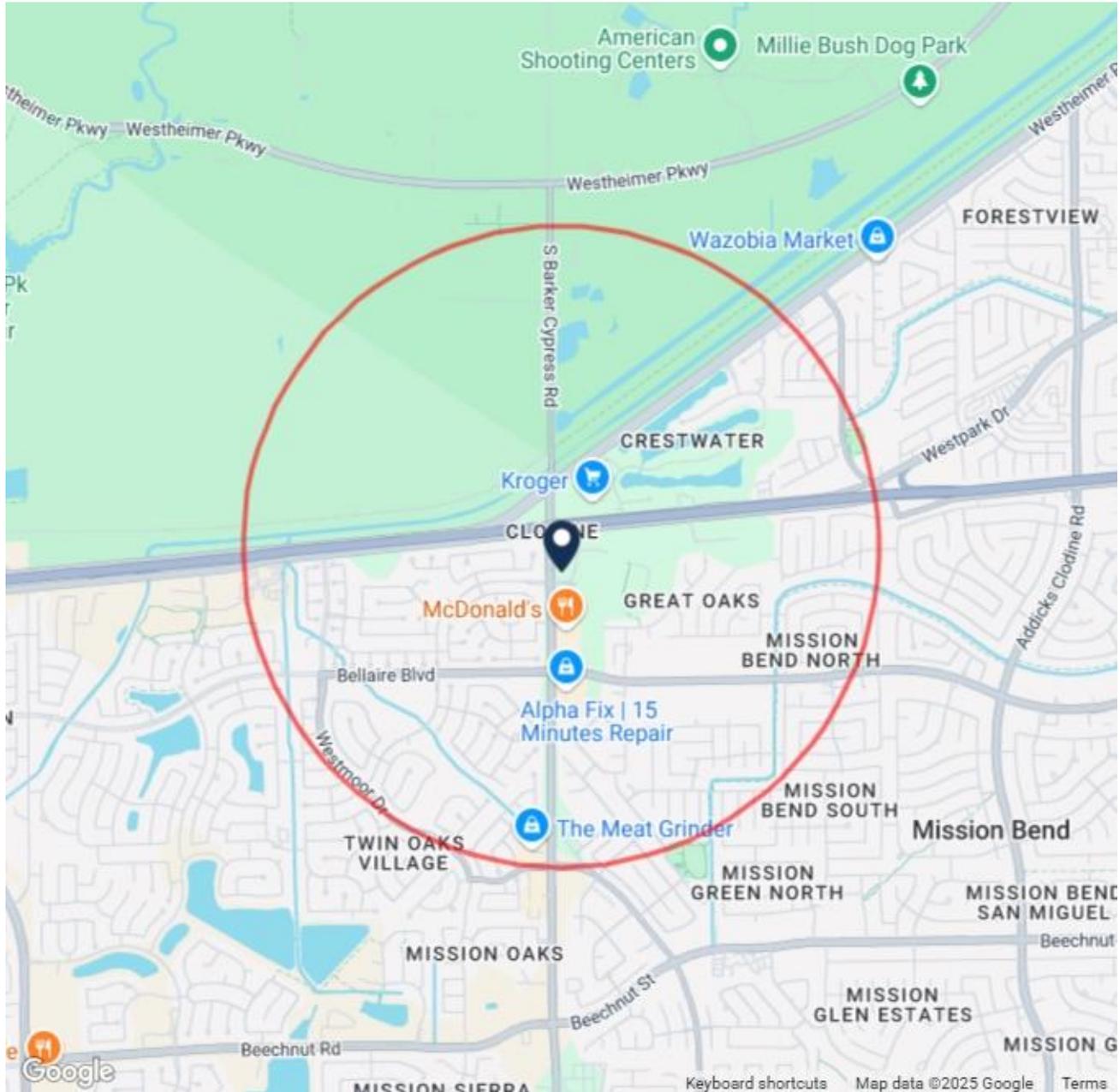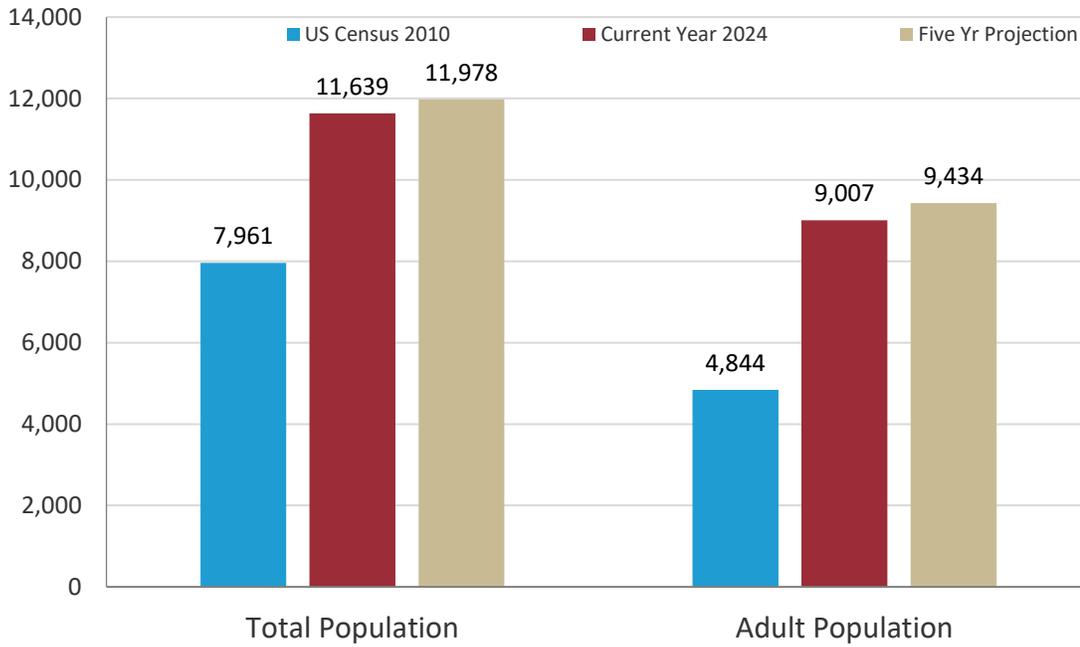# Demographics near 6511 FM 1464 Rd Richmond, TX

Trade Area: 1 Mile
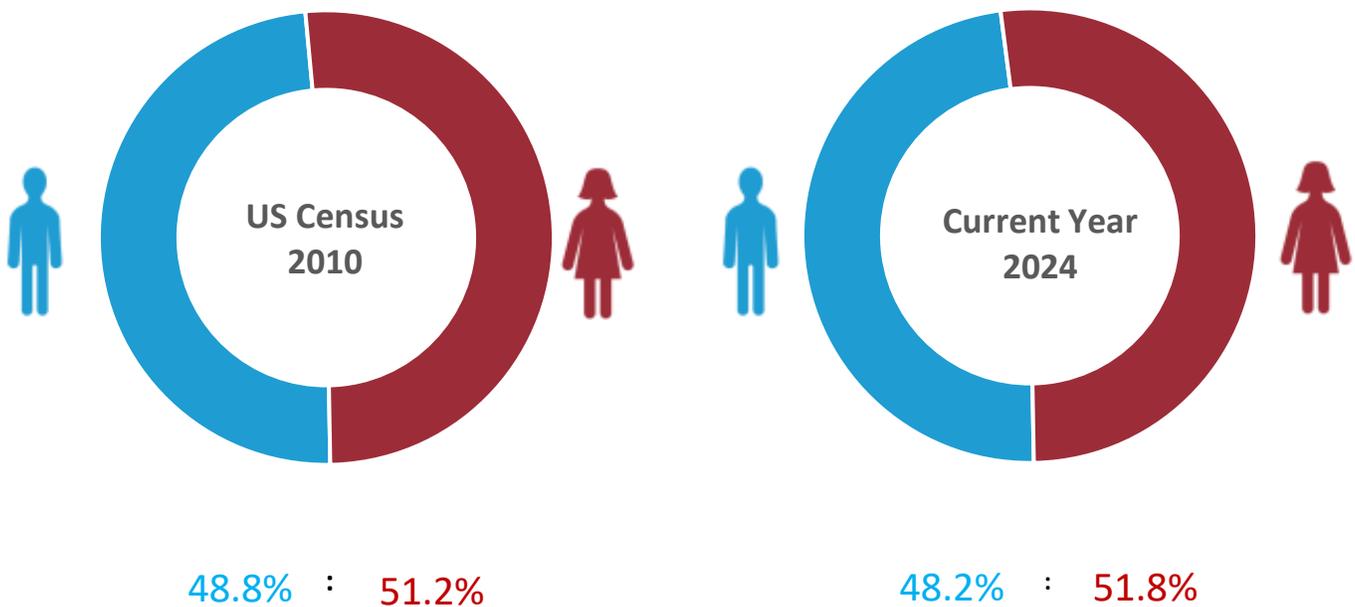
# Population Charts

## Population



Bar chart legend: US Census 2010 | Current Year 2024 | Five Yr Projection

**Total Population**
- US Census 2010: 7,961
- Current Year 2024: 11,639
- Five Yr Projection: 11,978

**Adult Population**
- US Census 2010: 4,844
- Current Year 2024: 9,007
- Five Yr Projection: 9,434

## Female/Male Ratio



US Census 2010
48.8% : 51.2%

Current Year 2024
48.2% : 51.8%

## Daytime Population

Legend:
- Daytime Population
- Daytime Population, Over Age 16
- Civilian Population, Age 16+ at Workplace
- Retired/Disabled Population
- Population 16 and Under
- Work at Home
- Homemakers
- Unemployed

| Category | Value |
|---|---|
| Daytime Population | 8,578 |
| Population 16 and Under | 2,466 |
| Daytime Population, Over Age 16 | 6,112 |
| Work at Home | 547 |
| Civilian Population, Age 16+ at Workplace | 6,666 |
| Homemakers | 662 |
| Retired/Disabled Population | 1,539 |
| Unemployed | 456 |

## Age

| Age Group | Percentage |
|---|---|
| Age 18+ | 77.4% |
| Age 55+ | 27.6% |
| Age 65+ | 13.5% |

### Median Age, Total

**37.8**

### Age Demographics

| Percentage | Age |
|---|---|
| 77.38% | Age 18+ |
| 27.65% | Age 55+ |
| 13.53% | Age 65+ |

# Population STI: LandScape (Current Year)



STI: LandScape Population
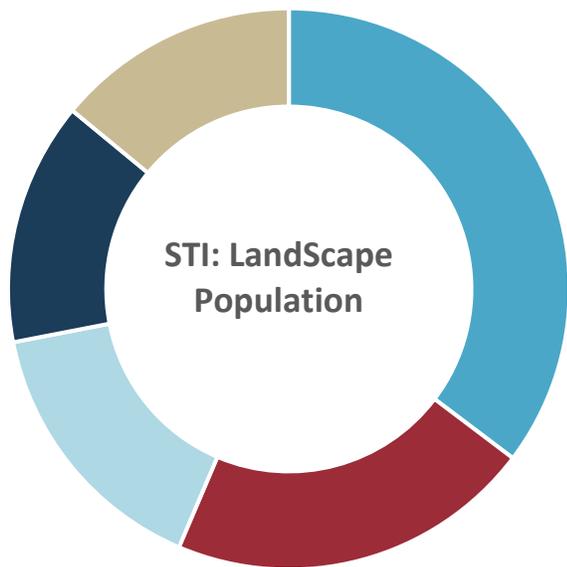
### Top Six Segments:

- 9.8% Los Solteros (N5)
- 5.9% Managing Business (C2)
- 4.3% Gainfully Employed (C4)
- 3.9% Los Padrinos (N4)
- 3.9% Los Padres (N2)
- 0.0% Collegians (O7)

### Other top segments:

- 2.0% Black Gentry (M1)
- 1.6% Nest Builders (C3)
- 0.5% Anos de Quincenera (N1)
- 0.3% Kindred Spirit (B3)
- 0.3% American Knights (A4)
- 0.2% Los Novios (N3)

| Segment Characteristics | Median HH Income | Median Age | Neighbor-hood Type | Marital Status | Race/ Ethnicity | Children at Home | Education | Employment |
|---|---|---|---|---|---|---|---|---|
| **Los Solteros (N5)** | $41K | 34 | Urban | Single | Hispanic | Families | Low Education | Blue Collar |
| **Managing Business (C2)** | $67K | 41.7 | Urban | Married | White | Few/No Children | High School Grad | White Collar |
| **Gainfully Employed (C4)** | $50K | 40.8 | Urban | Married | White | Few/No Children | College/Trades | White Collar |
| **Los Padrinos (N4)** | $45K | 39.6 | Urban | Single | Hispanic | Families | High School | Blue Collar |
| **Los Padres (N2)** | $49K | 33.7 | Urban | Married | Hispanic | Families | Low Education | Blue Collar |
| **Collegians (O7)** | $41K | 22.4 | Urban | Single | Diverse | None | Bachelor's Plus | Blue/White Collar |
| Black Gentry (M1) | $56K | 38.8 | Urban | Married | Black | None | High School Grad | White/Blue Collar |
| Nest Builders (C3) | $51K | 40.3 | Urban | Married | White | Some Children | College/Trades | White Collar |
| Anos de Quincenera (N1) | $59K | 39.7 | Urban | Married | Hispanic | Some Children | High School | Blue Collar |
| Kindred Spirit (B3) | $58K | 34.2 | Urban | Married | White | Some Children | College/Trades | White Collar |
| American Knights (A4) | $99K | 36.2 | Urban | Married | White | Families | Bachelor's Plus | White Collar |
| Los Novios (N3) | $39K | 29.6 | Urban | Married | Hispanic | Families | Low Education | Blue Collar |

*Please refer to the end of this report for full descriptions.*
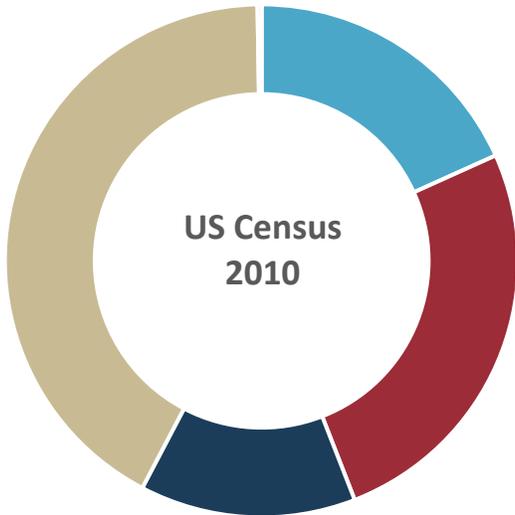
## Ethnicity (Not Hispanic/Latino)
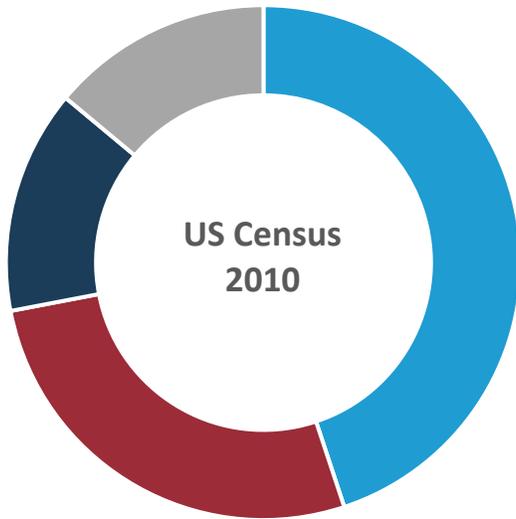
**US Census 2010**

**2010 US Census (Not Hispanic/Latino)**
- 42.99% White
- 25.90% Black
- 13.46% Asian
- 13.34% Other
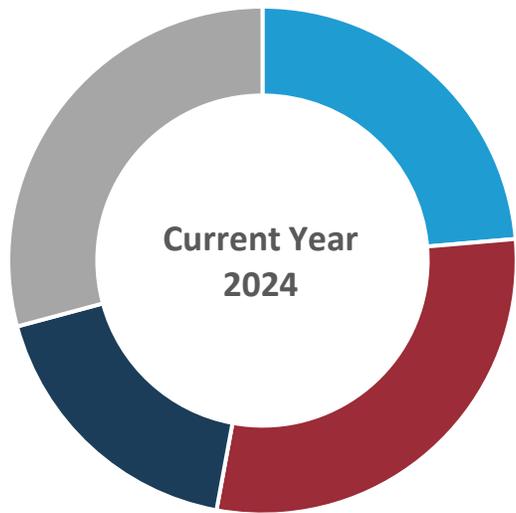
**Current Year 2024**

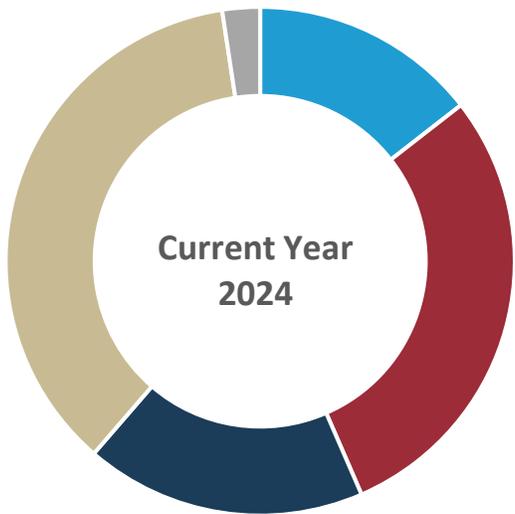**Current Year (Not Hispanic/Latino)**
- 23.64% White
- 29.26% Black
- 17.92% Asian
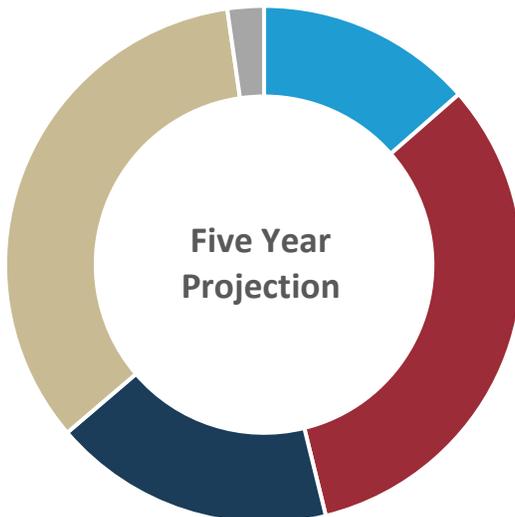- 29.18% Other

# Ethnicity (Hispanic/Latino)



**2010 US Census (Hispanic/Latino)**
- 17.95% White
- 25.40% Black
- 13.37% Asian
- 41.33% Hispanic
- 0.25% Other



**Current Year (Hispanic/Latino)**
- 14.47% White
- 29.00% Black
- 17.87% Asian
- 36.26% Hispanic
- 2.40% Other



**Five Year Projection (Hispanic/Latino)**
- 13.55% White
- 32.61% Black
- 17.59% Asian
- 33.97% Hispanic
- 2.28% Other

# Housing & Households

**2.4**
Land Area

**3,517**
Total Housing Units

**3,448**
Total Households

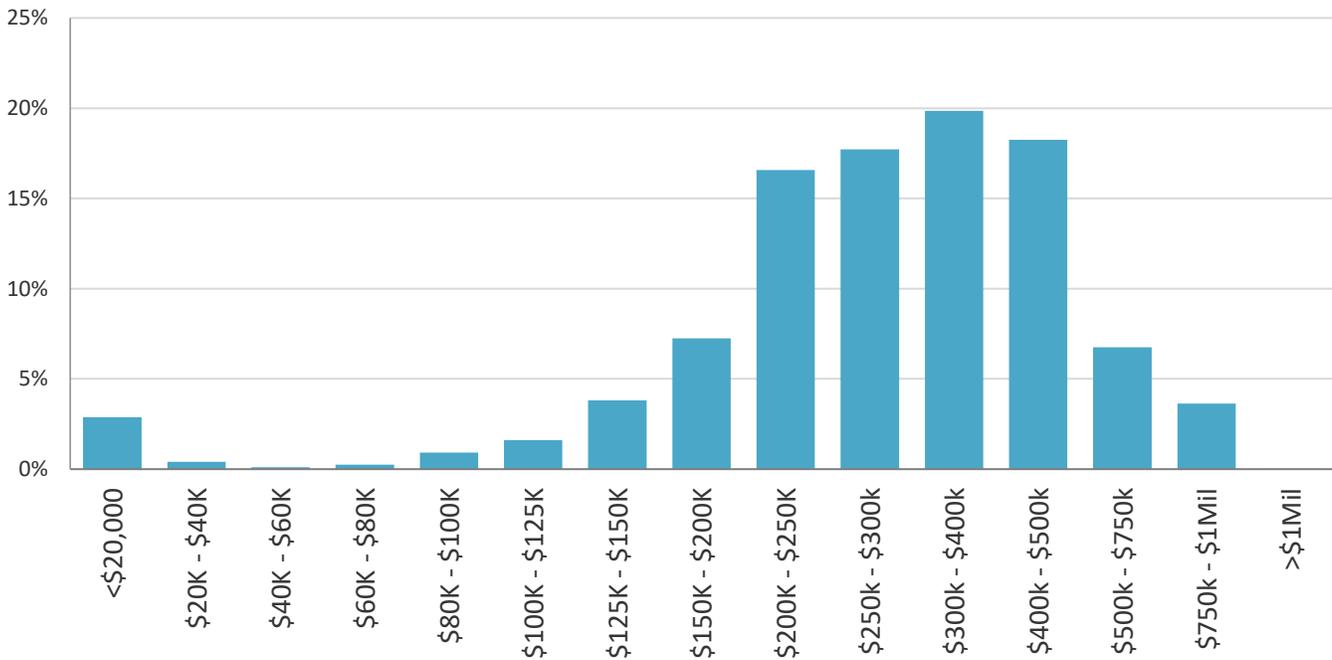**3,553**
Total Households
5 Year Projection
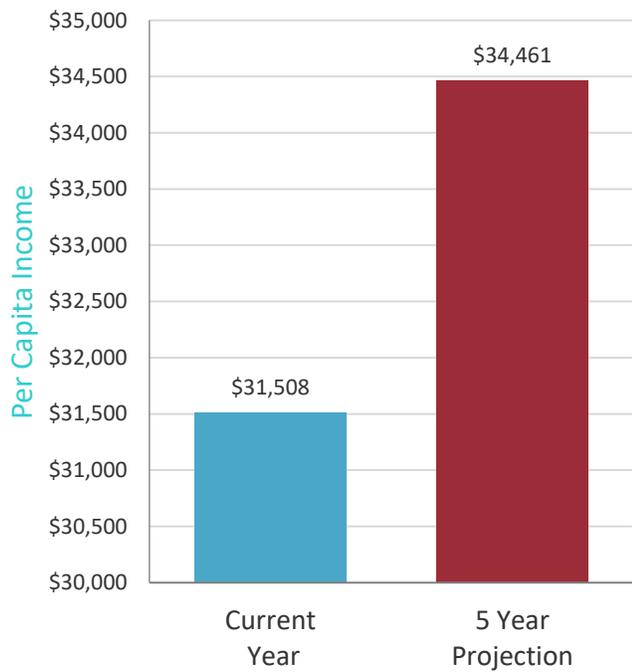
**3,055**
Owner-Occupied

**392**
Renter-Occupied

## Housing Value (Current Year)

## Income



**Average Household Income**

## $106,373

**Median Household Income**

## $87,933

Based on Total Population

## Households by Income (Current Year)
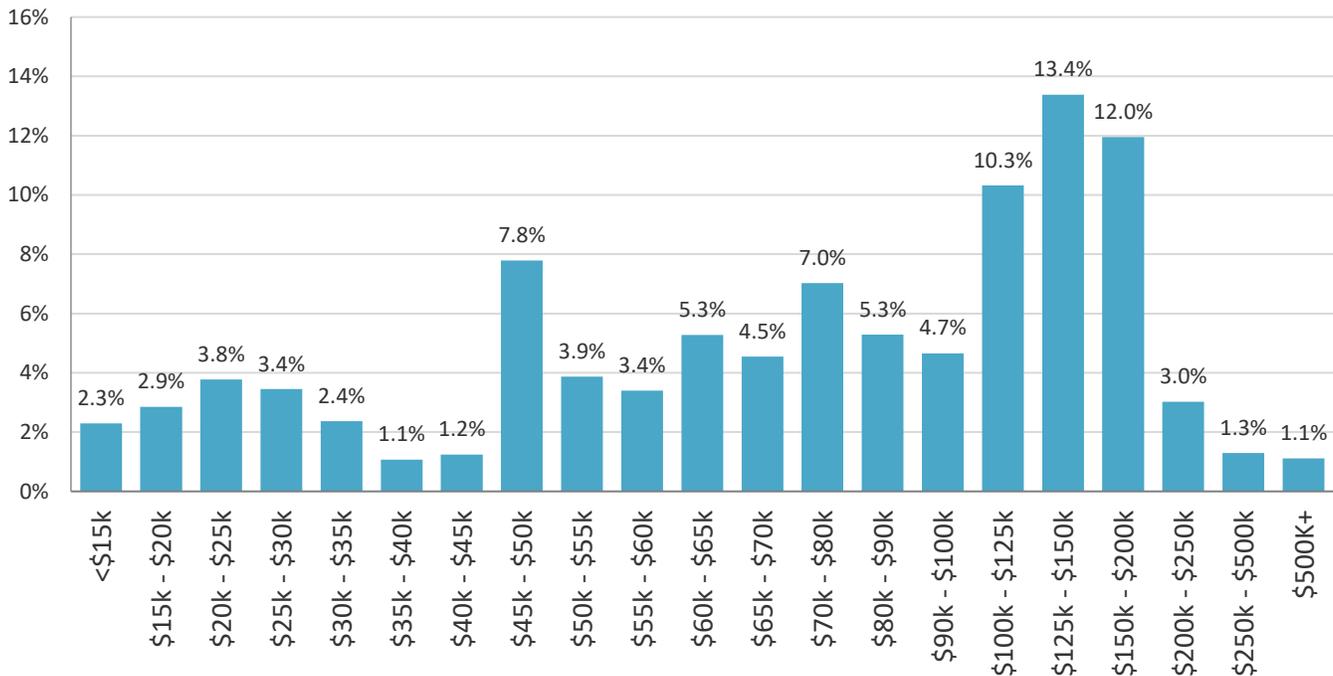
# Education (Current Year)

## Education

**7,099**

College undergraduate

**1,599**

Graduate or prof degree

## Educational Attainment at Age 25+ (Current Year)

| Category | Value |
|---|---|
| K - 9 | 1,149 |
| Some HS | 704 |
| HS Grad | 1,690 |
| Some College | 1,160 |
| Associate | 455 |
| Bachelors Degree | 1,539 |
| Masters Degree | 724 |
| Doctorate / Prof | 328 |
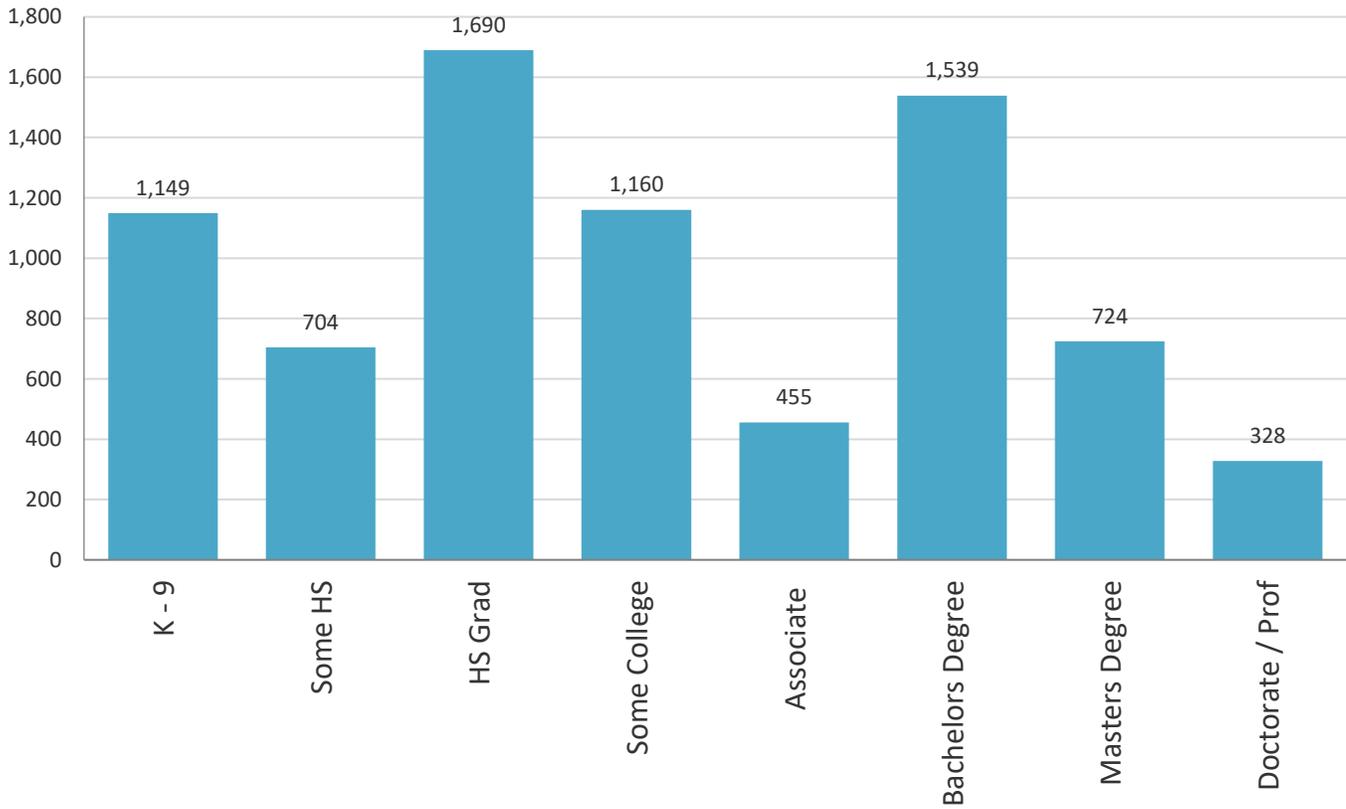
# Employment and Occupation

## Employment and Occupation

### TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+

**9,358**

Current Year

## Employment by Industry

| Category | Percentage |
|----------|-----------|
| Armed Forces | 0.5% |
| Civilian Employed | 70.9% |
| Civilian Unemployed | 4.8% |
| Not in labor force | 23.8% |

■ Employment by Industry
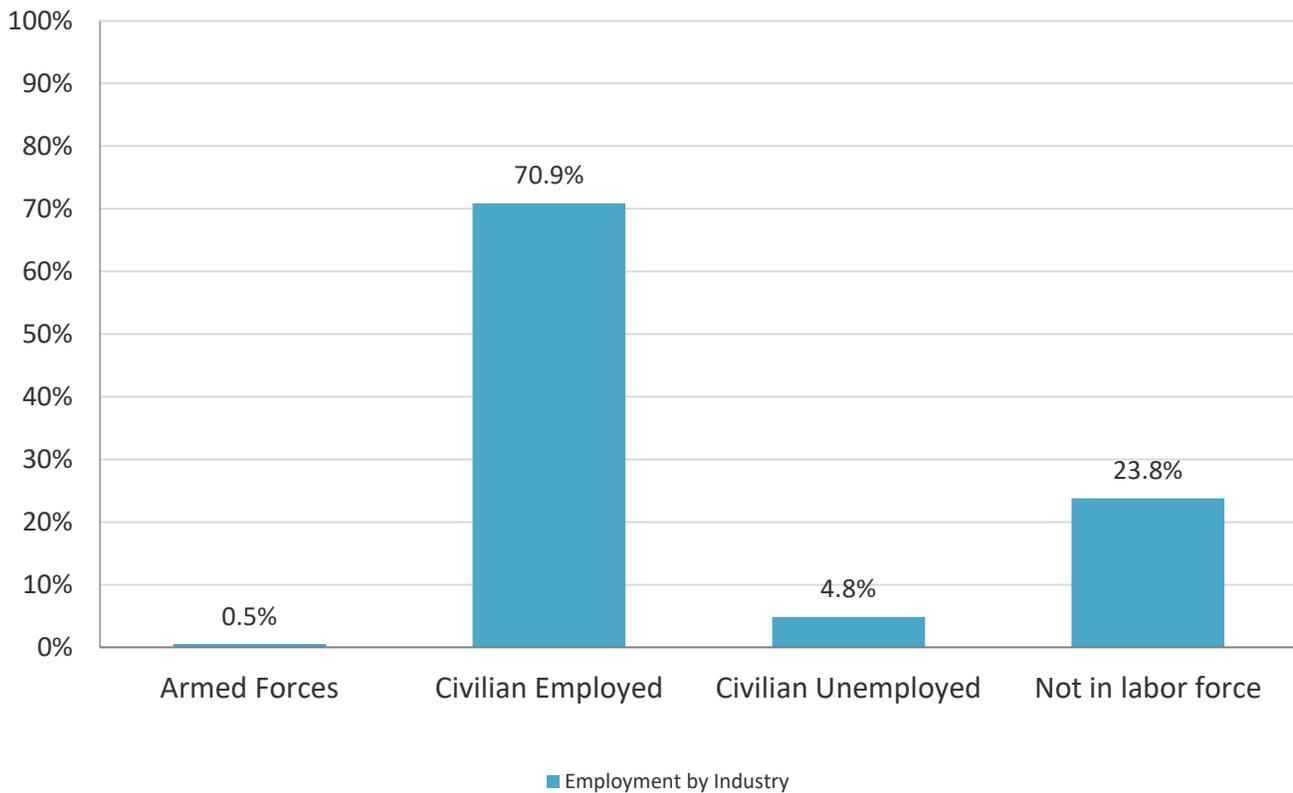
## Transportation to Work (Current Year)

**5,102**
Total Workers 16+

**4,633**
Car, Truck or Van

**56**
Public transport (not taxi)

**363**
Worked at home

## Travel Time to Work (Current Year)

| Travel Time | Total Workers 16+ |
|---|---|
| <10 min | 56 |
| 10 - 14 min | 262 |
| 15 - 19 min | 704 |
| 20 - 24 min | 683 |
| 25 - 29 min | 328 |
| 30 - 34 min | 1,043 |
| 35 - 44 min | 394 |
| 45 - 59 min | 808 |
| 60+ mins | 462 |

# Consumer Expenditures (Current Year)

## Consumer Expenditures

| Category | Amount |
|---|---|
| Alcoholic beverages | $38,903 |
| Apparel and services | $166,556 |
| Cash contributions | $243,348 |
| Education | $81,393 |
| Entertainment | $288,677 |
| Food | $922,398 |
| Health care | $594,072 |
| Housing | $1,298,829 |
| Personal care & services | $89,463 |
| Personal insurance | $49,347 |
| Reading | $8,238 |
| Tobacco & smoking | $36,141 |
| Transportation | $1,281,836 |
| Cash gifts | $83,816 |

## Business Summary by NAICS Code

| Count | Industry | Count | Industry |
|---|---|---|---|
| | Agriculture, Forestry, Fishing and Hunting | 4 | Real Estate, Rental and Leasing |
| 0 | Mining, Quarrying, Oil and Gas Extraction | 4 | Professional, Scientific, and Technical Services |
| | Utilities | 0 | Management of Companies and Enterprises |
| 7 | Construction | 9 | Administrative and Support Services |
| 3 | Manufacturing | 6 | Educational Services |
| 1 | Wholesale Trade | 9 | Health Care and Social Assistance |
| 18 | Retail Trade | 5 | Arts, Entertainment, and Recreation |
| 5 | Transportation and Warehousing | 11 | Accommodation and Food Services |
| 6 | Information | 12 | Other Services |
| 10 | Finance and Insurance | 2 | Public Administration |

# Retail Sales Volume

| Category | Value |
|---|---|
| Automotive Dealers | $5,214,030 |
| Other Motor Vehicle Dealers | $0 |
| Automotive Parts, Accessories, Tires | $9,976 |
| Furniture Stores | $0 |
| Home Furnishing Stores | $187,109 |
| Electronics and Appliance | $6,499 |
| Building Material, Supplies | $2,117,450 |
| Lawn and Garden Equipment | $126,487 |
| Grocery Stores | $6,639,290 |
| Specialty Food Stores | $40,979 |
| Beer, Wine, and Liquor Stores | $197,986 |
| Health and Personal Care Stores | $302,239 |
| Gasoline Stations | $4,092,699 |
| Clothing Stores | $0 |
| Shoe Stores | $0 |
| Jewelry, Luggage, Leather Goods | $0 |
| Sporting Goods, Hobby, Musical Instrument | $6,739 |
| Book, Periodical, and Music | $0 |
| Department Stores | $0 |
| Other General Merchandise | $4,543,417 |
| Florists and Misc. Store Retailers | $13,411 |
| Office Supplies, Stationary, Gift | $0 |
| Used Merchandise Stores | $0 |
| Other Misc. Store Retailers | $520,825 |
| Electronic Shopping and Mail Order | $502,694 |
| Direct Selling Establishments | $5,125 |
| Full-Service Restaurants | $250,736 |
| Limited-Service Eating Places | $1,937,326 |
| Special Food Services | $279,975 |
| Bar/Drinking Places (Alcoholic Beverages) | $471,864 |

**LandScape Segment Descriptions**

**Los Solteros (N5)**

Among the six primarily Hispanic Mundo Latino neighborhood segments, the Los Solteros are among three with the highest income- levels: the high- $30,000s to $40,000s. However, that doesn't mean they aren't struggling, because other factors speak to people working hard to make ends meet. For one things, these highly urban areas are home to predominately single- households, in particular single- parent families: hence their name -  Los Solteros mean "singles" in Spanish. They rank at two- times- the- national- average for single- male- parent and single- female- parent households. A 50- percent- higher- than- average number of these residents have never been married. There are above- average numbers of children of all ages in the households, with the highest percent in the younger group (under six- years- old) and fewer in the oldest grouping (13 to 17 years old). Another fact pointing to their financial struggle is the high level of income from public- assistance: more than three- times- average. With a two- and- a- half- times- average level of residents with less- than- high- school educations, residents of Los Solteros areas are employed in predominantly blue- collar manual- labor jobs, with higher- than- average rankings in all of these occupations: building maintenance, food preparation, construction, production, transportation, healthcare support, and farming/fishing/forestry.

**Managing Business (C2)**

Managing Business neighborhoods are largely 30- somethings, but also have an above- average number of residents over 65- years- old. This demographic measurement no doubt contributes to these areas slightly below- national- average percentage of families with children and slight up- tick in widows and widowers. As a result, it's easy to imagine that the younger residents may help the older ones with small home repairs, while the older residents may water plants when their younger neighbors go on vacations. Naturally this demographic impacts the areas' higher- than- average level of social- security income. This, combined with an on- average level of salaries from middle- class, white- collar jobs, and a slightly higher level of interest/dividend income, puts residents in Managing Business areas at a comfortable $50,000 and $60,000 income range. For those still in the workforce, the above- average occupation categories include: office administration, protective services, and repair services. As a group, these Urban Cliff Dwellers have some minimal level of college education.

**Gainfully Employed (C4)**

True to their Urban Cliff Dwellers category, Gainfully Employed neighborhoods are distinguished by a dominant age range in the 30s. But they are not entirely generationally homogenous, because they are also home to an above- average number of 65- plus- year- olds. This fact speaks to their slightly- less- than- average percent of children in their largely two- couple families. This fact also gives these areas a nearly- dead- on- average income from wages and salaries, as well as a somewhat higher- than- average income from retirement/social security. For those who are still working, their primary occupations are production, repair services, transportation, office administration, and healthcare support. The salary range for Gainfully Employed is $30,000s to $40,000s.

**Los Padrinos (N4)**

Among the predominantly Hispanic Mundo Latino segments, Los Padrinos is one of two segments with a median age in the 40s. These neighborhoods also show higher percentages of single- parent households than other segments. As a result, these areas have been names Los Padrinos, which means "godparents," a very common honorarium bestowed on older singles in the Hispanic culture. The number of single- parent homes ranks high for both males (75- percent- above- average) and females (over 75- percent- above- average). However, these neighborhoods rank at an overall average- level of children in all age groups, indicating that the homes are not bursting at the seams with kids. Los Padrinos areas also rate the highest percentage of residents over- 65- years- old in this category. Owing, no doubt, to the older median age, these areas show above- average levels of widows/widowers and divorcees. Los Padrinos is one of three segments within the Mundo Latino category with the highest median- income levels: the high- $30,000s and $40,000s. While some of this income is generated by jobs, they also rank high in public- assistance: about two- and- a- half- above- average. Those who are employed are primarily blue- collar workers: presumably a reflection of a two- times- the- national- average number of people with less- than- high- school educations. The residents' dominant job categories include building maintenance (two- times- average), food preparation (50- pecent- above- average), and personal care and transportation (both 25- percent- above- average).

## Los Padres (N2)

As anyone who knows anything about Hispanic culture knows, family is very important to this demographic. In particular, parents are regarded as the kings and queens of their castles. The aptly named Los Padres (Spanish for "parents") neighborhoods weight in with the second- largest percentage of children - which, of course, means there are many parents as well. In these highly urban Mundo Latino neighborhoods, the percentage of married- couple households is just below the national- norm; the level of single- female- parent homes is 25- percent- above- average; and (interestingly) the level of single- male- parent homes is more than 50- percent- above- average. The children in the homes span all ages, but show the highest ranking in kids- under- six (nearly 50- percent- above- average). This is obviously because of the residents' relatively young age: The median age of Los Padres areas is in the 30s. The median household income in these areas is too broad to classify without misleading market researchers. But by looking at other factors, one can assume the income levels are lower- than- average. These residents have two- and- a- half- times- average number of people with less- than- high- school educations. They also rank very high in four blue- collar occupations: farming/fishing/forestry (two- and- a- half- times- average), building maintenance (two- times- average), construction (over 50- percent- above- average), and production (over 50- percent- above- average). This group also shows a 50- percent to two- times- average level of income from public- assistance.

## Collegians (O7)

According to the U.S. Dept. of Labor's Bureau of Labor Statistics, in October 2004, 66.7% of high- school graduates from the class of 2004 were enrolled in colleges or universities across the United States. This is obviously a huge annual boon to retailers who sell the staples of college life, including low- cost dorm- style furniture, pens and notebooks, and inexpensive home furnishings. Collegians areas are home to currently enrolled college students living in either dorms or off campus areas dedicated to college students. Market researchers will find a very homogenous group of young adults within these unique areas. Collegians are home to residents sharing a median- age- range in the 20s and low- 30s. They are predominately not married, and have no children. Naturally, they all have high- school degrees. For those students who are working to help pay the ever- increasing cost of higher education, they are employed a mix of white-  and blue- collar occupations, such as protective services (over- two- times- average), personal care (nearly two- times- average), and management and sales(nearly 50- percent- above- average). Through these jobs they generate annual incomes at the low- $30,000s- or- less range. Residents in these areas generate almost no public- assistance income.

## Black Gentry (M1)

African Americans in the U.S. are working is a wide range of occupations, including over 31,000 physicians, nearly 34,000 lawyers, over 26,000 chief executives, and 1,500 legislators. You are likely to find many of these white- collar workers living in the highly urban Black Gentry neighborhoods. These market segments are predominately home to well- off 30- something African Americans, who are married with some children of all ages. However, they also have a 50- percent- above- average level of households with single mothers. They're median annual income range is in the $50,000s and $60,000s, earned largely through salaries. These segments rank the lowest among the five Black Gateway segments on income from public assistance, though they are still slightly higher- than- the- national- average on this measurement. Along with a relatively high percent of white- collar jobs, these segments also show many blue- collar workers mixed in. Across the board these areas have an average percent of high- school and a below- average standing on college- education. Two occupations have a particularly strong showing: healthcare support services and protective services (both are over 50- percent- above- average). Other areas ranking above- average are transportation, office administration, and building maintenance.

## Nest Builders (C3)

Nest Builders are a fairly average bunch of 30- year- old Americas. In fact, their most notable feature is their very average- ness. They are home to traditional families with children of all ages. These Urban Cliff Dwellers as a group have high- school degrees, with some smattering of college education. They earn their money by working at traditional middle- class, white- collar jobs, such as repair services, production, transportation, construction, and office administration. These occupations pay their incomes, which are in the $30,000s to $40,000s. It's easy to assume that the advertising campaigns of many of today's nationally retailers are aimed at this Jack- and- Jane- average demographic.

## Anos de Quincenera (N1)

Among the six predominantly Hispanic Mundo Latino market segments, two of them share the highest median age range - Anos de Quincenera is one of them. That fact, combined with the fact that these areas are home to the largest percent of married- with- children families, has given the segment its name, which is a Spanish term that means "parents with daughters coming of marriage age." As a result, with older children under their roofs, these residents may very likely be at the peak of their purchasing years. While the median household income of the areas is too broad to classify without misleading market researchers, one indicator in particular points to the lower- end of the income scale: Residents living in these areas are seeking public- assistance at a rate of over- 50- percent- above- average. Bolstering this assumption are the facts that these areas rank as blue- collar, and show only some high- school education, but very little higher education. In fact, the highly urban neighborhoods ranks at a nearly two- times- average- level of resident without high- school degrees. The largely urban Anos de Quincenera areas show an average- level- of- income from wages/salaries, with particularly high standings in building maintenance (over- 50- percent- above- average) and transportation (over- 25- percent- above- average).

## Kindred Spirit (B3)

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.

## American Knights (A4)

American Knights are the "youngsters" of the highly urban Creme de la Creme category of neighborhood segments. Not only is the median age range in the 20s and 30s, but also these areas have an above- average number of children below the age of six. These characteristics correlate to the higher- than- average number of married- with- children- under- 18 households. Though young, these urban neighborhoods are home to higher- than- average number of earners in white- collar management and professional occupations. These mostly college- educated residents enjoy incomes in the $70,000s and $80,000s, largely from salaries and wages. They also earn incomes at a slightly- higher- than- average level from interest/dividends. However, unlike many other Creme de la Creme neighborhoods, who have higher self- employment income levels, the American Knights residents are just at the national average in this measurement.

## Los Novios (N3)

Los Novios neighborhoods are neighborhoods with the highest percentage of married- with- children households. So their Spanish name, which means "newlyweds" is a perfect fit. What's more the median- age range of residents is in the lowest category -  20s and low- 30s. Fittingly, these areas rank highest in children under six at nearly 75- percent- above- average. But they also have a 50- percent- higher- than- average level of kids six-  to 13- years- old. While many of the residents are married, there are also above- average levels of single- parent households: with the highest level (interestingly) in single- male- with- children at over 75- percent- above- average. The highly urban Los Novios areas share several demographics with their fellow Mundo Latino segments, including a high percent of residents without high- school educations (three- times- the national- average); median household incomes too broad to classify without misleading market researchers; and high rankings on income from public- assistance (three- times- above- average). However, the residents also rank at an average- level of income from their predominantly blue- collar jobs. They rank extremely high in five occupations: farming/fishing/forestry (a whooping seven- times- the- average), building maintenance (two- and- a- half- times- average), construction and production (both at nearly two- times- average), and transportation (about 75- percent- above- average).