

Demographics around Doran, Virginia, United States



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2025 Q2

	5 Miles		10 Miles		15 Miles	
Population						
2025 Population	11,121	---	22,595	---	36,520	---
2030 Projected Population	11,081	---	22,600	---	36,467	---
2030 Projected Population (High Estimate)	11,316	---	23,069	---	37,307	---
2030 Projected Population (Low Estimate)	10,760	---	22,076	---	35,698	---
% Projected Annual Change (2025 - 2030)	-0.1%	---	0.0%	---	0.0%	---
% Projected Annual Change (High Estimate)	0.3%	---	0.4%	---	0.4%	---
% Projected Annual Change (Low Estimate)	-0.6%	---	-0.5%	---	-0.4%	---
2010 Census Population	13,442	---	27,882	---	45,948	---
2020 Census Population	11,605	---	23,344	---	37,833	---
% Annual Change (2020 - 2025)	-0.8%	---	-0.6%	---	-0.7%	---
Population Density	142		70		52	
Land Area (Square Miles)	78.27		320.52		708.52	
Households						
2025 Households	4,922	---	9,828	---	15,451	---
2030 Projected Households	4,906	---	9,831	---	15,428	---
% Projected Annual Change (2025 - 2030)	-0.1%	---	0.0%	---	0.0%	---
2010 Households	5,630	---	11,155	---	17,930	---
2020 Households	5,139	---	10,159	---	16,028	---
% Annual Change (2020 - 2025)	-1.7%	---	-1.8%	---	-2.1%	---
Growth Stability Indicator (-1 to +1)	-0.0058	---	-0.0123	---	-0.0235	---
Daytime Population						
Daytime Population	17,520	---	27,464	---	38,653	---
Children at Home	398	---	773	---	1,201	---
Students	8,000	---	9,785	---	11,835	---
Work at Home	137	---	333	---	435	---
Homemakers	2,759	---	5,015	---	8,456	---
Retired/Disabled Population	2,444	---	5,133	---	8,131	---
Unemployed	296	---	536	---	779	---

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	5 Miles		10 Miles		15 Miles	
Total Population by Age						
Average Age (2025)	44.8		45.2		45.3	
Children (2025)						
0 - 4 Years	530	4.8%	1,029	4.6%	1,596	4.4%
5 - 9 Years	542	4.9%	1,067	4.7%	1,698	4.7%
10 - 13 Years	445	4.0%	900.7	4.0%	1,414	3.9%
14 - 17 Years	479	4.3%	1,005	4.4%	1,604	4.4%
Adults (2025)						
18 - 21 Years	500	4.5%	1,037	4.6%	1,662	4.6%
22 - 24 Years	382	3.4%	777	3.4%	1,258	3.4%
25 - 34 Years	1,268	11.4%	2,409	10.7%	3,918	10.7%
35 - 44 Years	1,188	10.7%	2,403	10.6%	4,065	11.1%
45 - 54 Years	1,417	12.7%	2,903	12.8%	4,728	12.9%
55 - 64 Years	1,504	13.5%	3,144	13.9%	5,197	14.2%
65 - 74 Years	1,652	14.9%	3,409	15.1%	5,383	14.7%
75 - 84 Years	971	8.7%	1,999	8.8%	3,143	8.6%
85+ Years	243	2.2%	512	2.3%	854	2.3%
Age, Female (2025)						
0 - 4 Years	259	2.3%	503	2.2%	780	2.1%
5 - 9 Years	301	2.7%	570	2.5%	877	2.4%
10 - 13 Years	221	2.0%	443	2.0%	690	1.9%
14 - 17 Years	247	2.2%	513	2.3%	803	2.2%
18 - 21 Years	250	2.2%	508	2.2%	798	2.2%
22 - 24 Years	188	1.7%	371	1.6%	587	1.6%
25 - 34 Years	628	5.6%	1,185	5.2%	1,811	5.0%
35 - 44 Years	605	5.4%	1,196	5.3%	1,875	5.1%
45 - 54 Years	703	6.3%	1,431	6.3%	2,267	6.2%
55 - 64 Years	813	7.3%	1,674	7.4%	2,713	7.4%
65 - 74 Years	895	8.1%	1,817	8.0%	2,847	7.8%
75 - 84 Years	545	4.9%	1,099	4.9%	1,710	4.7%
85+ Years	171	1.5%	345	1.5%	563	1.5%
% of Population, Female		52.4%		51.6%		50.2%
Average Age, Female	45.9	---	46.2	---	46.4	---

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Age, Male						
0 - 4 Years	271	2.4%	526	2.3%	816	2.2%
5 - 9 Years	242	2.2%	498	2.2%	821	2.2%
10 - 13 Years	224	2.0%	457	2.0%	724	2.0%
14 - 17 Years	232	2.1%	492	2.2%	801	2.2%
18 - 21 Years	251	2.3%	529	2.3%	864	2.4%
22 - 24 Years	194	1.7%	406	1.8%	670	1.8%
25 - 34 Years	641	5.8%	1,225	5.4%	2,108	5.8%
35 - 44 Years	584	5.2%	1,207	5.3%	2,190	6.0%
45 - 54 Years	714	6.4%	1,472	6.5%	2,461	6.7%
55 - 64 Years	691	6.2%	1,470	6.5%	2,484	6.8%
65 - 74 Years	756	6.8%	1,592	7.0%	2,536	6.9%
75 - 84 Years	426	3.8%	900	4.0%	1,433	3.9%
85+ Years	72	0.6%	167	0.7%	291	0.8%
% of Population, Male		47.6%		48.4%		49.8%
Average Age, Male	43.6	---	44.1	---	44.2	---
Income (2025)						
Per Capita Income	\$29,772	---	\$30,696	---	\$29,578	---
Average Household Income	\$67,264	---	\$70,572	---	\$69,909	---
Median Household Income	\$46,343	---	\$50,827	---	\$51,916	---
Less than \$15,000	693	14.1%	1,137	11.6%	1,821	11.8%
\$15,000 - \$19,999	356	7.2%	543	5.5%	839	5.4%
\$20,000 - \$24,999	274	5.6%	527	5.4%	861	5.6%
\$25,000 - \$29,999	316	6.4%	605	6.2%	947	6.1%
\$30,000 - \$34,999	343	7.0%	653	6.6%	928	6.0%
\$35,000 - \$39,999	287	5.8%	616	6.3%	925	6.0%
\$40,000 - \$44,999	237	4.8%	581	5.9%	863	5.6%
\$45,000 - \$49,999	188	3.8%	361	3.7%	581	3.8%
\$50,000 - \$54,999	176	3.6%	336	3.4%	649	4.2%
\$55,000 - \$59,999	140	2.9%	334	3.4%	570	3.7%
\$60,000 - \$64,999	147	3.0%	330	3.4%	543	3.5%
\$65,000 - \$69,999	129	2.6%	266	2.7%	417	2.7%
\$70,000 - \$79,999	260	5.3%	561	5.7%	828	5.4%

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\$80,000 - \$89,999	196	4.0%	464	4.7%	722	4.7%
\$90,000 - \$99,999	161	3.3%	385	3.9%	606	3.9%
\$100,000 - \$125,000	306	6.2%	677	6.9%	1,137	7.4%
\$125,000 - \$149,999	230	4.7%	458	4.7%	764	4.9%
\$150,000 - \$199,999	359	7.3%	710	7.2%	970	6.3%
\$200,000 - \$249,999	70	1.4%	158	1.6%	269	1.7%
\$250,000 - \$499,999	29	0.6%	66	0.7%	113	0.7%
\$500,000+	27	0.5%	59	0.6%	100	0.6%
Income (2030 Projected)						
Per Capita Income	\$33,205	---	\$34,339	---	\$33,172	---
Average Household Income	\$74,998	---	\$78,939	---	\$78,409	---
Median Household Income	\$51,936	---	\$57,076	---	\$58,398	---
Education (2025)						
Less than 9th Grade	602	7.3%	1,454	8.7%	2,136	7.8%
Some High School	754	9.1%	1,515	9.0%	2,738	10.0%
High School Grad	3,212	39.0%	6,372	38.0%	11,052	40.5%
Some College	1,703	20.7%	3,408	20.3%	5,139	18.8%
Associate Degree	735	8.9%	1,457	8.7%	2,330	8.5%
Bachelors Degree	784	9.5%	1,576	9.4%	2,368	8.7%
Masters Degree	316	3.8%	754	4.5%	1,193	4.4%
Doctorate or Professional Degree	138	1.7%	242	1.4%	331	1.2%
Population by Race/Ethnicity (2025)						
Race Excluding Hispanic Ethnic Group						
White	10,767	96.8%	21,908	97.0%	35,029	95.9%
Black	36	0.3%	127	0.6%	553	1.5%
Asian	69	0.6%	82	0.4%	116	0.3%
Other	249	2.2%	478	2.1%	822	2.3%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	10,730	96.5%	21,838	96.6%	34,869	95.5%
Hispanic	59	0.5%	158	0.7%	335	0.9%
Black, Non-Hispanic	36	0.3%	118	0.5%	538	1.5%
Asian, Non-Hispanic	69	0.6%	82	0.4%	116	0.3%
Other, Non-Hispanic	227	2.0%	399	1.8%	662	1.8%

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Population by Race/Ethnicity (2030 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	10,667	95.9%	21,764	96.3%	34,513	94.5%
Hispanic	47	0.4%	143	0.6%	350	1.0%
Black, Non-Hispanic	36	0.3%	119	0.5%	559	1.5%
Asian, Non-Hispanic	101	0.9%	119	0.5%	237	0.6%
Other, Non-Hispanic	231	2.1%	455	2.0%	808	2.2%
Language at Home (2025)						
Spanish	23	0.2%	118	0.5%	214	0.6%
Asian/Pacific Language	0	0.0%	8	0.0%	33	0.1%
European/Indo-European	77	0.7%	105	0.5%	150	0.4%
Arabic	21	0.2%	23	0.1%	24	0.1%
Other Non-English	0	0.0%	0	0.0%	3	0.0%
Family Structure (2025)						
Male Householder, No Children	77	2.3%	230	3.3%	354	3.2%
Female Householder, No Children	323	9.6%	655	9.4%	966	8.9%
Single Parent - Male	126	3.7%	230	3.3%	387	3.5%
Single Parent - Female	224	6.6%	437	6.3%	715	6.6%
Married w/ Children	724	21.5%	1,376	19.8%	2,132	19.5%
Married w/out Children	1,707	50.6%	3,516	50.7%	5,616	51.5%
Non-family Households	193	5.7%	497	7.2%	740	6.8%
Household Size (2025)						
1 Person	1,549	31.5%	2,887	29.4%	4,542	29.4%
2 Persons	1,818	36.9%	3,742	38.1%	5,879	38.1%
3 Persons	760	15.4%	1,577	16.0%	2,470	16.0%
4 Persons	513	10.4%	1,059	10.8%	1,648	10.7%
5 Persons	179	3.6%	366	3.7%	591	3.8%
6 Persons	80	1.6%	142	1.4%	221	1.4%
7+ Persons	25	0.5%	54	0.6%	100	0.6%

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Housing (2025)						
Owner-Occupied	3,477	60.2%	7,088	62.1%	11,441	63.3%
Renter-Occupied	1,446	25.0%	2,740	24.0%	4,011	22.2%
Vacant	854	14.8%	1,580	13.8%	2,634	14.6%
Components of Change (2025)						
Births	104	0.9%	202	0.9%	310	0.8%
Deaths	126	1.1%	264	1.2%	425	1.2%
Migration	-66	-0.6%	-102	-0.5%	-209	-0.6%
Other Population (2025)						
Seasonal Population	15	---	39	---	103	---
Transient Population	15	---	39	---	39	---
Group Quarters Population	2	---	113	---	1,053	---
Institutionalized	2	---	101	---	1,009	---
College	0	---	0	---	0	---
Military	0	---	0	---	0	---
Other	0	---	12	---	44	---
Home Value (2025)						
Median Home Value	\$218,683	---	\$221,633	---	\$207,535	---
Average Home Value	\$171,302	---	\$173,694	---	\$163,438	---
Under \$20,000	293	8.4%	454	6.4%	730	6.4%
\$20,000 to \$40,000	105	3.0%	165	2.3%	362	3.2%
\$40,000 to \$60,000	106	3.0%	261	3.7%	456	4.0%
\$60,000 to \$80,000	182	5.2%	507	7.1%	813	7.1%
\$80,000 to \$100,000	228	6.6%	433	6.1%	886	7.7%
\$100,000 to \$125,000	219	6.3%	468	6.6%	1,012	8.8%
\$125,000 to \$150,000	374	10.8%	791	11.2%	1,350	11.8%
\$150,000 to \$200,000	604	17.4%	1,051	14.8%	1,556	13.6%
\$200,000 to \$250,000	431	12.4%	897	12.7%	1,337	11.7%
\$250,000 to \$300,000	240	6.9%	605	8.5%	897	7.8%
\$300,000 to \$400,000	254	7.3%	619	8.7%	897	7.8%
\$400,000 to \$500,000	150	4.3%	358	5.0%	504	4.4%
\$500,000 to \$750,000	198	5.7%	313	4.4%	409	3.6%
\$750,000 to \$1,000,000	60	1.7%	94	1.3%	111	1.0%
\$1,000,000 or more	31	0.9%	67	0.9%	105	0.9%

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Vehicles Per Household (2025)						
No Vehicle	477	9.7%	764	7.8%	1,101	7.1%
1 Vehicle	1,500	30.5%	2,837	28.9%	4,468	28.9%
2 Vehicles	2,006	40.8%	3,879	39.5%	6,116	39.6%
3 Vehicles	711	14.4%	1,760	17.9%	2,738	17.7%
4 Vehicles	193	3.9%	451	4.6%	735	4.8%
5 or more Vehicles	35	0.7%	137	1.4%	295	1.9%
Economic Indicators (2025)						
Gross Domestic Product (GDP) - in 1,000s	\$590,407	---	\$1,209,782	---	\$1,918,100	---
Economic Viability	270	---	264	---	265	---
Economic Viability, Indexed	97	---	95	---	96	---
Average Salary	\$35,006	---	\$35,085	---	\$35,420	---
Average Mortgage-Risk	2.47	---	2.38	---	2.31	---
Businesses (2025)						
Establishments	320	---	529	---	755	---
Employees (FTEs)	3,486	---	5,887	---	7,816	---
Employment, Pop 16+ (2025)	9,363		19,099		31,007	
Armed Forces	4	0.0%	21	0.1%	37	0.1%
Civilian	3,739	39.9%	8,163	42.7%	13,171	42.5%
Employed	3,442	36.8%	7,627	39.9%	12,393	40.0%
Unemployed	296	3.2%	536	2.8%	779	2.5%
Not in Labor Force	5,625	60.1%	10,936	57.3%	17,836	57.5%
Unemployment Rate (2025)		7.8%		6.7%		6.1%
Employment by Industry (2025)						
Agriculture, Mining and Construction	374	10.9%	890	11.7%	1,451	11.7%
Manufacturing	325	9.4%	845	11.1%	1,417	11.4%
Transportation	205	5.9%	435	5.7%	721	5.8%
Information	84	2.4%	139	1.8%	275	2.2%

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Wholesale-Retail	656	19.1%	1,391	18.2%	2,202	17.8%
Finance, Insurance, and Real Estate	102	3.0%	235	3.1%	393	3.2%
Professional Services	69	2.0%	140	1.8%	275	2.2%
Management Services	0	0.0%	0	0.0%	0	0.0%
Administration and Waste Services	94	2.7%	220	2.9%	363	2.9%
Educational Services	840	24.4%	1,855	24.3%	2,882	23.3%
Entertainment Services	293	8.5%	530	7.0%	928	7.5%
Other Professional Services	224	6.5%	458	6.0%	651	5.3%
Public Administration	177	5.1%	489	6.4%	835	6.7%
Employment by Occupation (2025)	---		---		---	
White Collar						
Managerial and Executive	294	8.5%	601	7.9%	1,022	8.2%
Professional Specialty	689	20.0%	1,586	20.8%	2,535	20.5%
Healthcare and Support	83	2.4%	165	2.2%	313	2.5%
Sales	586	17.0%	1,086	14.2%	1,524	12.3%
Office and Administration	344	10.0%	758	9.9%	1,092	8.8%
Blue Collar						
Protective Services	113	3.3%	291	3.8%	552	4.5%
Food Preparation and Serving	188	5.5%	401	5.3%	721	5.8%
Building Maintenance and Cleaning	160	4.6%	298	3.9%	498	4.0%
Personal Care Services	40	1.2%	129	1.7%	176	1.4%
Farming, Fishing & Forestry	4	0.1%	25	0.3%	42	0.3%
Construction	441	12.8%	995	13.1%	1,672	13.5%
Production & Transportation	501	14.6%	1,291	16.9%	2,244	18.1%
School Enrollment (2025)						
Nursery School/Pre-school	53	0.5%	121	0.5%	233	0.6%
Kindergarten/Elementary School	819	7.4%	1,588	7.0%	2,576	7.1%
High School	585	5.3%	869	3.8%	1,286	3.5%
College/Graduate/Professional School	371	3.3%	778	3.4%	1,150	3.1%
Not Enrolled	9,293	83.6%	19,239	85.1%	31,275	85.6%

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Travel Time to Work						
Less than 10 minutes	838	21.7%	1,387	17.7%	1,827	14.9%
10 to 14 minutes	629	16.3%	1,199	15.3%	1,613	13.1%
15 to 19 minutes	545	14.1%	1,123	14.3%	1,716	14.0%
20 to 24 minutes	474	12.3%	1,024	13.1%	1,663	13.5%
25 to 29 minutes	146	3.8%	353	4.5%	593	4.8%
30 to 34 minutes	436	11.3%	950	12.1%	1,602	13.0%
35 to 44 minutes	285	7.4%	581	7.4%	962	7.8%
45 to 59 minutes	225	5.8%	597	7.6%	1,131	9.2%
60 or more minutes	278	7.2%	623	8.0%	1,176	9.6%
Average travel time to work in minutes	26.4	---	20.8	---	19.1	---

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	0	0.00%	0	0.00%	0	0.00%
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	517	4.64%	517	2.27%	517	1.39%
B4: Middle of the Road	0	0.00%	154	0.68%	229	0.62%
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	423	3.80%	423	1.86%	423	1.14%
C3: Nest Builders	0	0.00%	0	0.00%	0	0.00%
C4: Gainfully Employed	0	0.00%	476	2.09%	476	1.28%
C5: Strapped	617	5.54%	617	2.71%	617	1.66%
D1: Gray Eminence	0	0.00%	0	0.00%	0	0.00%
D2: Fall Years	1,732	15.55%	2,563	11.24%	2,813	7.58%
D3: Still in the Game	0	0.00%	0	0.00%	385	1.04%
E1: Gurus	15	0.14%	288	1.26%	566	1.53%

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E2: Wizards	261	2.34%	261	1.14%	261	0.70%
E3: Apprentices	0	0.00%	0	0.00%	0	0.00%
F1: Hard Act to Follow	0	0.00%	585	2.57%	585	1.58%
F2: SM Seeks SF	0	0.00%	0	0.00%	0	0.00%
F3: Solo Acts	636	5.71%	907	3.98%	1,037	2.79%
F4: Down But Not Out	1,771	15.90%	3,258	14.29%	4,011	10.81%
G1: Urban Moms/Dads	0	0.00%	0	0.00%	0	0.00%
G2: Apron Strings	357	3.21%	357	1.57%	357	0.96%
G3: Solemn Widows/ers	362	3.25%	1,324	5.81%	2,715	7.32%
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%	0	0.00%	0	0.00%
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%	0	0.00%	0	0.00%
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	27	0.24%	502	2.20%	1,659	4.47%
L3: Bread Basket	0	0.00%	0	0.00%	0	0.00%
L4: Farmers Circle	1,372	12.32%	3,188	13.98%	4,971	13.40%
L5: Crops and Tractors	308	2.76%	1,218	5.34%	3,798	10.24%
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 Doran, Virginia, United States



Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2025 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%	81	0.36%	1,153	3.11%
O4: Doublewides	1,537	13.80%	2,744	12.04%	3,956	10.66%
O5: Centurions	0	0.00%	0	0.00%	0	0.00%
O6: Legacy Years	1,203	10.80%	3,338	14.64%	6,577	17.73%
O7: Collegians	0	0.00%	0	0.00%	0	0.00%

	Per Household		Per Household		Per Household	
Weekly Consumer Spending Patterns						
Alcoholic beverages	\$28,243	\$5.74	\$57,939	\$5.90	\$91,451	\$5.92
Total Apparel and services	\$149,514	\$30.37	\$302,095	\$30.74	\$475,776	\$30.79
Cash contributions	\$169,110	\$34.35	\$347,478	\$35.36	\$544,758	\$35.26
Total Education	\$83,069	\$16.88	\$169,981	\$17.30	\$269,130	\$17.42
Total Entertainment	\$226,414	\$46.00	\$460,893	\$46.90	\$725,570	\$46.96
Total Food	\$784,890	\$159.45	\$1,585,128	\$161.29	\$2,501,627	\$161.90
Total Health care	\$452,106	\$91.85	\$920,282	\$93.64	\$1,453,674	\$94.08
Total Housing	\$1,022,895	\$207.80	\$2,076,620	\$211.30	\$3,276,469	\$212.05
Total Personal care products and services	\$75,048	\$15.25	\$152,043	\$15.47	\$239,937	\$15.53
Personal insurance	\$39,226	\$7.97	\$79,980	\$8.14	\$125,928	\$8.15
Total Reading	\$6,564	\$1.33	\$13,308	\$1.35	\$21,004	\$1.36
Total Tobacco products and smoking supplies	\$34,993	\$7.11	\$69,334	\$7.05	\$109,349	\$7.08
Total Transportation	\$954,044	\$193.81	\$1,946,718	\$198.08	\$3,061,925	\$198.16
Cash gifts	\$49,130	\$9.98	\$102,194	\$10.40	\$161,648	\$10.46

Demographics around Doran, Virginia, United States

LandScape Descriptions (Trade Area 1 Only)

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.

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.

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.

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 their 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.

Demographics around Doran, Virginia, United States

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).

F3: Solo Acts

Solo Acts are urban neighborhoods with relatively young single populations, but with an over- 50- percent- higher- than- average number of divorced residents. These 20- and 30- year- olds also have more children than other Going it Alone segments. Some of these residents are single due to the death of a spouse and because they've never been married. Whatever the reason, the households tend to be single females or males with some kids to take care of. With only a little college education and incomes in the \$30,000s and \$40,000s, it's not difficult to imagine this group struggling to make ends meet. They may, in fact, rely on family members and friends for a Friday night supper or weekend splurge at a theme park to ease their struggle - all the while keeping their calendars clear for any dating opportunities (to turn their single status into more comfortable couplehood). Incomes for this population are generated from a variety of white- collar jobs in food preparation, maintenance, healthcare, office administration, and personal care. They register a slight up- tick on the public assistance income measurement, which helps supplement their single- income households.

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.

C2: Managing Business

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.

Demographics around Doran, Virginia, United States

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G3: Solemn Widows/ers

Solemn Widows & Widowers segments suffer the most among the Struggling Singles category, primarily because they are the oldest - and getting older. Due to their ages, many of these residents are single widows and widowers: They measure in at over- two- times- the- national- average in this demographic. Over 50- percent- above- average are also divorced. With incomes below \$30,000, this group has a very tough time getting by. Thankfully they measure below average in children, so there aren't many children to support. While the average age of Solemn Widows & Widowers is 40- something, these neighborhoods also have a large percent of 65- plus- year- olds: In fact, they very nearly have two- times- average of people at retirement age. This fact explains their 50- percent- higher- than- average level of income from social security. Those who work are employed in blue- collar jobs: for example, they have over 50- percent- the- average number of workers in healthcare, food preparation, and building maintenance. Between the retirees and single parents, Solemn Widows & Widowers also weighs in with a very high percent of income from public assistance: nearly two- and- a- half- times- the- national- average - a blessing for a segment truly in need of today's social services.

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.

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.