



Market Profile

124 Kents Ridge Rd, Richlands, Virginia, 24641
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 37.09258
Longitude: -81.80713

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	9,642	14,026	26,561
2010 Total Population	9,436	13,778	25,157
2021 Total Population	9,838	14,561	26,879
2021 Group Quarters	71	109	205
2026 Total Population	9,718	14,447	26,862
2021-2026 Annual Rate	-0.25%	-0.16%	-0.01%
2021 Total Daytime Population	10,867	15,769	26,387
Workers	4,314	6,273	8,795
Residents	6,553	9,496	17,592
Household Summary			
2000 Households	4,163	5,879	10,622
2000 Average Household Size	2.31	2.38	2.44
2010 Households	4,080	5,848	10,551
2010 Average Household Size	2.30	2.34	2.37
2021 Households	4,297	6,247	11,406
2021 Average Household Size	2.27	2.31	2.34
2026 Households	4,256	6,216	11,433
2026 Average Household Size	2.27	2.31	2.33
2021-2026 Annual Rate	-0.19%	-0.10%	0.05%
2010 Families	2,695	4,003	7,416
2010 Average Family Size	2.82	2.83	2.83
2021 Families	2,781	4,204	7,892
2021 Average Family Size	2.81	2.81	2.81
2026 Families	2,737	4,160	7,874
2026 Average Family Size	2.82	2.81	2.81
2021-2026 Annual Rate	-0.32%	-0.21%	-0.05%
Housing Unit Summary			
2000 Housing Units	4,727	6,629	11,920
Owner Occupied Housing Units	63.2%	66.7%	70.5%
Renter Occupied Housing Units	24.9%	22.0%	18.6%
Vacant Housing Units	11.9%	11.3%	10.9%
2010 Housing Units	4,613	6,562	11,813
Owner Occupied Housing Units	60.3%	64.8%	68.6%
Renter Occupied Housing Units	28.2%	24.3%	20.7%
Vacant Housing Units	11.6%	10.9%	10.7%
2021 Housing Units	4,914	7,080	12,888
Owner Occupied Housing Units	64.3%	68.3%	70.9%
Renter Occupied Housing Units	23.1%	19.9%	17.5%
Vacant Housing Units	12.6%	11.8%	11.5%
2026 Housing Units	4,964	7,167	13,109
Owner Occupied Housing Units	64.3%	68.2%	70.8%
Renter Occupied Housing Units	21.4%	18.5%	16.4%
Vacant Housing Units	14.3%	13.3%	12.8%
Median Household Income			
2021	\$35,513	\$37,763	\$39,102
2026	\$37,933	\$40,394	\$41,857
Median Home Value			
2021	\$94,784	\$100,477	\$104,892
2026	\$99,572	\$110,613	\$114,973
Per Capita Income			
2021	\$22,084	\$23,619	\$23,692
2026	\$24,435	\$26,192	\$26,188
Median Age			
2010	42.1	42.8	43.4
2021	45.6	46.0	46.5
2026	47.2	47.8	48.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	4,297	6,247	11,406
<\$15,000	20.6%	18.9%	17.0%
\$15,000 - \$24,999	16.0%	15.2%	15.1%
\$25,000 - \$34,999	12.8%	12.5%	13.1%
\$35,000 - \$49,999	13.4%	14.1%	14.3%
\$50,000 - \$74,999	17.3%	16.9%	17.3%
\$75,000 - \$99,999	7.5%	7.9%	9.5%
\$100,000 - \$149,999	9.3%	10.2%	9.6%
\$150,000 - \$199,999	1.5%	1.9%	1.9%
\$200,000+	1.7%	2.4%	2.2%
Average Household Income	\$50,850	\$55,077	\$55,672
2026 Households by Income			
Household Income Base	4,256	6,216	11,433
<\$15,000	18.8%	17.1%	15.4%
\$15,000 - \$24,999	15.6%	14.9%	14.6%
\$25,000 - \$34,999	12.5%	12.2%	12.7%
\$35,000 - \$49,999	12.7%	13.4%	13.6%
\$50,000 - \$74,999	18.7%	17.9%	18.1%
\$75,000 - \$99,999	7.3%	7.8%	9.6%
\$100,000 - \$149,999	11.0%	12.0%	11.3%
\$150,000 - \$199,999	1.5%	1.9%	2.1%
\$200,000+	2.0%	2.8%	2.6%
Average Household Income	\$56,121	\$60,901	\$61,354
2021 Owner Occupied Housing Units by Value			
Total	3,160	4,838	9,144
<\$50,000	20.5%	20.0%	19.0%
\$50,000 - \$99,999	32.9%	29.8%	29.2%
\$100,000 - \$149,999	17.7%	17.3%	18.7%
\$150,000 - \$199,999	11.6%	14.3%	14.2%
\$200,000 - \$249,999	7.8%	8.2%	8.1%
\$250,000 - \$299,999	5.2%	5.7%	5.0%
\$300,000 - \$399,999	1.9%	2.3%	3.6%
\$400,000 - \$499,999	0.3%	0.3%	0.3%
\$500,000 - \$749,999	1.3%	1.2%	1.0%
\$750,000 - \$999,999	0.5%	0.4%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.4%	0.3%	0.3%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$131,608	\$135,195	\$141,363
2026 Owner Occupied Housing Units by Value			
Total	3,192	4,890	9,279
<\$50,000	19.2%	18.5%	17.2%
\$50,000 - \$99,999	31.1%	28.0%	27.4%
\$100,000 - \$149,999	16.9%	16.5%	18.1%
\$150,000 - \$199,999	12.7%	15.7%	15.5%
\$200,000 - \$249,999	8.6%	9.1%	8.9%
\$250,000 - \$299,999	6.2%	6.8%	5.9%
\$300,000 - \$399,999	2.2%	2.7%	4.3%
\$400,000 - \$499,999	0.3%	0.4%	0.4%
\$500,000 - \$749,999	1.6%	1.5%	1.2%
\$750,000 - \$999,999	0.6%	0.6%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.5%	0.3%	0.4%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$141,419	\$144,848	\$151,067

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	9,435	13,779	25,156
0 - 4	5.4%	5.3%	5.1%
5 - 9	6.0%	5.9%	5.7%
10 - 14	5.9%	5.9%	5.8%
15 - 24	11.4%	11.1%	11.1%
25 - 34	11.9%	11.7%	11.4%
35 - 44	12.7%	12.8%	12.9%
45 - 54	15.4%	15.5%	16.2%
55 - 64	14.3%	15.0%	15.2%
65 - 74	9.0%	9.2%	9.7%
75 - 84	6.0%	5.8%	5.4%
85 +	1.9%	1.7%	1.5%
18 +	79.1%	79.2%	79.7%
2021 Population by Age			
Total	9,838	14,562	26,879
0 - 4	4.6%	4.5%	4.5%
5 - 9	5.1%	5.1%	5.0%
10 - 14	5.5%	5.5%	5.4%
15 - 24	9.2%	9.2%	9.1%
25 - 34	11.9%	11.5%	11.5%
35 - 44	12.8%	12.9%	12.7%
45 - 54	12.7%	12.8%	12.9%
55 - 64	16.0%	15.8%	16.3%
65 - 74	13.2%	13.9%	14.1%
75 - 84	6.4%	6.5%	6.5%
85 +	2.4%	2.4%	2.1%
18 +	81.8%	81.9%	82.2%
2026 Population by Age			
Total	9,716	14,446	26,862
0 - 4	4.5%	4.4%	4.3%
5 - 9	4.9%	4.8%	4.8%
10 - 14	5.5%	5.5%	5.4%
15 - 24	9.4%	9.3%	9.4%
25 - 34	9.3%	9.3%	9.3%
35 - 44	13.5%	13.1%	12.7%
45 - 54	13.3%	13.4%	13.3%
55 - 64	14.0%	14.1%	14.5%
65 - 74	15.0%	15.2%	15.6%
75 - 84	8.1%	8.4%	8.5%
85 +	2.5%	2.5%	2.3%
18 +	81.8%	82.0%	82.3%
2010 Population by Sex			
Males	4,514	6,615	12,268
Females	4,922	7,163	12,889
2021 Population by Sex			
Males	4,744	7,031	13,196
Females	5,094	7,530	13,683
2026 Population by Sex			
Males	4,723	7,015	13,259
Females	4,995	7,432	13,602

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2010 Population by Race/Ethnicity			
Total	9,437	13,779	25,157
White Alone	97.6%	97.9%	98.2%
Black Alone	0.5%	0.4%	0.4%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	0.9%	0.8%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.1%	0.1%
Two or More Races	0.8%	0.7%	0.6%
Hispanic Origin	0.3%	0.4%	0.4%
Diversity Index	5.3	4.9	4.3
2021 Population by Race/Ethnicity			
Total	9,837	14,560	26,879
White Alone	97.2%	97.5%	97.8%
Black Alone	0.5%	0.4%	0.5%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.9%	0.8%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.1%	0.1%
Two or More Races	1.1%	0.9%	0.9%
Hispanic Origin	0.5%	0.7%	0.7%
Diversity Index	6.6	6.3	5.8
2026 Population by Race/Ethnicity			
Total	9,717	14,446	26,861
White Alone	96.9%	97.2%	97.5%
Black Alone	0.5%	0.4%	0.5%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.9%	0.8%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	1.3%	1.1%	1.0%
Hispanic Origin	0.7%	0.9%	0.9%
Diversity Index	7.4	7.1	6.6
2010 Population by Relationship and Household Type			
Total	9,436	13,778	25,157
In Households	99.3%	99.3%	99.2%
In Family Households	82.7%	84.0%	85.0%
Householder	28.4%	29.0%	29.5%
Spouse	21.1%	22.2%	23.2%
Child	28.1%	28.0%	27.8%
Other relative	2.9%	2.9%	2.7%
Nonrelative	2.1%	1.9%	1.7%
In Nonfamily Households	16.6%	15.3%	14.2%
In Group Quarters	0.7%	0.7%	0.8%
Institutionalized Population	0.3%	0.3%	0.5%
Noninstitutionalized Population	0.4%	0.4%	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	7,426	11,031	20,448
Less than 9th Grade	10.5%	10.2%	10.5%
9th - 12th Grade, No Diploma	11.6%	10.7%	9.8%
High School Graduate	26.4%	26.4%	26.9%
GED/Alternative Credential	9.1%	8.1%	7.3%
Some College, No Degree	18.6%	20.1%	21.1%
Associate Degree	10.5%	11.0%	11.1%
Bachelor's Degree	7.8%	7.7%	7.6%
Graduate/Professional Degree	5.7%	5.8%	5.8%
2021 Population 15+ by Marital Status			
Total	8,334	12,372	22,904
Never Married	26.0%	24.9%	24.2%
Married	51.5%	53.2%	54.9%
Widowed	12.4%	11.6%	10.3%
Divorced	10.0%	10.3%	10.7%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,578	5,460	9,910
Population 16+ Employed	92.5%	92.9%	93.3%
Population 16+ Unemployment rate	7.5%	7.1%	6.7%
Population 16-24 Employed	11.2%	11.1%	10.6%
Population 16-24 Unemployment rate	4.1%	6.9%	10.2%
Population 25-54 Employed	67.5%	65.6%	64.6%
Population 25-54 Unemployment rate	10.1%	9.2%	7.8%
Population 55-64 Employed	15.8%	16.4%	17.4%
Population 55-64 Unemployment rate	0.0%	1.0%	2.5%
Population 65+ Employed	5.4%	6.9%	7.3%
Population 65+ Unemployment rate	0.0%	0.0%	0.4%
2021 Employed Population 16+ by Industry			
Total	3,311	5,072	9,246
Agriculture/Mining	4.9%	4.8%	5.1%
Construction	6.0%	5.6%	6.1%
Manufacturing	6.9%	7.3%	8.6%
Wholesale Trade	2.1%	2.2%	1.8%
Retail Trade	15.1%	16.7%	14.7%
Transportation/Utilities	3.6%	4.7%	5.8%
Information	2.2%	2.1%	1.8%
Finance/Insurance/Real Estate	4.4%	4.2%	5.5%
Services	46.7%	46.0%	45.3%
Public Administration	8.0%	6.5%	5.3%
2021 Employed Population 16+ by Occupation			
Total	3,310	5,073	9,246
White Collar	58.3%	58.9%	55.5%
Management/Business/Financial	13.7%	12.9%	10.9%
Professional	20.6%	21.3%	21.7%
Sales	11.2%	12.7%	11.9%
Administrative Support	12.8%	12.0%	11.1%
Services	14.0%	13.3%	13.0%
Blue Collar	27.6%	27.9%	31.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	11.0%	9.7%	9.7%
Installation/Maintenance/Repair	5.3%	4.8%	4.5%
Production	3.5%	4.8%	6.5%
Transportation/Material Moving	7.8%	8.6%	10.8%

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2010 Households by Type			
Total	4,080	5,848	10,552
Households with 1 Person	29.9%	27.7%	26.2%
Households with 2+ People	70.1%	72.3%	73.8%
Family Households	66.1%	68.5%	70.3%
Husband-wife Families	49.2%	52.5%	55.3%
With Related Children	18.8%	19.6%	20.5%
Other Family (No Spouse Present)	16.9%	16.0%	15.0%
Other Family with Male Householder	4.5%	4.4%	4.5%
With Related Children	2.6%	2.6%	2.4%
Other Family with Female Householder	12.4%	11.5%	10.4%
With Related Children	7.1%	6.6%	5.9%
Nonfamily Households	4.0%	3.8%	3.5%
All Households with Children	29.0%	29.3%	29.2%
Multigenerational Households	3.5%	3.4%	3.3%
Unmarried Partner Households	5.2%	4.9%	4.4%
Male-female	4.6%	4.4%	4.0%
Same-sex	0.6%	0.5%	0.5%
2010 Households by Size			
Total	4,081	5,848	10,551
1 Person Household	29.9%	27.7%	26.2%
2 Person Household	35.6%	37.0%	38.0%
3 Person Household	17.5%	17.6%	17.8%
4 Person Household	10.5%	11.3%	12.0%
5 Person Household	4.6%	4.4%	4.3%
6 Person Household	1.3%	1.3%	1.2%
7 + Person Household	0.7%	0.6%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	4,080	5,848	10,551
Owner Occupied	68.2%	72.8%	76.8%
Owned with a Mortgage/Loan	30.6%	33.2%	33.5%
Owned Free and Clear	37.6%	39.6%	43.3%
Renter Occupied	31.8%	27.2%	23.2%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	215	217	216
Percent of Income for Mortgage	11.2%	11.2%	11.3%
Wealth Index	44	52	52
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,613	6,562	11,813
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	82.7%	67.4%	39.1%
Rural Housing Units	17.3%	32.6%	60.9%
2010 Population By Urban/ Rural Status			
Total Population	9,436	13,778	25,157
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	82.8%	66.4%	38.1%
Rural Population	17.2%	33.6%	61.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Economic BedRock (10C)	Economic BedRock (10C)	Economic BedRock (10C)
2.	Rural Bypasses (10E)	Rural Bypasses (10E)	Rooted Rural (10B)
3.	Senior Escapes (9D)	Southern Satellites (10A)	Southern Satellites (10A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$5,010,339	\$7,847,635	\$14,487,869
Average Spent	\$1,166.01	\$1,256.22	\$1,270.20
Spending Potential Index	55	59	60
Education: Total \$	\$3,070,338	\$4,954,270	\$9,031,467
Average Spent	\$714.53	\$793.06	\$791.82
Spending Potential Index	41	46	46
Entertainment/Recreation: Total \$	\$8,674,326	\$13,504,445	\$25,146,089
Average Spent	\$2,018.69	\$2,161.75	\$2,204.64
Spending Potential Index	62	67	68
Food at Home: Total \$	\$15,107,643	\$23,313,667	\$43,279,869
Average Spent	\$3,515.86	\$3,731.98	\$3,794.48
Spending Potential Index	65	68	70
Food Away from Home: Total \$	\$9,468,351	\$14,733,702	\$27,242,045
Average Spent	\$2,203.48	\$2,358.52	\$2,388.40
Spending Potential Index	58	62	63
Health Care: Total \$	\$18,065,925	\$28,102,611	\$52,348,627
Average Spent	\$4,204.31	\$4,498.58	\$4,589.57
Spending Potential Index	67	72	74
HH Furnishings & Equipment: Total \$	\$5,519,669	\$8,701,267	\$16,065,941
Average Spent	\$1,284.54	\$1,392.87	\$1,408.55
Spending Potential Index	57	62	62
Personal Care Products & Services: Total \$	\$2,048,410	\$3,235,521	\$5,939,202
Average Spent	\$476.71	\$517.93	\$520.71
Spending Potential Index	53	58	58
Shelter: Total \$	\$40,713,860	\$64,635,058	\$117,950,921
Average Spent	\$9,474.95	\$10,346.58	\$10,341.13
Spending Potential Index	47	51	51
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,845,238	\$10,523,754	\$19,338,634
Average Spent	\$1,593.03	\$1,684.61	\$1,695.48
Spending Potential Index	67	70	71
Travel: Total \$	\$5,306,254	\$8,469,526	\$15,457,340
Average Spent	\$1,234.87	\$1,355.77	\$1,355.19
Spending Potential Index	49	54	54
Vehicle Maintenance & Repairs: Total \$	\$3,207,435	\$4,948,631	\$9,202,248
Average Spent	\$746.44	\$792.16	\$806.79
Spending Potential Index	67	71	73

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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