

Demographics around 1517 Front St, Richlands, Virginia 24641, United States



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q2

	5 Miles		10 Miles		15 Miles	
Population						
2023 Population	12,255	---	22,154	---	38,992	---
2028 Projected Population	12,272	---	22,256	---	39,212	---
2028 Projected Population (High Estimate)	12,572	---	22,875	---	40,411	---
2028 Projected Population (Low Estimate)	11,433	---	20,883	---	37,100	---
% Projected Annual Change (2023 - 2028)	0.0%	---	0.1%	---	0.1%	---
% Projected Annual Change (High Estimate)	0.5%	---	0.7%	---	0.7%	---
% Projected Annual Change (Low Estimate)	-1.3%	---	-1.1%	---	-1.0%	---
2000 Census Population	14,163	---	26,581	---	47,661	---
2010 Census Population	12,455	---	22,389	---	39,314	---
% Annual Change (2010 - 2023)	-0.1%	---	-0.1%	---	-0.1%	---
Population Density	173		69		55	
Land Area (Square Miles)	70.96		321.98		709.44	
Households						
2023 Households	5,396	---	9,667	---	16,498	---
2028 Projected Households	5,405	---	9,713	---	16,597	---
% Projected Annual Change (2023 - 2028)	0.0%	---	0.1%	---	0.1%	---
2000 Households	5,927	---	10,679	---	18,654	---
2010 Households	5,484	---	9,771	---	16,639	---
% Annual Change (2010 - 2023)	-0.6%	---	-0.7%	---	-0.8%	---
Growth Stability Indicator (-1 to +1)	-0.4154	---	-0.4137	---	-0.3370	---
Daytime Population						
Daytime Population	18,547	---	26,533	---	40,103	---
Children at Home	480	---	820	---	1,405	---
Students	8,190	---	9,457	---	12,202	---
Work at Home	83	---	147	---	241	---
Homemakers	2,991	---	4,965	---	9,057	---
Retired/Disabled Population	2,557	---	4,782	---	8,214	---
Unemployed	285	---	469	---	750	---

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	5 Miles		10 Miles		15 Miles	
Total Population by Age						
Average Age (2023)	44.3		44.8		44.7	
Children (2023)						
0 - 4 Years	589	4.8%	1,008	4.5%	1,721	4.4%
5 - 9 Years	621	5.1%	1,085	4.9%	1,906	4.9%
10 - 13 Years	513	4.2%	930.9	4.2%	1,608	4.1%
14 - 17 Years	544	4.4%	1,002	4.5%	1,729	4.4%
Adults (2023)						
18 - 21 Years	552	4.5%	999	4.5%	1,732	4.4%
22 - 24 Years	411	3.4%	735	3.3%	1,279	3.3%
25 - 34 Years	1,359	11.1%	2,304	10.4%	4,178	10.7%
35 - 44 Years	1,367	11.2%	2,456	11.1%	4,463	11.4%
45 - 54 Years	1,588	13.0%	2,884	13.0%	5,114	13.1%
55 - 64 Years	1,711	14.0%	3,234	14.6%	5,797	14.9%
65 - 74 Years	1,776	14.5%	3,264	14.7%	5,571	14.3%
75 - 84 Years	957	7.8%	1,781	8.0%	3,051	7.8%
85+ Years	267	2.2%	471	2.1%	842	2.2%
Age, Female (2023)						
0 - 4 Years	289	2.4%	493	2.2%	844	2.2%
5 - 9 Years	334	2.7%	576	2.6%	972	2.5%
10 - 13 Years	259	2.1%	460	2.1%	790	2.0%
14 - 17 Years	276	2.3%	503	2.3%	846	2.2%
18 - 21 Years	278	2.3%	498	2.2%	833	2.1%
22 - 24 Years	205	1.7%	365	1.6%	607	1.6%
25 - 34 Years	673	5.5%	1,136	5.1%	1,943	5.0%
35 - 44 Years	690	5.6%	1,228	5.5%	2,083	5.3%
45 - 54 Years	792	6.5%	1,433	6.5%	2,497	6.4%
55 - 64 Years	938	7.7%	1,733	7.8%	3,019	7.7%
65 - 74 Years	948	7.7%	1,720	7.8%	2,910	7.5%
75 - 84 Years	544	4.4%	997	4.5%	1,687	4.3%
85+ Years	186	1.5%	319	1.4%	558	1.4%
% of Population, Female		52.3%		51.7%		50.2%
Average Age, Female	45.4	---	45.8	---	45.9	---

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	5 Miles		10 Miles		15 Miles	
Age, Male						
0 - 4 Years	300	2.4%	515	2.3%	877	2.2%
5 - 9 Years	287	2.3%	510	2.3%	935	2.4%
10 - 13 Years	254	2.1%	471	2.1%	818	2.1%
14 - 17 Years	268	2.2%	499	2.3%	883	2.3%
18 - 21 Years	274	2.2%	502	2.3%	899	2.3%
22 - 24 Years	206	1.7%	370	1.7%	672	1.7%
25 - 34 Years	686	5.6%	1,169	5.3%	2,235	5.7%
35 - 44 Years	677	5.5%	1,228	5.5%	2,380	6.1%
45 - 54 Years	796	6.5%	1,451	6.5%	2,618	6.7%
55 - 64 Years	773	6.3%	1,501	6.8%	2,778	7.1%
65 - 74 Years	828	6.8%	1,544	7.0%	2,661	6.8%
75 - 84 Years	413	3.4%	784	3.5%	1,363	3.5%
85+ Years	81	0.7%	151	0.7%	284	0.7%
% of Population, Male		47.7%		48.3%		49.8%
Average Age, Male	43.1	---	43.7	---	43.7	---
Income (2023)						
Per Capita Income	\$23,507	---	\$23,544	---	\$22,081	---
Average Household Income	\$53,388	---	\$53,956	---	\$52,187	---
Median Household Income	\$38,446	---	\$40,549	---	\$40,110	---
Less than \$15,000	1,089	20.2%	1,630	16.9%	2,856	17.3%
\$15,000 - \$19,999	353	6.5%	681	7.0%	1,158	7.0%
\$20,000 - \$24,999	331	6.1%	638	6.6%	1,252	7.6%
\$25,000 - \$29,999	324	6.0%	603	6.2%	903	5.5%
\$30,000 - \$34,999	457	8.5%	744	7.7%	1,244	7.5%
\$35,000 - \$39,999	250	4.6%	520	5.4%	915	5.5%
\$40,000 - \$44,999	305	5.6%	584	6.0%	1,070	6.5%
\$45,000 - \$49,999	306	5.7%	534	5.5%	907	5.5%
\$50,000 - \$54,999	210	3.9%	377	3.9%	651	3.9%
\$55,000 - \$59,999	152	2.8%	314	3.2%	519	3.1%
\$60,000 - \$64,999	178	3.3%	320	3.3%	563	3.4%
\$65,000 - \$69,999	166	3.1%	315	3.3%	536	3.2%
\$70,000 - \$79,999	261	4.8%	508	5.3%	847	5.1%

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	5 Miles		10 Miles		15 Miles	
\$80,000 - \$89,999	181	3.4%	365	3.8%	605	3.7%
\$90,000 - \$99,999	154	2.9%	318	3.3%	524	3.2%
\$100,000 - \$125,000	280	5.2%	514	5.3%	864	5.2%
\$125,000 - \$149,999	148	2.8%	275	2.8%	453	2.7%
\$150,000 - \$199,999	179	3.3%	327	3.4%	461	2.8%
\$200,000 - \$249,999	42	0.8%	59	0.6%	99	0.6%
\$250,000 - \$499,999	16	0.3%	23	0.2%	39	0.2%
\$500,000+	14	0.3%	19	0.2%	34	0.2%
Income (2028 Projected)						
Per Capita Income	\$24,143	---	\$24,228	---	\$22,829	---
Average Household Income	\$54,821	---	\$55,515	---	\$53,936	---
Median Household Income	\$40,089	---	\$42,052	---	\$42,134	---
Education (2023)						
Less than 9th Grade	808	9.0%	1,729	10.5%	3,024	10.4%
Some High School	966	10.7%	1,617	9.9%	3,321	11.4%
High School Grad	3,006	33.3%	5,488	33.5%	10,400	35.8%
Some College	2,028	22.5%	3,486	21.3%	5,862	20.2%
Associate Degree	1,022	11.3%	1,784	10.9%	2,788	9.6%
Bachelors Degree	648	7.2%	1,268	7.7%	2,126	7.3%
Masters Degree	422	4.7%	832	5.1%	1,213	4.2%
Doctorate or Professional Degree	124	1.4%	191	1.2%	283	1.0%
Population by Race/Ethnicity (2023)						
Race Excluding Hispanic Ethnic Group						
White	11,693	95.4%	21,276	96.0%	37,079	95.1%
Black	57	0.5%	97	0.4%	645	1.7%
Asian	54	0.4%	66	0.3%	104	0.3%
Other	450	3.7%	714	3.2%	1,164	3.0%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	11,642	95.0%	21,198	95.7%	36,919	94.7%
Hispanic	100	0.8%	173	0.8%	326	0.8%
Black, Non-Hispanic	57	0.5%	96	0.4%	637	1.6%
Asian, Non-Hispanic	54	0.4%	66	0.3%	104	0.3%
Other, Non-Hispanic	400	3.3%	621	2.8%	1,006	2.6%

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	5 Miles		10 Miles		15 Miles	
Population by Race/Ethnicity (2028 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	11,244	91.8%	20,527	92.7%	35,939	92.2%
Hispanic	233	1.9%	415	1.9%	648	1.7%
Black, Non-Hispanic	57	0.5%	96	0.4%	662	1.7%
Asian, Non-Hispanic	106	0.9%	136	0.6%	205	0.5%
Other, Non-Hispanic	632	5.2%	1,081	4.9%	1,759	4.5%
Language at Home (2023)						
Spanish	18	0.2%	78	0.4%	171	0.5%
Asian/Pacific Language	24	0.2%	91	0.4%	123	0.3%
European/Indo-European	13	0.1%	48	0.2%	123	0.3%
Arabic	4	0.0%	7	0.0%	19	0.1%
Other Non-English	1	0.0%	11	0.1%	59	0.2%
Family Structure (2023)						
Male Householder, No Children	184	4.9%	296	4.3%	437	3.8%
Female Householder, No Children	412	11.1%	701	10.2%	1,110	9.6%
Single Parent - Male	72	1.9%	121	1.8%	256	2.2%
Single Parent - Female	245	6.6%	381	5.6%	689	5.9%
Married w/ Children	674	18.1%	1,418	20.7%	2,355	20.3%
Married w/out Children	1,883	50.6%	3,485	51.0%	6,070	52.3%
Non-family Households	256	6.9%	436	6.4%	685	5.9%
Household Size (2023)						
1 Person	1,671	31.0%	2,830	29.3%	4,896	29.7%
2 Persons	2,012	37.3%	3,724	38.5%	6,248	37.9%
3 Persons	818	15.2%	1,543	16.0%	2,620	15.9%
4 Persons	591	10.9%	1,045	10.8%	1,759	10.7%
5 Persons	191	3.5%	345	3.6%	635	3.8%
6 Persons	86	1.6%	131	1.4%	231	1.4%
7+ Persons	27	0.5%	48	0.5%	109	0.7%

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Housing (2023)						
Owner-Occupied	3,840	61.1%	7,290	65.1%	12,586	64.9%
Renter-Occupied	1,556	24.8%	2,377	21.2%	3,912	20.2%
Vacant	889	14.2%	1,534	13.7%	2,898	14.9%
Components of Change (2023)						
Births	129	1.1%	222	1.0%	378	1.0%
Deaths	150	1.2%	275	1.2%	490	1.3%
Migration	-27	-0.2%	-36	-0.2%	-67	-0.2%
Other Population (2023)						
Seasonal Population	0	---	0	---	9	---
Transient Population	40	---	40	---	40	---
Group Quarters Population	1	---	30	---	1,027	---
Institutionalized	1	---	30	---	983	---
College	0	---	0	---	0	---
Military	0	---	0	---	0	---
Other	0	---	0	---	44	---
Home Value (2023)						
Median Home Value	\$173,275	---	\$171,097	---	\$167,472	---
Average Home Value	\$151,158	---	\$147,113	---	\$136,780	---
Under \$20,000	337	8.8%	567	7.8%	1,031	8.2%
\$20,000 to \$40,000	218	5.7%	347	4.8%	687	5.5%
\$40,000 to \$60,000	88	2.3%	216	3.0%	514	4.1%
\$60,000 to \$80,000	301	7.8%	665	9.1%	1,144	9.1%
\$80,000 to \$100,000	306	8.0%	567	7.8%	1,361	10.8%
\$100,000 to \$125,000	539	14.0%	1,046	14.4%	1,622	12.9%
\$125,000 to \$150,000	398	10.4%	732	10.0%	1,152	9.1%
\$150,000 to \$200,000	509	13.2%	1,088	14.9%	1,717	13.6%
\$200,000 to \$250,000	457	11.9%	896	12.3%	1,424	11.3%
\$250,000 to \$300,000	171	4.5%	351	4.8%	627	5.0%
\$300,000 to \$400,000	233	6.1%	370	5.1%	626	5.0%
\$400,000 to \$500,000	133	3.5%	234	3.2%	336	2.7%
\$500,000 to \$750,000	129	3.4%	165	2.3%	223	1.8%
\$750,000 to \$1,000,000	13	0.3%	24	0.3%	60	0.5%
\$1,000,000 or more	2	0.0%	5	0.1%	13	0.1%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q2

	5 Miles		10 Miles		15 Miles	
Vehicles Per Household (2023)						
No Vehicle	340	6.3%	602	6.2%	1,234	7.5%
1 Vehicle	1,847	34.2%	2,952	30.5%	4,960	30.1%
2 Vehicles	1,971	36.5%	3,447	35.7%	5,764	34.9%
3 Vehicles	1,015	18.8%	2,036	21.1%	3,289	19.9%
4 Vehicles	137	2.5%	393	4.1%	777	4.7%
5 or more Vehicles	86	1.6%	238	2.5%	474	2.9%
Economic Indicators (2023)						
Gross Domestic Product (GDP) - in 1,000s	\$557,396	---	\$1,008,247	---	\$1,773,691	---
Economic Viability	222	---	218	---	218	---
Economic Viability, Indexed	222	---	218	---	218	---
Average Salary	\$35,706	---	\$35,372	---	\$35,564	---
Average Mortgage-Risk	2.35	---	2.31	---	2.21	---
Businesses (2023)						
Establishments	362	---	515	---	804	---
Employees (FTEs)	3,961	---	5,893	---	8,234	---
Employment, Pop 16+ (2023)						
Armed Forces	5	0.0%	6	0.0%	8	0.0%
Civilian	4,401	42.9%	8,173	43.9%	14,227	43.3%
Employed	4,107	40.0%	7,668	41.2%	13,425	40.8%
Unemployed	294	2.9%	505	2.7%	803	2.4%
Not in Labor Force	5,858	57.1%	10,445	56.1%	18,664	56.7%
Unemployment Rate (2023)		6.6%		6.2%		5.7%
Employment by Industry (2023)						
Agriculture, Mining and Construction	426	10.4%	1,055	13.8%	1,991	14.8%
Manufacturing	307	7.5%	728	9.5%	1,377	10.3%
Transportation	171	4.2%	453	5.9%	857	6.4%
Information	142	3.4%	178	2.3%	241	1.8%

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Wholesale-Retail	835	20.3%	1,341	17.5%	2,175	16.2%
Finance, Insurance, and Real Estate	119	2.9%	256	3.3%	449	3.3%
Professional Services	57	1.4%	103	1.3%	287	2.1%
Management Services	0	0.0%	0	0.0%	0	0.0%
Administration and Waste Services	117	2.8%	193	2.5%	329	2.5%
Educational Services	1,086	26.4%	2,056	26.8%	3,430	25.5%
Entertainment Services	333	8.1%	499	6.5%	945	7.0%
Other Professional Services	242	5.9%	400	5.2%	591	4.4%
Public Administration	272	6.6%	406	5.3%	752	5.6%

Employment by Occupation (2023)

	5 Miles		10 Miles		15 Miles	
White Collar	---	---	---	---	---	---
Managerial and Executive	371	9.0%	599	7.8%	1,113	8.3%
Professional Specialty	881	21.5%	1,700	22.2%	2,895	21.6%
Healthcare and Support	112	2.7%	168	2.2%	407	3.0%
Sales	652	15.9%	972	12.7%	1,437	10.7%
Office and Administration	434	10.6%	870	11.3%	1,389	10.3%
Blue Collar						
Protective Services	136	3.3%	191	2.5%	363	2.7%
Food Preparation and Serving	176	4.3%	303	4.0%	518	3.9%
Building Maintenance and Cleaning	144	3.5%	299	3.9%	661	4.9%
Personal Care Services	65	1.6%	188	2.5%	253	1.9%
Farming, Fishing & Forestry	14	0.3%	43	0.6%	68	0.5%
Construction	564	13.7%	1,093	14.2%	1,991	14.8%
Production & Transportation	560	13.6%	1,242	16.2%	2,329	17.3%

School Enrollment (2023)

	5 Miles		10 Miles		15 Miles	
Nursery School/Pre-school	93	0.8%	176	0.8%	320	0.8%
Kindergarten/Elementary School	1,199	9.8%	2,091	9.4%	3,619	9.3%
High School	595	4.9%	967	4.4%	1,700	4.4%
College/Graduate/Professional School	438	3.6%	867	3.9%	1,403	3.6%
Not Enrolled	9,930	81.0%	18,053	81.5%	31,950	81.9%

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Travel Time to Work						
Less than 10 minutes	961	23.0%	1,357	17.7%	1,908	15.0%
10 to 14 minutes	710	17.0%	1,186	15.4%	1,668	13.1%
15 to 19 minutes	582	13.9%	1,133	14.7%	1,755	13.8%
20 to 24 minutes	506	12.1%	969	12.6%	1,782	14.0%
25 to 29 minutes	150	3.6%	335	4.4%	589	4.6%
30 to 34 minutes	440	10.5%	902	11.7%	1,642	12.9%
35 to 44 minutes	325	7.8%	557	7.3%	1,000	7.8%
45 to 59 minutes	223	5.3%	620	8.1%	1,168	9.2%
60 or more minutes	288	6.9%	625	8.1%	1,238	9.7%
Average travel time to work in minutes	25.0	---	22.6	---	19.4	---

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	2.03%	452	1.16%
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	2.45%	544	1.39%
B4: Middle of the Road	0	0.00%	0	0.00%	247	0.63%
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%	588	1.50%
C4: Gainfully Employed	0	0.00%	0	0.00%	0	0.00%
C5: Strapped	566	4.60%	566	2.55%	566	1.45%
D1: Gray Eminence	0	0.00%	0	0.00%	0	0.00%
D2: Fall Years	2,997	24.36%	3,056	13.75%	3,340	8.54%
D3: Still in the Game	0	0.00%	2	0.01%	1,073	2.74%
E1: Gurus	0	0.00%	0	0.00%	0	0.00%

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	5 Miles		10 Miles		15 Miles	
E2: Wizards	270	2.19%	765	3.44%	765	1.96%
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%	0	0.00%
F3: Solo Acts	662	5.38%	662	2.98%	1,039	2.66%
F4: Down But Not Out	1,523	12.38%	2,744	12.34%	3,401	8.70%
G1: Urban Moms/Dads	0	0.00%	0	0.00%	0	0.00%
G2: Apron Strings	711	5.78%	711	3.20%	711	1.82%
G3: Solemn Widows/ers	197	1.60%	740	3.33%	4,053	10.36%
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%	0	0.00%
K1: Country Villas	0	0.00%	0	0.00%	0	0.00%
K2: Pastoral Vistas	0	0.00%	574	2.58%	574	1.47%
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%	373	1.68%	373	0.95%
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%	0	0.00%
L2: Fertile Acres	0	0.00%	318	1.43%	1,504	3.85%
L3: Bread Basket	0	0.00%	651	2.93%	1,611	4.12%
L4: Farmers Circle	967	7.86%	2,540	11.42%	3,322	8.49%
L5: Crops and Tractors	1,289	10.48%	1,393	6.27%	4,749	12.14%
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%

Demographics around 1517 Front St, Richlands, Virginia 24641, United States



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q2

	5 Miles		10 Miles		15 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%	0	0.00%
O2: East Meets West	0	0.00%	0	0.00%	0	0.00%
O3: Group Quarters	0	0.00%	0	0.00%	1,702	4.35%
O4: Doublewides	1,329	10.80%	2,299	10.34%	2,920	7.47%
O5: Centurions	0	0.00%	0	0.00%	0	0.00%
O6: Legacy Years	794	6.46%	3,840	17.28%	5,572	14.25%
O7: Collegians	0	0.00%	0	0.00%	0	0.00%

	Per Household		Per Household		Per Household	
Weekly Consumer Spending Patterns						
Alcoholic beverages	\$50,193	\$9.30	\$91,072	\$9.42	\$155,141	\$9.40
Total Apparel and services	\$134,253	\$24.88	\$240,444	\$24.87	\$410,341	\$24.87
Cash contributions	\$192,356	\$35.65	\$350,693	\$36.28	\$599,789	\$36.35
Total Education	\$48,247	\$8.94	\$86,763	\$8.98	\$148,003	\$8.97
Total Entertainment	\$230,814	\$42.78	\$418,363	\$43.28	\$713,122	\$43.22
Total Food	\$795,707	\$147.47	\$1,436,566	\$148.60	\$2,460,226	\$149.12
Total Health care	\$442,728	\$82.05	\$805,840	\$83.36	\$1,378,090	\$83.53
Total Housing	\$1,072,448	\$198.76	\$1,945,050	\$201.20	\$3,327,213	\$201.67
Total Personal care products and services	\$71,169	\$13.19	\$128,286	\$13.27	\$218,931	\$13.27
Personal insurance	\$38,330	\$7.10	\$69,642	\$7.20	\$118,430	\$7.18
Total Reading	\$7,429	\$1.38	\$13,564	\$1.40	\$23,292	\$1.41
Total Tobacco products and smoking supplies	\$39,292	\$7.28	\$70,052	\$7.25	\$120,522	\$7.31
Total Transportation	\$917,062	\$169.96	\$1,668,010	\$172.55	\$2,836,402	\$171.92
Cash gifts	\$52,296	\$9.69	\$96,018	\$9.93	\$165,529	\$10.03

Demographics around 1517 Front St, Richlands, Virginia 24641, United States

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 stressed. 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.

O4: Doublewides

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 where 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 Americans, 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.

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.

Demographics around 1517 Front St, Richlands, Virginia 24641, United States

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.

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).

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- percent- 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.