Demographics around 17272 Kings Hwy, Montross, Virginia 22520, United States

COLDWELL BANKER COMMERCIAL
BROOKS REAL ESTATE

Demographic Detail Report

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

	5 Miles		10 Miles		15 Miles	
Population						
2025 Population	3,997	---	11,763	---	39,381	---
2030 Projected Population	3,934	---	11,728	---	40,628	---
2030 Projected Population (High Estimate)	4,227	---	12,643	---	43,019	---
2030 Projected Population (Low Estimate)	3,912	---	11,572	---	38,739	---
% Projected Annual Change (2025 - 2030)	-0.3%	---	-0.1%	---	0.6%	---
% Projected Annual Change (High Estimate)	1.2%	---	1.5%	---	1.8%	---
% Projected Annual Change (Low Estimate)	-0.4%	---	-0.3%	---	-0.3%	---
2010 Census Population	3,645	---	10,760	---	35,574	---
2020 Census Population	3,935	---	11,471	---	38,234	---
% Annual Change (2020 - 2025)	0.3%	---	0.5%	---	0.6%	---
Population Density	55		50		77	
Land Area (Square Miles)	72.29		233.42		509.28	
Households						
2025 Households	1,724	---	4,935	---	16,123	---
2030 Projected Households	1,697	---	4,918	---	16,636	---
% Projected Annual Change (2025 - 2030)	-0.3%	---	-0.1%	---	0.6%	---
2010 Households	1,474	---	4,280	---	13,754	---
2020 Households	1,695	---	4,809	---	15,626	---
% Annual Change (2020 - 2025)	3.0%	---	2.5%	---	2.7%	---
Growth Stability Indicator (-1 to +1)	-0.0392	---	-0.0038	---	-0.0005	---
Daytime Population						
Daytime Population	3,773	---	10,678	---	35,079	---
Children at Home	131	---	380	---	1,293	---
Students	952	---	2,308	---	8,459	---
Work at Home	238	---	629	---	2,340	---
Homemakers	323	---	1,418	---	5,118	---
Retired/Disabled Population	1,067	---	3,031	---	9,288	---
Unemployed	84	---	306	---	890	---

Demographic Detail Report

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	5 Miles		10 Miles		15 Miles	
Total Population by Age						
Average Age (2025)	47.2		46.7		45.5	
Children (2025)						
0 - 4 Years	175	4.4%	505	4.3%	1,715	4.4%
5 - 9 Years	182	4.6%	514	4.4%	1,803	4.6%
10 - 13 Years	158	4.0%	487.7	4.1%	1,628	4.1%
14 - 17 Years	176	4.4%	520	4.4%	1,777	4.5%
Adults (2025)						
18 - 21 Years	179	4.5%	535	4.5%	1,831	4.6%
22 - 24 Years	130	3.3%	387	3.3%	1,355	3.4%
25 - 34 Years	351	8.8%	1,127	9.6%	4,090	10.4%
35 - 44 Years	425	10.6%	1,283	10.9%	4,493	11.4%
45 - 54 Years	406	10.1%	1,213	10.3%	4,300	10.9%
55 - 64 Years	602	15.1%	1,755	14.9%	5,895	15.0%
65 - 74 Years	636	15.9%	1,861	15.8%	5,818	14.8%
75 - 84 Years	436	10.9%	1,184	10.1%	3,572	9.1%
85+ Years	140	3.5%	392	3.3%	1,103	2.8%
Age, Female (2025)						
0 - 4 Years	86	2.2%	249	2.1%	844	2.1%
5 - 9 Years	85	2.1%	251	2.1%	884	2.2%
10 - 13 Years	75	1.9%	230	2.0%	787	2.0%
14 - 17 Years	90	2.3%	256	2.2%	865	2.2%
18 - 21 Years	90	2.3%	257	2.2%	884	2.2%
22 - 24 Years	64	1.6%	182	1.5%	650	1.7%
25 - 34 Years	177	4.4%	546	4.6%	1,881	4.8%
35 - 44 Years	227	5.7%	649	5.5%	2,092	5.3%
45 - 54 Years	213	5.3%	624	5.3%	2,114	5.4%
55 - 64 Years	308	7.7%	894	7.6%	2,967	7.5%
65 - 74 Years	332	8.3%	970	8.2%	3,099	7.9%
75 - 84 Years	248	6.2%	671	5.7%	1,982	5.0%
85+ Years	88	2.2%	253	2.2%	709	1.8%
% of Population, Female		**52.1%**		**51.3%**		**50.2%**
Average Age, Female	48.3	---	47.9	---	46.8	---

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2025 Q2

	5 Miles		10 Miles		15 Miles	
Age, Male						
0 - 4 Years	88	2.2%	255	2.2%	871	2.2%
5 - 9 Years	97	2.4%	263	2.2%	919	2.3%
10 - 13 Years	83	2.1%	258	2.2%	841	2.1%
14 - 17 Years	86	2.2%	265	2.3%	912	2.3%
18 - 21 Years	89	2.2%	278	2.4%	947	2.4%
22 - 24 Years	67	1.7%	205	1.7%	706	1.8%
25 - 34 Years	174	4.4%	582	4.9%	2,210	5.6%
35 - 44 Years	198	5.0%	634	5.4%	2,400	6.1%
45 - 54 Years	193	4.8%	589	5.0%	2,186	5.6%
55 - 64 Years	293	7.3%	861	7.3%	2,928	7.4%
65 - 74 Years	304	7.6%	891	7.6%	2,719	6.9%
75 - 84 Years	188	4.7%	513	4.4%	1,589	4.0%
85+ Years	53	1.3%	139	1.2%	394	1.0%
% of Population, Male		**47.9%**		**48.7%**		**49.8%**
Average Age, Male	46.0	---	45.4	---	44.3	---
Income (2025)						
Per Capita Income	$40,559	---	$38,709	---	$43,746	---
Average Household Income	$94,049	---	$92,275	---	$106,851	---
Median Household Income	$70,655	---	$70,828	---	$82,237	---
Less than $15,000	147	8.5%	458	9.3%	1,421	8.8%
$15,000 - $19,999	22	1.3%	180	3.7%	585	3.6%
$20,000 - $24,999	23	1.3%	103	2.1%	443	2.8%
$25,000 - $29,999	21	1.2%	84	1.7%	367	2.3%
$30,000 - $34,999	20	1.2%	132	2.7%	489	3.0%
$35,000 - $39,999	63	3.7%	172	3.5%	502	3.1%
$40,000 - $44,999	74	4.3%	203	4.1%	418	2.6%
$45,000 - $49,999	146	8.5%	317	6.4%	733	4.5%
$50,000 - $54,999	129	7.5%	275	5.6%	828	5.1%
$55,000 - $59,999	62	3.6%	174	3.5%	596	3.7%
$60,000 - $64,999	69	4.0%	168	3.4%	567	3.5%
$65,000 - $69,999	53	3.1%	132	2.7%	466	2.9%
$70,000 - $79,999	93	5.4%	233	4.7%	797	4.9%

Demographic Detail Report

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

	5 Miles		10 Miles		15 Miles	
$80,000 - $89,999	137	8.0%	331	6.7%	888	5.5%
$90,000 - $99,999	122	7.1%	293	5.9%	800	5.0%
$100,000 - $125,000	183	10.6%	539	10.9%	1,592	9.9%
$125,000 - $149,999	108	6.3%	399	8.1%	1,176	7.3%
$150,000 - $199,999	115	6.7%	426	8.6%	1,736	10.8%
$200,000 - $249,999	75	4.4%	177	3.6%	961	6.0%
$250,000 - $499,999	32	1.9%	75	1.5%	411	2.5%
$500,000+	27	1.6%	64	1.3%	347	2.2%
Income (2030 Projected)						
Per Capita Income	$52,079	---	$48,919	---	$54,637	---
Average Household Income	$120,773	---	$116,662	---	$133,435	---
Median Household Income	$90,778	---	$89,341	---	$102,875	---
Education (2025)						
Less than 9th Grade	130	4.3%	611	6.9%	1,502	5.1%
Some High School	362	12.1%	1,087	12.3%	3,171	10.8%
High School Grad	1,170	39.1%	3,406	38.6%	10,568	36.1%
Some College	615	20.5%	1,353	15.3%	5,261	18.0%
Associate Degree	192	6.4%	724	8.2%	2,359	8.1%
Bachelors Degree	309	10.3%	999	11.3%	3,845	13.1%
Masters Degree	168	5.6%	496	5.6%	2,123	7.3%
Doctorate or Professional Degree	49	1.6%	138	1.6%	441	1.5%
Population by Race/Ethnicity (2025)						
Race Excluding Hispanic Ethnic Group						
White	2,347	58.7%	7,035	59.8%	25,402	64.5%
Black	1,140	28.5%	3,367	28.6%	9,820	24.9%
Asian	29	0.7%	50	0.4%	476	1.2%
Other	480	12.0%	1,311	11.1%	3,684	9.4%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	2,280	57.0%	6,910	58.7%	25,036	63.6%
Hispanic	303	7.6%	833	7.1%	1,996	5.1%
Black, Non-Hispanic	1,139	28.5%	3,362	28.6%	9,749	24.8%
Asian, Non-Hispanic	29	0.7%	50	0.4%	474	1.2%
Other, Non-Hispanic	246	6.1%	609	5.2%	2,126	5.4%

Demographic Detail Report

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	5 Miles		10 Miles		15 Miles	
Population by Race/Ethnicity (2030 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	2,083	52.1%	6,758	57.5%	25,163	63.9%
Hispanic	499	12.5%	1,061	9.0%	2,290	5.8%
Black, Non-Hispanic	1,093	27.3%	3,287	27.9%	9,993	25.4%
Asian, Non-Hispanic	28	0.7%	50	0.4%	920	2.3%
Other, Non-Hispanic	231	5.8%	572	4.9%	2,264	5.7%
Language at Home (2025)						
Spanish	235	6.1%	623	5.5%	1,386	3.7%
Asian/Pacific Language	13	0.3%	15	0.1%	207	0.5%
European/Indo-European	32	0.8%	120	1.1%	557	1.5%
Arabic	0	0.0%	0	0.0%	0	0.0%
Other Non-English	0	0.0%	0	0.0%	15	0.0%
Family Structure (2025)						
Male Householder, No Children	18	1.5%	78	2.3%	211	1.9%
Female Householder, No Children	162	13.8%	436	12.8%	1,271	11.2%
Single Parent - Male	100	8.6%	138	4.1%	353	3.1%
Single Parent - Female	64	5.5%	264	7.8%	926	8.2%
Married w/ Children	171	14.6%	484	14.3%	1,900	16.8%
Married w/out Children	618	52.8%	1,771	52.1%	5,762	50.9%
Non-family Households	36	3.1%	225	6.6%	901	8.0%
Household Size (2025)						
1 Person	555	32.2%	1,538	31.2%	4,798	29.8%
2 Persons	644	37.3%	1,853	37.6%	5,967	37.0%
3 Persons	207	12.0%	610	12.4%	2,275	14.1%
4 Persons	181	10.5%	500	10.1%	1,639	10.2%
5 Persons	79	4.6%	245	5.0%	836	5.2%
6 Persons	36	2.1%	117	2.4%	376	2.3%
7+ Persons	23	1.3%	71	1.4%	232	1.4%

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	5 Miles		10 Miles		15 Miles	
Housing (2025)						
Owner-Occupied	1,195	55.3%	3,391	52.9%	11,746	57.1%
Renter-Occupied	528	24.5%	1,544	24.1%	4,377	21.3%
Vacant	437	20.2%	1,479	23.1%	4,439	21.6%
Components of Change (2025)						
Births	33	0.8%	95	0.8%	335	0.9%
Deaths	57	1.4%	158	1.3%	478	1.2%
Migration	4	0.1%	36	0.3%	235	0.6%
Other Population (2025)						
Seasonal Population	326	---	1,245	---	3,637	---
Transient Population	0	---	18	---	236	---
Group Quarters Population	6	---	298	---	1,580	---
Institutionalized	5	---	266	---	1,491	---
College	0	---	0	---	24	---
Military	0	---	0	---	0	---
Other	1	---	33	---	65	---
Home Value (2025)						
Median Home Value	$391,285	---	$413,857	---	$457,542	---
Average Home Value	$335,357	---	$346,669	---	$384,757	---
Under $20,000	10	0.8%	44	1.3%	179	1.5%
$20,000 to $40,000	52	4.4%	113	3.3%	233	2.0%
$40,000 to $60,000	0	0.0%	8	0.2%	43	0.4%
$60,000 to $80,000	0	0.0%	4	0.1%	47	0.4%
$80,000 to $100,000	10	0.9%	25	0.7%	70	0.6%
$100,000 to $125,000	7	0.6%	42	1.2%	164	1.4%
$125,000 to $150,000	31	2.6%	97	2.9%	252	2.1%
$150,000 to $200,000	112	9.4%	268	7.9%	644	5.5%
$200,000 to $250,000	171	14.3%	352	10.4%	962	8.2%
$250,000 to $300,000	133	11.1%	415	12.2%	1,381	11.8%
$300,000 to $400,000	232	19.4%	692	20.4%	2,417	20.6%
$400,000 to $500,000	172	14.4%	427	12.6%	1,567	13.3%
$500,000 to $750,000	171	14.3%	523	15.4%	2,052	17.5%
$750,000 to $1,000,000	59	4.9%	231	6.8%	933	7.9%
$1,000,000 or more	31	2.6%	147	4.3%	713	6.1%

Demographic Detail Report
STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2025 Q2

	5 Miles		10 Miles		15 Miles	
Vehicles Per Household (2025)						
No Vehicle	84	4.9%	226	4.6%	809	5.0%
1 Vehicle	342	19.9%	1,033	20.9%	4,158	25.8%
2 Vehicles	637	36.9%	1,873	38.0%	5,458	33.9%
3 Vehicles	409	23.8%	1,146	23.2%	3,661	22.7%
4 Vehicles	146	8.5%	365	7.4%	1,225	7.6%
5 or more Vehicles	105	6.1%	291	5.9%	812	5.0%
Economic Indicators (2025)						
Gross Domestic Product (GDP) - in 1,000s	$260,456	---	$730,795	---	$2,687,694	---
Economic Viability	278	---	289	---	285	---
Economic Viability, Indexed	100	---	104	---	103	---
Average Salary	$42,022	---	$43,495	---	$47,583	---
Average Mortgage-Risk	3.13	---	3.23	---	3.31	---
Businesses (2025)						
Establishments	157	---	366	---	1,096	---
Employees (FTEs)	978	---	2,605	---	7,692	---
Employment, Pop 16+ (2025)	3,390		9,984		33,291	
Armed Forces	1	0.0%	9	0.1%	321	1.0%
Civilian	1,855	54.7%	5,129	51.4%	17,686	53.1%
Employed	1,771	52.2%	4,823	48.3%	16,796	50.5%
Unemployed	84	2.5%	306	3.1%	890	2.7%
Not in Labor Force	1,535	45.3%	4,854	48.6%	15,605	46.9%
Unemployment Rate (2025)		4.6%		5.9%		4.9%
Employment by Industry (2025)						
Agriculture, Mining and Construction	194	11.0%	703	14.6%	2,202	13.1%
Manufacturing	131	7.4%	311	6.5%	1,096	6.5%
Transportation	106	6.0%	290	6.0%	1,036	6.2%
Information	9	0.5%	25	0.5%	172	1.0%

Demographic Detail Report
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	5 Miles		10 Miles		15 Miles	
Wholesale-Retail	291	16.4%	824	17.1%	2,289	13.6%
Finance, Insurance, and Real Estate	53	3.0%	181	3.8%	741	4.4%
Professional Services	98	5.5%	292	6.1%	1,288	7.7%
Management Services	0	0.0%	0	0.0%	0	0.0%
Administration and Waste Services	95	5.4%	256	5.3%	882	5.2%
Educational Services	180	10.2%	812	16.8%	3,110	18.5%
Entertainment Services	192	10.8%	306	6.3%	903	5.4%
Other Professional Services	134	7.6%	312	6.5%	1,002	6.0%
Public Administration	287	16.2%	511	10.6%	2,075	12.4%
Employment by Occupation (2025)		---		---		---
White Collar						
Managerial and Executive	258	14.6%	623	12.9%	2,491	14.8%
Professional Specialty	273	15.4%	917	19.0%	3,853	22.9%
Healthcare and Support	70	3.9%	153	3.2%	781	4.7%
Sales	147	8.3%	488	10.1%	1,450	8.6%
Office and Administration	202	11.4%	504	10.5%	1,762	10.5%
Blue Collar						
Protective Services	112	6.3%	192	4.0%	544	3.2%
Food Preparation and Serving	72	4.1%	169	3.5%	467	2.8%
Building Maintenance and Cleaning	101	5.7%	240	5.0%	665	4.0%
Personal Care Services	62	3.5%	113	2.3%	332	2.0%
Farming, Fishing & Forestry	23	1.3%	149	3.1%	334	2.0%
Construction	157	8.9%	566	11.7%	1,921	11.4%
Production & Transportation	294	16.6%	710	14.7%	2,196	13.1%
School Enrollment (2025)						
Nursery School/Pre-school	49	1.2%	108	0.9%	289	0.7%
Kindergarten/Elementary School	322	8.0%	985	8.4%	3,606	9.2%
High School	231	5.8%	750	6.4%	1,992	5.1%
College/Graduate/Professional School	102	2.6%	317	2.7%	1,362	3.5%
Not Enrolled	3,293	82.4%	9,603	81.6%	32,132	81.6%

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	5 Miles		10 Miles		15 Miles	
Travel Time to Work						
Less than 10 minutes	184	11.5%	565	11.9%	1,720	11.7%
10 to 14 minutes	160	10.0%	455	9.6%	1,367	9.3%
15 to 19 minutes	139	8.7%	490	10.3%	1,399	9.5%
20 to 24 minutes	199	12.4%	524	11.0%	1,531	10.4%
25 to 29 minutes	140	8.7%	391	8.2%	1,031	7.0%
30 to 34 minutes	231	14.4%	631	13.3%	2,074	14.1%
35 to 44 minutes	52	3.2%	164	3.5%	753	5.1%
45 to 59 minutes	156	9.8%	391	8.2%	1,765	12.0%
60 or more minutes	341	21.3%	1,143	24.0%	3,096	21.0%
Average travel time to work in minutes	23.3	---	22.4	---	28.0	---
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	0	0.00%	0	0.00%	0	0.00%
B4: Middle of the Road	0	0.00%	396	3.30%	791	1.99%
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%	24	0.06%
C2: Managing Business	0	0.00%	0	0.00%	562	1.42%
C3: Nest Builders	0	0.00%	0	0.00%	0	0.00%
C4: Gainfully Employed	0	0.00%	36	0.30%	976	2.46%
C5: Strapped	0	0.00%	0	0.00%	387	0.98%
D1: Gray Eminence	36	0.87%	561	4.68%	1,183	2.98%
D2: Fall Years	38	0.93%	345	2.88%	1,109	2.80%
D3: Still in the Game	0	0.00%	0	0.00%	28	0.07%
E1: Gurus	469	11.44%	1,730	14.44%	4,503	11.36%

Demographic Detail Report

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

	5 Miles		10 Miles		15 Miles	
E2: Wizards	0	0.00%	0	0.00%	795	2.00%
E3: Apprentices	0	0.00%	0	0.00%	0	0.00%
F1: Hard Act to Follow	0	0.00%	37	0.31%	1,847	4.66%
F2: SM Seeks SF	0	0.00%	0	0.00%	0	0.00%
F3: Solo Acts	12	0.29%	953	7.96%	3,457	8.72%
F4: Down But Not Out	547	13.32%	1,053	8.79%	2,810	7.09%
G1: Urban Moms/Dads	0	0.00%	0	0.00%	0	0.00%
G2: Apron Strings	0	0.00%	0	0.00%	636	1.60%
G3: Solemn Widows/ers	0	0.00%	24	0.20%	322	0.81%
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%	1,100	2.77%
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%	772	1.95%
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%	982	2.48%
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	711	17.32%	991	8.27%	3,956	9.98%
L2: Fertile Acres	523	12.75%	1,253	10.46%	1,614	4.07%
L3: Bread Basket	0	0.00%	0	0.00%	0	0.00%
L4: Farmers Circle	0	0.00%	0	0.00%	243	0.61%
L5: Crops and Tractors	0	0.00%	36	0.30%	422	1.06%
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, 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%	213	1.78%	1,385	3.49%
O2: East Meets West	0	0.00%	0	0.00%	0	0.00%
O3: Group Quarters	0	0.00%	0	0.00%	957	2.41%
O4: Doublewides	10	0.25%	368	3.07%	759	1.91%
O5: Centurions	0	0.00%	0	0.00%	0	0.00%
O6: Legacy Years	1,758	42.82%	3,983	33.25%	8,040	20.27%
O7: Collegians	0	0.00%	0	0.00%	0	0.00%

Weekly Consumer Spending Patterns		Per Household		Per Household		Per Household
Alcoholic beverages	$12,273	$7.12	$34,753	$7.04	$121,051	$7.51
Total Apparel and services	$63,590	$36.89	$178,714	$36.22	$611,107	$37.90
Cash contributions	$76,002	$44.09	$210,936	$42.75	$733,934	$45.52
Total Education	$38,133	$22.12	$106,807	$21.64	$391,169	$24.26
Total Entertainment	$97,555	$56.60	$275,181	$55.76	$943,758	$58.54
Total Food	$321,578	$186.56	$908,788	$184.16	$3,075,691	$190.77
Total Health care	$200,425	$116.28	$565,512	$114.60	$1,895,569	$117.57
Total Housing	$453,259	$262.96	$1,293,926	$262.21	$4,321,017	$268.01
Total Personal care products and services	$32,259	$18.71	$90,480	$18.34	$305,275	$18.93
Personal insurance	$17,191	$9.97	$48,219	$9.77	$166,855	$10.35
Total Reading	$2,717	$1.58	$7,684	$1.56	$25,883	$1.61
Total Tobacco products and smoking supplies	$12,789	$7.42	$36,759	$7.45	$119,007	$7.38
Total Transportation	$490,282	$284.44	$1,373,634	$278.36	$4,601,723	$285.42
Cash gifts	$22,300	$12.94	$61,126	$12.39	$207,231	$12.85

Demographics around 17272 Kings Hwy, Montross, Virginia 22520, United States

LandScape Descriptions (Trade Area 1 Only)

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).

L1: Land Barons

With their college educations, high income levels, white- collar jobs, and high level of occupational independence, the Land Barons are truly the kings of the Working With Nature hill ... and fields ... and dales in today's rural areas. Though residents of Land Barons segments aren't necessarily working the land, they may have inherited smart land- investments in rural America. In fact, the residents of these areas earn well- over- 50- percent- above- average levels of income from self- employment ventures. But since they rank at only slightly above- 25- percent- average in the farming, fishing, and forestry occupations, they are presumably not out tilling the fields. Instead they rank higher in management jobs and other professional positions. Contributing also to their incomes, which are in the $70,000s and $80,000s, is a 50- percent- higher- than- average level of interest/dividend income and a 25- percent- above- average level of retirement income. Though they show only a slight up- tick over average on being the home of 65- plus- year- olds, Land Barons are likely to be married and have none or only a couple of children still living in the household.

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.

L2: Fertile Acres

Fertile Acres are most likely home to many farmers working the land - and doing it well, based on their basic statistics. These rural Working With Nature areas show nearly two- times- the- average level of people in the farming/fishing/forestry occupational category. Combine that with a 50- percent- above- average level of income generated from self- employment and a median salary range in the $50,000s and $60,000s, and you've got yourself a group of hard- working country folks who are living very comfortably out in the country. These land tillers are predominantly married, but tend to have fewer children than average. This could speak to the fact that the residents in these areas are starting to age: They have a 25- percent- above- average level of 65- plus- year- olds. This correlates to a similar ranking in retirement/social security income. But they don't just labor for their daily bread, these areas also rank about 25- percent- above- average in interest income. While there is some level of college education among these residents, they are more likely to have high- school degrees.

E1: Gurus

Gurus may very well be among the leaders of the going- it- alone- and- loving- it phenomenon that has emerged in America's urban areas over the past few decades. After all, they are the elder statesmen (and women) among the three Thriving Alone segments. Gurus median age is in the 40s, but they are also home to nearly twice- the- national- average of 65- plus residents. Therefore, quite logically, these areas are home to the trailblazers for younger generations of happy singles. Gurus tend to be single widows and widowers, but a higher- than- average number have also never been married. If Gurus did help to make this lifestyle attractive, there are good reasons why: Their median income is in the more- than- comfortable $50,000s and $60,000s, they are college educated, and they have white- collar careers predominantly in management professions. What's more, even with a large number of 65- plus residents, Gurus segments are not pulling a correlatively high level of income from retirement/social security. This could mean they like their jobs and so are continuing to work into traditional "retirement" years. However, they are earning an above- average level of income from interest/dividends, which makes them smart investors as well as dependent- free consumers.

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.

D1: Gray Eminence

The median age of Gray Eminence neighborhoods is 40- years- old, but their residents are aging. In fact, they already house a significantly high number of retirees. While the highly urban Gray Eminence areas are right- on- average with traditional married- couples, they have less- children- than- average. They also have a high (and likely growing) number of widows and widowers. These middle- class, white- collar neighborhoods in the Seasoned Urban Dwellers category have an average level of college- educated residents. This speaks to their average- level of denizens employed in middle- class management and professional occupations, along with the traditional service industry occupations. Their working- class status has put them in a comfortable $50,000s to $60,000s income range, the sources of which include salaries, interest/dividends, and social security/retirement income. It's easy to picture these residents gracefully living into their advancing years.

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.

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O5: Centurions

It would come as no surprise to most people that military personnel living across the country have their own unique demographics and lifestyle segmentation characteristics from non- military people. Just one example of this, and reason for this fact, is that this population tends to retire at a considerably younger age than workers in civilian sectors. Among the explanations for this pattern is that many military tasks require the physical stamina of youth. Market segmentation bears out this fact, as the population of Centurions segments are in their 20s and low- 30s. Centurions neighborhoods are classified as highly urban areas with households dominated by military personnel. Other commonalties of the residents include salary ranges in the high- $30,000s and the $40,000s, and a two- times- the- national- average percentage of married- couple- with- children households. Their income is generated largely from salaries; and this segment has a very low level of income from public- assistance. No doubt owing to their younger age, there is a significantly above- average level of children under six- years- old. This group also has a nearly two- times- the- average number of people with some years of college under their military belts. Their occupational ranking is a mix of white- collar and blue- collar jobs in areas such as healthcare support, protective services, personal care, and farming.

O3: Group Quarters

Group Quarters is the name of the neighborhoods identified as home to people living predominately in apartments or other group housing quarters. The residents of multifamily rental housing are different from both homeowners and single- family home renters. It's logical to imagine this group being much more transient than home- owning citizens, and not investing as much in their home purchases. Apartment renters account for 15% of all U.S. households by a narrow definition that restricts the count to residence in structures with at least five apartments. A broader definition of two to four apartments per quarters increases this percentage to 22%. Among the shared demographics of the highly urban Group Quarters residents are a median- age in the 30s, very few children, more singles than married- couples, and a two- times- the- national- average level of people with less- than- high- school educations. Income for these rental- housing residents ranks 50- percent- higher- than- average on public- assistance. However, many of the residents are employed in blue- collar jobs, such as farming/fishing/forestry (nearly four- times- average), protective services (nearly two- and- a- half- times- average), and healthcare support, building maintenance, and transportation (all about 25- percent- above- average). Incomes are in the high- $30,000s and $40,000s ranges.

O2: East Meets West

When most Americans think of people from the "East" then tend to think of Asians. And while many Asians moved to the United States in the past century, immigration trends of recent decades have brought many other citizens of other Eastern countries to the U.S shores. You'll find many of them living together in East Meets West neighborhoods, which are areas comprised mainly of Asians, but also contain other groups for whom English or Spanish is not the primary language spoken at home. Among the shared demographics of these areas are a very interesting correlation to "national- average" measurements - which, interestingly, points to the fact that these groups of people have done a great job of assimilating into America culture. They rank at near- average levels inmarried- couple- with- children household compositions, and have averages standings in all age ranges for kids. Some differences- from- the- average include: over 25- percent- average number of people with less- than- high- school educations, nearly 25- percent- average number of single- males- without- children, and nearly two- times- average level of public- assistance income. However, the median income range for East Meets West is quite high at $50,000s and $60,000s, which speaks to the fact that many residents are hard-working citizens. They show average levels of employment in a wide range of occupational categories, where they hold both blue- and white- collar jobs.