Demographics around 2006 2nd St, Richlands, Virginia 24641, United States

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q4

	5 Miles		10 Miles		15 Miles	
Population						
2023 Population	12,328	---	22,081	---	38,964	---
2028 Projected Population	12,351	---	22,152	---	39,097	---
2028 Projected Population (High Estimate)	12,594	---	22,644	---	40,089	---
2028 Projected Population (Low Estimate)	11,544	---	20,914	---	37,193	---
% Projected Annual Change (2023 - 2028)	0.0%	---	0.1%	---	0.1%	---
% Projected Annual Change (High Estimate)	0.4%	---	0.5%	---	0.6%	---
% Projected Annual Change (Low Estimate)	-1.3%	---	-1.1%	---	-0.9%	---
2000 Census Population	14,315	---	26,540	---	47,690	---
2010 Census Population	12,565	---	22,346	---	39,296	---
% Annual Change (2010 - 2023)	-0.1%	---	-0.1%	---	-0.1%	---
Population Density	163		69		55	
Land Area (Square Miles)	75.81		321.43		712.36	
Households						
2023 Households	5,426	---	9,630	---	16,478	---
2028 Projected Households	5,434	---	9,658	---	16,531	---
% Projected Annual Change (2023 - 2028)	0.0%	---	0.1%	---	0.1%	---
2000 Households	5,984	---	10,661	---	18,657	---
2010 Households	5,531	---	9,748	---	16,625	---
% Annual Change (2010 - 2023)	-0.6%	---	-0.7%	---	-0.8%	---
Growth Stability Indicator (-1 to +1)	-0.3533	---	-0.3642	---	-0.2901	---
Daytime Population						
Daytime Population	18,483	---	26,365	---	39,986	---
Children at Home	443	---	755	---	1,293	---
Students	8,184	---	9,403	---	12,139	---
Work at Home	97	---	241	---	357	---
Homemakers	2,858	---	4,774	---	8,983	---
Retired/Disabled Population	2,617	---	4,837	---	8,340	---
Unemployed	271	---	438	---	684	---

Demographics around 2006 2nd 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		15 Miles	
Total Population by Age						
Average Age (2023)	44.4		44.9		44.9	
Children (2023)						
0 - 4 Years	590	4.8%	1,004	4.5%	1,718	4.4%
5 - 9 Years	623	5.1%	1,072	4.9%	1,889	4.8%
10 - 13 Years	508	4.1%	910.2	4.1%	1,583	4.1%
14 - 17 Years	545	4.4%	997	4.5%	1,734	4.4%
Adults (2023)						
18 - 21 Years	559	4.5%	1,003	4.5%	1,742	4.5%
22 - 24 Years	416	3.4%	739	3.3%	1,292	3.3%
25 - 34 Years	1,372	11.1%	2,303	10.4%	4,166	10.7%
35 - 44 Years	1,361	11.0%	2,425	11.0%	4,416	11.3%
45 - 54 Years	1,589	12.9%	2,863	13.0%	5,080	13.0%
55 - 64 Years	1,702	13.8%	3,180	14.4%	5,738	14.7%
65 - 74 Years	1,803	14.6%	3,286	14.9%	5,630	14.4%
75 - 84 Years	990	8.0%	1,823	8.3%	3,122	8.0%
85+ Years	270	2.2%	476	2.2%	855	2.2%
Age, Female (2023)						
0 - 4 Years	288	2.3%	490	2.2%	841	2.2%
5 - 9 Years	336	2.7%	570	2.6%	967	2.5%
10 - 13 Years	253	2.1%	447	2.0%	772	2.0%
14 - 17 Years	278	2.3%	502	2.3%	847	2.2%
18 - 21 Years	279	2.3%	494	2.2%	831	2.1%
22 - 24 Years	206	1.7%	364	1.6%	608	1.6%
25 - 34 Years	678	5.5%	1,136	5.1%	1,943	5.0%
35 - 44 Years	690	5.6%	1,213	5.5%	2,065	5.3%
45 - 54 Years	789	6.4%	1,414	6.4%	2,470	6.3%
55 - 64 Years	933	7.6%	1,701	7.7%	2,990	7.7%
65 - 74 Years	968	7.8%	1,740	7.9%	2,943	7.6%
75 - 84 Years	562	4.6%	1,021	4.6%	1,723	4.4%
85+ Years	187	1.5%	322	1.5%	563	1.4%
% of Population, Female		52.3%		51.7%		50.2%
Average Age, Female	45.5	---	45.9	---	46.0	---

Demographics around 2006 2nd St, Richlands, Virginia 24641, United States

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q4

	5 Miles		10 Miles		15 Miles	
Age, Male						
0 - 4 Years	302	2.5%	514	2.3%	877	2.3%
5 - 9 Years	286	2.3%	503	2.3%	922	2.4%
10 - 13 Years	255	2.1%	463	2.1%	811	2.1%
14 - 17 Years	267	2.2%	495	2.2%	887	2.3%
18 - 21 Years	280	2.3%	508	2.3%	912	2.3%
22 - 24 Years	210	1.7%	375	1.7%	684	1.8%
25 - 34 Years	694	5.6%	1,167	5.3%	2,222	5.7%
35 - 44 Years	671	5.4%	1,212	5.5%	2,351	6.0%
45 - 54 Years	801	6.5%	1,449	6.6%	2,610	6.7%
55 - 64 Years	769	6.2%	1,479	6.7%	2,748	7.1%
65 - 74 Years	835	6.8%	1,546	7.0%	2,687	6.9%
75 - 84 Years	428	3.5%	802	3.6%	1,399	3.6%
85+ Years	83	0.7%	154	0.7%	292	0.7%
% of Population, Male		**47.7%**		**48.3%**		**49.8%**
Average Age, Male	43.2	---	43.8	---	43.8	---
Income (2023)						
Per Capita Income	$26,229	---	$26,875	---	$25,077	---
Average Household Income	$59,597	---	$61,626	---	$59,296	---
Median Household Income	$42,186	---	$44,746	---	$45,112	---
Less than $15,000	951	17.5%	1,378	14.3%	2,378	14.4%
$15,000 - $19,999	388	7.2%	555	5.8%	980	5.9%
$20,000 - $24,999	347	6.4%	646	6.7%	1,099	6.7%
$25,000 - $29,999	270	5.0%	532	5.5%	938	5.7%
$30,000 - $34,999	412	7.6%	690	7.2%	1,006	6.1%
$35,000 - $39,999	257	4.7%	606	6.3%	1,136	6.9%
$40,000 - $44,999	210	3.9%	422	4.4%	727	4.4%
$45,000 - $49,999	299	5.5%	451	4.7%	942	5.7%
$50,000 - $54,999	213	3.9%	387	4.0%	659	4.0%
$55,000 - $59,999	173	3.2%	339	3.5%	595	3.6%
$60,000 - $64,999	166	3.1%	323	3.4%	565	3.4%
$65,000 - $69,999	150	2.8%	284	2.9%	475	2.9%
$70,000 - $79,999	277	5.1%	522	5.4%	887	5.4%

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q4

	5 Miles		10 Miles		15 Miles	
$80,000 - $89,999	217	4.0%	421	4.4%	736	4.5%
$90,000 - $99,999	168	3.1%	336	3.5%	595	3.6%
$100,000 - $125,000	308	5.7%	656	6.8%	1,167	7.1%
$125,000 - $149,999	299	5.5%	466	4.8%	724	4.4%
$150,000 - $199,999	283	5.2%	549	5.7%	716	4.3%
$200,000 - $249,999	22	0.4%	41	0.4%	89	0.5%
$250,000 - $499,999	8	0.1%	14	0.1%	34	0.2%
$500,000+	8	0.1%	13	0.1%	30	0.2%
Income (2028 Projected)						
Per Capita Income	$26,988	---	$27,685	---	$25,921	---
Average Household Income	$61,344	---	$63,503	---	$61,305	---
Median Household Income	$43,284	---	$45,941	---	$46,517	---
Education (2023)						
Less than 9th Grade	623	6.9%	1,359	8.3%	2,403	8.3%
Some High School	755	8.3%	1,345	8.2%	2,853	9.8%
High School Grad	3,479	38.3%	6,110	37.4%	11,424	39.4%
Some College	1,931	21.3%	3,361	20.5%	5,501	19.0%
Associate Degree	918	10.1%	1,604	9.8%	2,692	9.3%
Bachelors Degree	845	9.3%	1,555	9.5%	2,604	9.0%
Masters Degree	379	4.2%	788	4.8%	1,225	4.2%
Doctorate or Professional Degree	159	1.8%	235	1.4%	305	1.1%
Population by Race/Ethnicity (2023)						
Race Excluding Hispanic Ethnic Group						
White	11,928	96.8%	21,433	97.1%	37,292	95.7%
Black	64	0.5%	104	0.5%	682	1.8%
Asian	57	0.5%	88	0.4%	123	0.3%
Other	279	2.3%	457	2.1%	867	2.2%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	11,892	96.5%	21,345	96.7%	37,099	95.2%
Hispanic	68	0.5%	163	0.7%	364	0.9%
Black, Non-Hispanic	64	0.5%	103	0.5%	660	1.7%
Asian, Non-Hispanic	57	0.5%	88	0.4%	123	0.3%
Other, Non-Hispanic	247	2.0%	382	1.7%	718	1.8%

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

	5 Miles		10 Miles		15 Miles	
Population by Race/Ethnicity (2028 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	11,931	96.8%	21,442	97.1%	37,278	95.7%
Hispanic	67	0.5%	163	0.7%	359	0.9%
Black, Non-Hispanic	64	0.5%	102	0.5%	660	1.7%
Asian, Non-Hispanic	56	0.5%	87	0.4%	121	0.3%
Other, Non-Hispanic	232	1.9%	358	1.6%	680	1.7%
Language at Home (2023)						
Spanish	9	0.1%	46	0.2%	150	0.4%
Asian/Pacific Language	25	0.2%	74	0.4%	99	0.3%
European/Indo-European	49	0.4%	74	0.4%	134	0.4%
Arabic	26	0.2%	28	0.1%	32	0.1%
Other Non-English	0	0.0%	3	0.0%	21	0.1%
Family Structure (2023)						
Male Householder, No Children	177	4.7%	299	4.4%	462	4.0%
Female Householder, No Children	448	12.0%	800	11.7%	1,189	10.3%
Single Parent - Male	97	2.6%	172	2.5%	325	2.8%
Single Parent - Female	263	7.0%	431	6.3%	691	6.0%
Married w/ Children	677	18.0%	1,342	19.7%	2,340	20.2%
Married w/out Children	1,873	49.9%	3,348	49.1%	5,855	50.5%
Non-family Households	215	5.7%	420	6.2%	725	6.3%
Household Size (2023)						
1 Person	1,675	30.9%	2,817	29.3%	4,890	29.7%
2 Persons	2,027	37.4%	3,715	38.6%	6,251	37.9%
3 Persons	824	15.2%	1,536	15.9%	2,613	15.9%
4 Persons	591	10.9%	1,039	10.8%	1,753	10.6%
5 Persons	193	3.6%	344	3.6%	634	3.8%
6 Persons	87	1.6%	132	1.4%	230	1.4%
7+ Persons	28	0.5%	48	0.5%	108	0.7%

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	5 Miles		10 Miles		15 Miles	
Housing (2023)						
Owner-Occupied	3,877	61.2%	6,953	62.2%	12,182	63.0%
Renter-Occupied	1,549	24.5%	2,677	24.0%	4,296	22.2%
Vacant	905	14.3%	1,542	13.8%	2,854	14.8%
Components of Change (2023)						
Births	118	1.0%	207	0.9%	353	0.9%
Deaths	143	1.2%	260	1.2%	460	1.2%
Migration	-56	-0.5%	-32	-0.1%	93	0.2%
Other Population (2023)						
Seasonal Population	137	---	283	---	639	---
Transient Population	52	---	52	---	52	---
Group Quarters Population	1	---	44	---	1,029	---
Institutionalized	1	---	44	---	985	---
College	0	---	0	---	0	---
Military	0	---	0	---	0	---
Other	0	---	0	---	44	---
Home Value (2023)						
Median Home Value	$191,999	---	$194,984	---	$184,334	---
Average Home Value	$162,300	---	$161,515	---	$149,189	---
Under $20,000	305	7.9%	481	6.9%	852	7.0%
$20,000 to $40,000	157	4.0%	213	3.1%	491	4.0%
$40,000 to $60,000	130	3.3%	285	4.1%	573	4.7%
$60,000 to $80,000	248	6.4%	528	7.6%	934	7.7%
$80,000 to $100,000	299	7.7%	462	6.6%	1,019	8.4%
$100,000 to $125,000	319	8.2%	752	10.8%	1,550	12.7%
$125,000 to $150,000	443	11.4%	727	10.5%	1,198	9.8%
$150,000 to $200,000	658	17.0%	1,018	14.6%	1,603	13.2%
$200,000 to $250,000	480	12.4%	871	12.5%	1,395	11.5%
$250,000 to $300,000	244	6.3%	521	7.5%	877	7.2%
$300,000 to $400,000	231	6.0%	475	6.8%	797	6.5%
$400,000 to $500,000	140	3.6%	279	4.0%	399	3.3%
$500,000 to $750,000	211	5.4%	294	4.2%	371	3.0%
$750,000 to $1,000,000	5	0.1%	20	0.3%	67	0.5%
$1,000,000 or more	3	0.1%	18	0.3%	34	0.3%

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

	5 Miles		10 Miles		15 Miles	
Vehicles Per Household (2023)						
No Vehicle	434	8.0%	634	6.6%	1,150	7.0%
1 Vehicle	1,721	31.7%	2,834	29.4%	4,786	29.0%
2 Vehicles	2,057	37.9%	3,742	38.9%	6,278	38.1%
3 Vehicles	908	16.7%	1,852	19.2%	3,177	19.3%
4 Vehicles	252	4.6%	442	4.6%	751	4.6%
5 or more Vehicles	52	1.0%	126	1.3%	337	2.0%
Economic Indicators (2023)						
Gross Domestic Product (GDP) - in 1,000s	$587,888	---	$1,071,327	---	$1,817,034	---
Economic Viability	231	---	230	---	228	---
Economic Viability, Indexed	101	---	100	---	100	---
Average Salary	$35,379	---	$35,832	---	$35,870	---
Average Mortgage-Risk	2.49	---	2.40	---	2.30	---
Businesses (2023)						
Establishments	363	---	514	---	798	---
Employees (FTEs)	4,012	---	5,917	---	8,190	---
Employment, Pop 16+ (2023)	10,335		18,587		32,909	
Armed Forces	4	0.0%	4	0.0%	4	0.0%
Civilian	4,414	42.7%	8,229	44.3%	14,318	43.5%
Employed	4,143	40.1%	7,791	41.9%	13,634	41.4%
Unemployed	271	2.6%	438	2.4%	684	2.1%
Not in Labor Force	5,921	57.3%	10,359	55.7%	18,590	56.5%
Unemployment Rate (2023)		6.1%		5.4%		4.8%
Employment by Industry (2023)						
Agriculture, Mining and Construction	341	8.2%	797	10.2%	1,586	11.6%
Manufacturing	362	8.7%	825	10.6%	1,511	11.1%
Transportation	238	5.8%	446	5.7%	779	5.7%
Information	108	2.6%	148	1.9%	264	1.9%

Demographic Detail Report

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	5 Miles		10 Miles		15 Miles	
Wholesale-Retail	851	20.5%	1,527	19.6%	2,358	17.3%
Finance, Insurance, and Real Estate	136	3.3%	254	3.3%	454	3.3%
Professional Services	78	1.9%	141	1.8%	303	2.2%
Management Services	0	0.0%	0	0.0%	0	0.0%
Administration and Waste Services	148	3.6%	235	3.0%	414	3.0%
Educational Services	1,107	26.7%	1,984	25.5%	3,312	24.3%
Entertainment Services	342	8.3%	539	6.9%	1,076	7.9%
Other Professional Services	190	4.6%	395	5.1%	673	4.9%
Public Administration	242	5.8%	499	6.4%	903	6.6%
Employment by Occupation (2023)		---		---		---
White Collar						
Managerial and Executive	356	8.6%	649	8.3%	1,134	8.3%
Professional Specialty	934	22.5%	1,838	23.6%	3,057	22.4%
Healthcare and Support	73	1.8%	109	1.4%	257	1.9%
Sales	712	17.2%	1,102	14.1%	1,581	11.6%
Office and Administration	505	12.2%	879	11.3%	1,331	9.8%
Blue Collar						
Protective Services	140	3.4%	294	3.8%	602	4.4%
Food Preparation and Serving	202	4.9%	317	4.1%	636	4.7%
Building Maintenance and Cleaning	164	4.0%	245	3.1%	589	4.3%
Personal Care Services	46	1.1%	139	1.8%	222	1.6%
Farming, Fishing & Forestry	12	0.3%	39	0.5%	62	0.5%
Construction	415	10.0%	927	11.9%	1,826	13.4%
Production & Transportation	584	14.1%	1,252	16.1%	2,336	17.1%
School Enrollment (2023)						
Nursery School/Pre-school	51	0.4%	125	0.6%	256	0.7%
Kindergarten/Elementary School	1,085	8.8%	1,802	8.2%	3,256	8.4%
High School	560	4.5%	836	3.8%	1,397	3.6%
College/Graduate/Professional School	447	3.6%	905	4.1%	1,344	3.5%
Not Enrolled	10,186	82.6%	18,414	83.4%	32,711	84.0%

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	5 Miles		10 Miles		15 Miles	
Travel Time to Work						
Less than 10 minutes	952	22.6%	1,351	17.6%	1,896	14.9%
10 to 14 minutes	713	16.9%	1,180	15.4%	1,658	13.1%
15 to 19 minutes	583	13.9%	1,126	14.7%	1,756	13.8%
20 to 24 minutes	512	12.2%	973	12.7%	1,765	13.9%
25 to 29 minutes	155	3.7%	336	4.4%	591	4.7%
30 to 34 minutes	447	10.6%	902	11.8%	1,633	12.9%
35 to 44 minutes	322	7.7%	560	7.3%	992	7.8%
45 to 59 minutes	228	5.4%	615	8.0%	1,164	9.2%
60 or more minutes	293	7.0%	622	8.1%	1,235	9.7%
Average travel time to work in minutes	25.0	---	22.6	---	19.3	---
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	3.64%	452	2.04%	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	4.38%	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%	562	1.44%
C4: Gainfully Employed	0	0.00%	0	0.00%	0	0.00%
C5: Strapped	566	4.56%	566	2.55%	566	1.45%
D1: Gray Eminence	0	0.00%	0	0.00%	0	0.00%
D2: Fall Years	2,998	24.16%	3,056	13.77%	3,322	8.50%
D3: Still in the Game	0	0.00%	2	0.01%	1,029	2.63%
E1: Gurus	0	0.00%	0	0.00%	0	0.00%

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

	5 Miles		10 Miles		15 Miles	
E2: Wizards	270	2.18%	765	3.45%	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	5.33%	662	2.98%	1,039	2.66%
F4: Down But Not Out	1,542	12.42%	2,725	12.28%	3,401	8.70%
G1: Urban Moms/Dads	0	0.00%	0	0.00%	0	0.00%
G2: Apron Strings	711	5.73%	711	3.20%	711	1.82%
G3: Solemn Widows/ers	197	1.59%	770	3.47%	4,099	10.49%
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	2.59%	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%	345	1.56%	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%	294	1.32%	1,505	3.85%
L3: Bread Basket	0	0.00%	651	2.93%	1,600	4.09%
L4: Farmers Circle	990	7.97%	2,510	11.31%	3,324	8.50%
L5: Crops and Tractors	1,289	10.39%	1,393	6.28%	4,622	11.82%
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		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%	26	0.12%	1,706	4.36%
O4: Doublewides	1,246	10.04%	2,291	10.32%	2,984	7.63%
O5: Centurions	0	0.00%	0	0.00%	0	0.00%
O6: Legacy Years	944	7.61%	3,849	17.35%	5,667	14.50%
O7: Collegians	0	0.00%	0	0.00%	0	0.00%

Weekly Consumer Spending Patterns		Per Household		Per Household		Per Household
Alcoholic beverages	$50,442	$9.30	$90,679	$9.42	$154,909	$9.40
Total Apparel and services	$134,996	$24.88	$239,463	$24.87	$409,976	$24.88
Cash contributions	$193,494	$35.66	$349,319	$36.27	$599,042	$36.35
Total Education	$48,540	$8.95	$86,379	$8.97	$147,850	$8.97
Total Entertainment	$232,030	$42.77	$416,626	$43.26	$712,176	$43.22
Total Food	$800,330	$147.51	$1,430,679	$148.57	$2,457,999	$149.16
Total Health care	$445,222	$82.06	$802,648	$83.35	$1,376,773	$83.55
Total Housing	$1,078,644	$198.81	$1,937,206	$201.17	$3,323,440	$201.68
Total Personal care products and services	$71,575	$13.19	$127,772	$13.27	$218,753	$13.28
Personal insurance	$38,524	$7.10	$69,338	$7.20	$118,285	$7.18
Total Reading	$7,472	$1.38	$13,511	$1.40	$23,264	$1.41
Total Tobacco products and smoking supplies	$39,549	$7.29	$69,776	$7.25	$120,504	$7.31
Total Transportation	$922,077	$169.95	$1,661,219	$172.51	$2,833,976	$171.98
Cash gifts	$52,633	$9.70	$95,635	$9.93	$165,199	$10.03

Demographics around 2006 2nd 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 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.

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 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.

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- 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.