



## Market Profile

2940 Clinch St, Richlands, Virginia, 24641  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 37.09273  
Longitude: -81.82123

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	9,591	14,642	27,166
2010 Total Population	9,332	14,253	25,677
2021 Total Population	9,687	15,123	27,464
2021 Group Quarters	58	109	226
2026 Total Population	9,572	15,047	27,472
2021-2026 Annual Rate	-0.24%	-0.10%	0.01%
2021 Total Daytime Population	10,554	16,031	27,497
Workers	4,053	6,076	9,419
Residents	6,501	9,955	18,078
<b>Household Summary</b>			
2000 Households	4,129	6,131	10,852
2000 Average Household Size	2.32	2.38	2.44
2010 Households	4,040	6,055	10,766
2010 Average Household Size	2.30	2.34	2.36
2021 Households	4,240	6,494	11,649
2021 Average Household Size	2.27	2.31	2.34
2026 Households	4,201	6,479	11,688
2026 Average Household Size	2.26	2.31	2.33
2021-2026 Annual Rate	-0.18%	-0.05%	0.07%
2010 Families	2,675	4,153	7,566
2010 Average Family Size	2.82	2.82	2.83
2021 Families	2,750	4,379	8,060
2021 Average Family Size	2.81	2.81	2.81
2026 Families	2,707	4,346	8,049
2026 Average Family Size	2.81	2.81	2.81
2021-2026 Annual Rate	-0.31%	-0.15%	-0.03%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,683	6,914	12,176
Owner Occupied Housing Units	63.6%	67.1%	70.5%
Renter Occupied Housing Units	24.6%	21.6%	18.6%
Vacant Housing Units	11.8%	11.3%	10.9%
2010 Housing Units	4,556	6,780	12,055
Owner Occupied Housing Units	60.9%	65.4%	68.6%
Renter Occupied Housing Units	27.8%	23.9%	20.7%
Vacant Housing Units	11.3%	10.7%	10.7%
2021 Housing Units	4,838	7,346	13,162
Owner Occupied Housing Units	64.7%	68.7%	70.8%
Renter Occupied Housing Units	23.0%	19.7%	17.7%
Vacant Housing Units	12.4%	11.6%	11.5%
2026 Housing Units	4,890	7,452	13,389
Owner Occupied Housing Units	64.7%	68.6%	70.7%
Renter Occupied Housing Units	21.2%	18.3%	16.6%
Vacant Housing Units	14.1%	13.1%	12.7%
<b>Median Household Income</b>			
2021	\$35,809	\$37,525	\$38,552
2026	\$38,202	\$40,019	\$41,099
<b>Median Home Value</b>			
2021	\$95,206	\$98,264	\$104,279
2026	\$100,398	\$107,427	\$114,160
<b>Per Capita Income</b>			
2021	\$21,503	\$23,165	\$23,467
2026	\$23,746	\$25,628	\$25,930
<b>Median Age</b>			
2010	42.1	42.8	43.4
2021	45.7	46.2	46.4
2026	47.4	47.9	48.0

**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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<b>2021 Households by Income</b>			
Household Income Base	4,240	6,494	11,649
<\$15,000	21.5%	19.1%	17.2%
\$15,000 - \$24,999	15.4%	15.6%	15.5%
\$25,000 - \$34,999	12.1%	12.1%	12.9%
\$35,000 - \$49,999	13.7%	14.4%	14.7%
\$50,000 - \$74,999	17.8%	16.9%	17.0%
\$75,000 - \$99,999	7.7%	8.1%	9.2%
\$100,000 - \$149,999	9.1%	9.8%	9.4%
\$150,000 - \$199,999	1.4%	1.7%	1.9%
\$200,000+	1.3%	2.2%	2.2%
Average Household Income	\$49,519	\$54,093	\$55,160
<b>2026 Households by Income</b>			
Household Income Base	4,201	6,479	11,688
<\$15,000	19.6%	17.3%	15.6%
\$15,000 - \$24,999	15.1%	15.3%	15.0%
\$25,000 - \$34,999	11.8%	11.8%	12.5%
\$35,000 - \$49,999	13.0%	13.7%	14.1%
\$50,000 - \$74,999	19.2%	17.9%	17.9%
\$75,000 - \$99,999	7.6%	8.1%	9.2%
\$100,000 - \$149,999	10.7%	11.5%	11.0%
\$150,000 - \$199,999	1.4%	1.8%	2.1%
\$200,000+	1.6%	2.6%	2.6%
Average Household Income	\$54,541	\$59,687	\$60,768
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	3,129	5,044	9,323
<\$50,000	19.9%	20.2%	18.4%
\$50,000 - \$99,999	33.3%	30.8%	30.0%
\$100,000 - \$149,999	16.6%	16.6%	19.0%
\$150,000 - \$199,999	12.2%	14.0%	14.2%
\$200,000 - \$249,999	8.2%	8.5%	7.7%
\$250,000 - \$299,999	5.0%	5.3%	5.0%
\$300,000 - \$399,999	2.2%	2.5%	3.4%
\$400,000 - \$499,999	0.3%	0.3%	0.3%
\$500,000 - \$749,999	1.2%	1.1%	1.1%
\$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%	0.0%	0.2%
Average Home Value	\$133,403	\$133,052	\$141,104
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	3,162	5,113	9,471
<\$50,000	18.5%	18.6%	16.6%
\$50,000 - \$99,999	31.4%	29.0%	28.1%
\$100,000 - \$149,999	15.9%	16.0%	18.6%
\$150,000 - \$199,999	13.5%	15.3%	15.5%
\$200,000 - \$249,999	9.1%	9.3%	8.5%
\$250,000 - \$299,999	6.0%	6.2%	5.9%
\$300,000 - \$399,999	2.6%	3.0%	4.1%
\$400,000 - \$499,999	0.4%	0.3%	0.4%
\$500,000 - \$749,999	1.5%	1.3%	1.3%
\$750,000 - \$999,999	0.7%	0.5%	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%	0.0%	0.2%
Average Home Value	\$143,651	\$142,602	\$150,618

**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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<b>2010 Population by Age</b>			
Total	9,331	14,252	25,674
0 - 4	5.4%	5.2%	5.2%
5 - 9	6.1%	5.9%	5.7%
10 - 14	5.9%	5.9%	5.8%
15 - 24	11.5%	11.1%	11.1%
25 - 34	11.8%	11.6%	11.3%
35 - 44	12.8%	12.9%	12.9%
45 - 54	15.5%	15.6%	16.1%
55 - 64	14.4%	15.1%	15.2%
65 - 74	8.9%	9.3%	9.6%
75 - 84	5.8%	5.7%	5.3%
85 +	1.8%	1.7%	1.6%
18 +	79.0%	79.3%	79.6%
<b>2021 Population by Age</b>			
Total	9,686	15,122	27,465
0 - 4	4.6%	4.5%	4.5%
5 - 9	5.1%	5.0%	5.0%
10 - 14	5.5%	5.5%	5.4%
15 - 24	9.3%	9.2%	9.2%
25 - 34	11.9%	11.5%	11.5%
35 - 44	12.7%	12.7%	12.6%
45 - 54	12.8%	12.9%	12.9%
55 - 64	16.2%	16.0%	16.2%
65 - 74	13.3%	13.9%	14.2%
75 - 84	6.3%	6.5%	6.5%
85 +	2.3%	2.3%	2.1%
18 +	81.8%	82.0%	82.2%
<b>2026 Population by Age</b>			
Total	9,572	15,049	27,469
0 - 4	4.5%	4.4%	4.3%
5 - 9	4.9%	4.8%	4.8%
10 - 14	5.5%	5.4%	5.4%
15 - 24	9.4%	9.4%	9.4%
25 - 34	9.3%	9.3%	9.3%
35 - 44	13.3%	12.9%	12.7%
45 - 54	13.3%	13.4%	13.3%
55 - 64	14.3%	14.2%	14.5%
65 - 74	15.1%	15.3%	15.6%
75 - 84	8.0%	8.4%	8.4%
85 +	2.4%	2.5%	2.3%
18 +	81.8%	82.0%	82.2%
<b>2010 Population by Sex</b>			
Males	4,469	6,841	12,525
Females	4,863	7,412	13,152
<b>2021 Population by Sex</b>			
Males	4,673	7,298	13,472
Females	5,014	7,824	13,991
<b>2026 Population by Sex</b>			
Males	4,652	7,300	13,544
Females	4,920	7,747	13,928

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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<b>2010 Population by Race/Ethnicity</b>			
Total	9,333	14,253	25,677
White Alone	97.6%	97.9%	98.2%
Black Alone	0.4%	0.4%	0.5%
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
<b>2021 Population by Race/Ethnicity</b>			
Total	9,687	15,122	27,464
White Alone	97.2%	97.5%	97.7%
Black Alone	0.4%	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%	0.2%	0.1%
Two or More Races	1.1%	1.0%	0.9%
Hispanic Origin	0.6%	0.7%	0.7%
Diversity Index	6.6	6.4	5.8
<b>2026 Population by Race/Ethnicity</b>			
Total	9,572	15,048	27,472
White Alone	96.9%	97.2%	97.5%
Black Alone	0.5%	0.5%	0.6%
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%	0.2%	0.2%
Two or More Races	1.3%	1.1%	1.0%
Hispanic Origin	0.7%	0.9%	0.9%
Diversity Index	7.3	7.2	6.6
<b>2010 Population by Relationship and Household Type</b>			
Total	9,332	14,253	25,677
In Households	99.4%	99.3%	99.1%
In Family Households	82.9%	84.1%	85.0%
Householder	28.4%	29.1%	29.5%
Spouse	21.1%	22.3%	23.2%
Child	28.4%	28.1%	27.9%
Other relative	2.9%	2.9%	2.8%
Nonrelative	2.1%	1.8%	1.7%
In Nonfamily Households	16.5%	15.1%	14.2%
In Group Quarters	0.6%	0.7%	0.9%
Institutionalized Population	0.2%	0.3%	0.6%
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.

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<b>2021 Population 25+ by Educational Attainment</b>			
Total	7,308	11,456	20,870
Less than 9th Grade	10.9%	10.5%	11.1%
9th - 12th Grade, No Diploma	11.3%	10.4%	10.2%
High School Graduate	26.7%	27.1%	26.7%
GED/Alternative Credential	9.5%	8.7%	7.3%
Some College, No Degree	18.3%	19.7%	20.5%
Associate Degree	10.2%	10.6%	11.1%
Bachelor's Degree	7.7%	7.4%	7.7%
Graduate/Professional Degree	5.5%	5.6%	5.5%
<b>2021 Population 15+ by Marital Status</b>			
Total	8,208	12,854	23,392
Never Married	26.1%	24.8%	24.4%
Married	51.2%	53.2%	54.3%
Widowed	12.7%	11.6%	10.4%
Divorced	9.9%	10.5%	10.9%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,485	5,590	10,024
Population 16+ Employed	92.3%	92.6%	93.3%
Population 16+ Unemployment rate	7.7%	7.4%	6.7%
Population 16-24 Employed	11.4%	11.3%	10.9%
Population 16-24 Unemployment rate	4.7%	7.9%	10.5%
Population 25-54 Employed	67.7%	65.3%	64.5%
Population 25-54 Unemployment rate	10.1%	9.2%	7.7%
Population 55-64 Employed	15.7%	16.6%	17.4%
Population 55-64 Unemployment rate	1.0%	2.1%	3.0%
Population 65+ Employed	5.3%	6.8%	7.3%
Population 65+ Unemployment rate	0.0%	0.0%	0.4%
<b>2021 Employed Population 16+ by Industry</b>			
Total	3,217	5,178	9,350
Agriculture/Mining	4.4%	4.5%	5.3%
Construction	5.7%	5.3%	6.1%
Manufacturing	6.7%	7.4%	8.4%
Wholesale Trade	2.1%	2.2%	1.9%
Retail Trade	15.4%	16.9%	14.8%
Transportation/Utilities	3.4%	5.0%	5.7%
Information	2.6%	2.5%	1.9%
Finance/Insurance/Real Estate	4.5%	4.4%	4.6%
Services	47.2%	45.6%	46.0%
Public Administration	8.1%	6.3%	5.2%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	3,216	5,179	9,348
White Collar	58.5%	58.9%	55.6%
Management/Business/Financial	13.3%	12.6%	11.3%
Professional	21.8%	21.7%	21.9%
Sales	11.0%	12.9%	11.4%
Administrative Support	12.3%	11.7%	11.0%
Services	14.3%	13.3%	13.0%
Blue Collar	27.2%	27.8%	31.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	10.6%	9.4%	9.8%
Installation/Maintenance/Repair	5.4%	5.0%	4.4%
Production	3.1%	4.8%	6.2%
Transportation/Material Moving	8.0%	8.7%	11.0%

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<b>2010 Households by Type</b>			
Total	4,040	6,055	10,765
Households with 1 Person	29.9%	27.7%	26.3%
Households with 2+ People	70.1%	72.3%	73.7%
Family Households	66.2%	68.6%	70.3%
Husband-wife Families	49.2%	52.7%	55.1%
With Related Children	18.8%	19.7%	20.5%
Other Family (No Spouse Present)	17.1%	16.0%	15.2%
Other Family with Male Householder	4.7%	4.4%	4.6%
With Related Children	2.7%	2.5%	2.4%
Other Family with Female Householder	12.4%	11.5%	10.6%
With Related Children	7.1%	6.6%	6.1%
Nonfamily Households	3.9%	3.7%	3.5%
All Households with Children	29.1%	29.3%	29.4%
Multigenerational Households	3.6%	3.5%	3.4%
Unmarried Partner Households	5.1%	4.8%	4.5%
Male-female	4.6%	4.3%	4.0%
Same-sex	0.5%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	4,041	6,056	10,765
1 Person Household	29.9%	27.7%	26.3%
2 Person Household	35.6%	37.0%	37.9%
3 Person Household	17.2%	17.6%	17.8%
4 Person Household	10.7%	11.4%	12.1%
5 Person Household	4.6%	4.4%	4.3%
6 Person Household	1.3%	1.3%	1.1%
7 + Person Household	0.7%	0.6%	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,040	6,055	10,766
Owner Occupied	68.6%	73.2%	76.8%
Owned with a Mortgage/Loan	30.6%	32.8%	33.0%
Owned Free and Clear	38.1%	40.4%	43.7%
Renter Occupied	31.4%	26.8%	23.2%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	216	220	215
Percent of Income for Mortgage	11.2%	11.0%	11.3%
Wealth Index	41	50	52
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,556	6,780	12,055
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	81.1%	64.5%	38.3%
Rural Housing Units	18.9%	35.5%	61.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,332	14,253	25,677
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	80.8%	63.6%	37.3%
Rural Population	19.2%	36.4%	62.7%

**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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<b>Top 3 Tapestry Segments</b>			
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)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,803,615	\$8,010,778	\$14,665,930
Average Spent	\$1,132.93	\$1,233.57	\$1,258.99
Spending Potential Index	53	58	59
Education: Total \$	\$2,944,114	\$5,026,400	\$9,124,780
Average Spent	\$694.37	\$774.01	\$783.31
Spending Potential Index	40	45	45
Entertainment/Recreation: Total \$	\$8,341,359	\$13,847,355	\$25,474,768
Average Spent	\$1,967.30	\$2,132.33	\$2,186.86
Spending Potential Index	61	66	68
Food at Home: Total \$	\$14,515,823	\$23,910,811	\$43,858,844
Average Spent	\$3,423.54	\$3,681.99	\$3,765.03
Spending Potential Index	63	68	69
Food Away from Home: Total \$	\$9,082,053	\$15,063,089	\$27,587,514
Average Spent	\$2,141.99	\$2,319.54	\$2,368.23
Spending Potential Index	56	61	62
Health Care: Total \$	\$17,385,851	\$28,827,424	\$53,026,442
Average Spent	\$4,100.44	\$4,439.09	\$4,552.02
Spending Potential Index	66	71	73
HH Furnishings & Equipment: Total \$	\$5,304,944	\$8,884,275	\$16,253,589
Average Spent	\$1,251.17	\$1,368.07	\$1,395.28
Spending Potential Index	55	61	62
Personal Care Products & Services: Total \$	\$1,967,029	\$3,296,155	\$6,005,406
Average Spent	\$463.92	\$507.57	\$515.53
Spending Potential Index	52	57	57
Shelter: Total \$	\$39,089,110	\$65,722,593	\$119,206,008
Average Spent	\$9,219.13	\$10,120.51	\$10,233.15
Spending Potential Index	46	50	51
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,573,827	\$10,777,175	\$19,594,136
Average Spent	\$1,550.43	\$1,659.56	\$1,682.04
Spending Potential Index	65	69	70
Travel: Total \$	\$5,096,398	\$8,608,454	\$15,618,620
Average Spent	\$1,201.98	\$1,325.60	\$1,340.77
Spending Potential Index	48	52	53
Vehicle Maintenance & Repairs: Total \$	\$3,084,356	\$5,079,909	\$9,326,104
Average Spent	\$727.44	\$782.25	\$800.59
Spending Potential Index	66	71	72

**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.

October 21, 2021