

## Demographics around 106 W Broaddus Ave, Bowling Green, Virginia 22427, United States



### Demographic Detail Report

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

	5 Miles		10 Miles		15 Miles	
Population						
2023 Population	5,455	---	16,828	---	73,063	---
2028 Projected Population	5,501	---	17,270	---	79,882	---
2028 Projected Population (High Estimate)	6,023	---	19,088	---	90,216	---
2028 Projected Population (Low Estimate)	5,501	---	17,230	---	75,935	---
% Projected Annual Change (2023 - 2028)	0.2%	---	0.5%	---	1.9%	---
% Projected Annual Change (High Estimate)	2.1%	---	2.7%	---	4.7%	---
% Projected Annual Change (Low Estimate)	0.2%	---	0.5%	---	0.8%	---
2000 Census Population	4,480	---	11,750	---	40,644	---
2010 Census Population	5,186	---	15,712	---	66,621	---
% Annual Change (2010 - 2023)	0.4%	---	0.5%	---	0.7%	---
Population Density	75		53		106	
Land Area (Square Miles)	73.18		316.01		691.73	
Households						
2023 Households	2,078	---	6,260	---	26,246	---
2028 Projected Households	2,096	---	6,419	---	28,681	---
% Projected Annual Change (2023 - 2028)	0.2%	---	0.5%	---	1.9%	---
2000 Households	1,681	---	4,315	---	14,641	---
2010 Households	1,972	---	5,842	---	23,893	---
% Annual Change (2010 - 2023)	1.3%	---	2.7%	---	4.9%	---
Growth Stability Indicator (-1 to +1)	0.8108	---	0.8440	---	0.7279	---
Daytime Population						
Daytime Population	4,471	---	12,717	---	51,046	---
Children at Home	217	---	663	---	3,104	---
Students	1,213	---	4,022	---	12,232	---
Work at Home	225	---	653	---	3,952	---
Homemakers	481	---	1,078	---	6,029	---
Retired/Disabled Population	1,086	---	2,924	---	10,801	---
Unemployed	76	---	257	---	1,387	---

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<b>Total Population by Age</b>						
<b>Average Age (2023)</b>	43.0		41.9		39.5	
<b>Children (2023)</b>						
0 - 4 Years	289	5.3%	882	5.2%	4,132	5.7%
5 - 9 Years	331	6.1%	1,053	6.3%	4,776	6.5%
10 - 13 Years	255	4.7%	822.0	4.9%	3,893	5.3%
14 - 17 Years	258	4.7%	838	5.0%	4,089	5.6%
<b>Adults (2023)</b>						
18 - 21 Years	251	4.6%	797	4.7%	3,873	5.3%
22 - 24 Years	182	3.3%	570	3.4%	2,742	3.8%
25 - 34 Years	639	11.7%	1,941	11.5%	8,884	12.2%
35 - 44 Years	613	11.2%	2,082	12.4%	9,659	13.2%
45 - 54 Years	605	11.1%	2,013	12.0%	9,377	12.8%
55 - 64 Years	761	14.0%	2,349	14.0%	9,717	13.3%
65 - 74 Years	730	13.4%	2,076	12.3%	7,217	9.9%
75 - 84 Years	403	7.4%	1,084	6.4%	3,687	5.0%
85+ Years	139	2.6%	321	1.9%	1,017	1.4%
<b>Age, Female (2023)</b>						
0 - 4 Years	142	2.6%	430	2.6%	2,022	2.8%
5 - 9 Years	175	3.2%	506	3.0%	2,303	3.2%
10 - 13 Years	116	2.1%	391	2.3%	1,914	2.6%
14 - 17 Years	124	2.3%	404	2.4%	2,000	2.7%
18 - 21 Years	120	2.2%	381	2.3%	1,899	2.6%
22 - 24 Years	86	1.6%	269	1.6%	1,347	1.8%
25 - 34 Years	323	5.9%	939	5.6%	4,477	6.1%
35 - 44 Years	312	5.7%	1,044	6.2%	4,979	6.8%
45 - 54 Years	303	5.6%	1,036	6.2%	4,846	6.6%
55 - 64 Years	395	7.2%	1,211	7.2%	5,028	6.9%
65 - 74 Years	387	7.1%	1,097	6.5%	3,855	5.3%
75 - 84 Years	234	4.3%	615	3.7%	2,081	2.8%
85+ Years	91	1.7%	211	1.3%	659	0.9%
<b>% of Population, Female</b>	<b>51.5%</b>		<b>50.7%</b>		<b>51.2%</b>	
<b>Average Age, Female</b>	44.2	---	43.2	---	40.6	---

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<b>Age, Male</b>						
0 - 4 Years	147	2.7%	452	2.7%	2,110	2.9%
5 - 9 Years	156	2.9%	547	3.2%	2,474	3.4%
10 - 13 Years	138	2.5%	431	2.6%	1,978	2.7%
14 - 17 Years	134	2.5%	434	2.6%	2,089	2.9%
18 - 21 Years	131	2.4%	416	2.5%	1,974	2.7%
22 - 24 Years	95	1.7%	301	1.8%	1,395	1.9%
25 - 34 Years	316	5.8%	1,002	6.0%	4,407	6.0%
35 - 44 Years	301	5.5%	1,038	6.2%	4,680	6.4%
45 - 54 Years	302	5.5%	977	5.8%	4,530	6.2%
55 - 64 Years	367	6.7%	1,138	6.8%	4,689	6.4%
65 - 74 Years	343	6.3%	979	5.8%	3,362	4.6%
75 - 84 Years	169	3.1%	470	2.8%	1,606	2.2%
85+ Years	48	0.9%	110	0.7%	357	0.5%
<b>% of Population, Male</b>		<b>48.5%</b>		<b>49.3%</b>		<b>48.8%</b>
Average Age, Male	41.7	---	40.5	---	38.5	---
<b>Income (2023)</b>						
<b>Per Capita Income</b>	\$34,217	---	\$37,497	---	\$39,112	---
<b>Average Household Income</b>	\$89,815	---	\$100,794	---	\$108,879	---
<b>Median Household Income</b>	\$74,689	---	\$80,198	---	\$93,921	---
Less than \$15,000	171	8.2%	421	6.7%	1,614	6.1%
\$15,000 - \$19,999	120	5.8%	192	3.1%	553	2.1%
\$20,000 - \$24,999	49	2.3%	150	2.4%	522	2.0%
\$25,000 - \$29,999	86	4.2%	153	2.4%	739	2.8%
\$30,000 - \$34,999	74	3.6%	149	2.4%	594	2.3%
\$35,000 - \$39,999	78	3.7%	244	3.9%	743	2.8%
\$40,000 - \$44,999	109	5.3%	431	6.9%	969	3.7%
\$45,000 - \$49,999	88	4.3%	221	3.5%	850	3.2%
\$50,000 - \$54,999	62	3.0%	252	4.0%	846	3.2%
\$55,000 - \$59,999	62	3.0%	246	3.9%	824	3.1%
\$60,000 - \$64,999	64	3.1%	173	2.8%	847	3.2%
\$65,000 - \$69,999	56	2.7%	153	2.4%	745	2.8%
\$70,000 - \$79,999	125	6.0%	347	5.5%	1,446	5.5%

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\$80,000 - \$89,999	137	6.6%	376	6.0%	1,542	5.9%
\$90,000 - \$99,999	118	5.7%	315	5.0%	1,319	5.0%
\$100,000 - \$125,000	228	11.0%	846	13.5%	3,476	13.2%
\$125,000 - \$149,999	129	6.2%	451	7.2%	2,310	8.8%
\$150,000 - \$199,999	252	12.1%	794	12.7%	4,528	17.3%
\$200,000 - \$249,999	38	1.8%	194	3.1%	998	3.8%
\$250,000 - \$499,999	16	0.8%	83	1.3%	426	1.6%
\$500,000+	15	0.7%	70	1.1%	355	1.4%
<b>Income (2028 Projected)</b>						
Per Capita Income	\$37,644	---	\$41,205	---	\$42,344	---
Average Household Income	\$98,811	---	\$110,858	---	\$117,937	---
Median Household Income	\$82,101	---	\$88,199	---	\$101,675	---
<b>Education (2023)</b>						
Less than 9th Grade	94	2.4%	247	2.1%	1,495	3.0%
Some High School	373	9.6%	1,118	9.4%	3,261	6.6%
High School Grad	1,594	41.0%	4,900	41.3%	16,433	33.2%
Some College	684	17.6%	2,063	17.4%	10,374	20.9%
Associate Degree	381	9.8%	905	7.6%	3,759	7.6%
Bachelors Degree	514	13.2%	1,670	14.1%	8,523	17.2%
Masters Degree	185	4.8%	774	6.5%	4,536	9.2%
Doctorate or Professional Degree	65	1.7%	190	1.6%	1,178	2.4%
<b>Population by Race/Ethnicity (2023)</b>						
Race Excluding Hispanic Ethnic Group						
White	3,438	63.0%	10,317	61.3%	45,326	62.0%
Black	1,215	22.3%	4,338	25.8%	16,615	22.7%
Asian	73	1.3%	174	1.0%	1,758	2.4%
Other	729	13.4%	2,000	11.9%	9,365	12.8%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	3,370	61.8%	10,077	59.9%	43,894	60.1%
Hispanic	261	4.8%	1,055	6.3%	6,255	8.6%
Black, Non-Hispanic	1,210	22.2%	4,300	25.6%	16,355	22.4%
Asian, Non-Hispanic	73	1.3%	174	1.0%	1,734	2.4%
Other, Non-Hispanic	541	9.9%	1,223	7.3%	4,825	6.6%

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Population by Race/Ethnicity (2028 Projected)						
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	3,404	62.4%	10,368	61.6%	47,865	65.5%
Hispanic	261	4.8%	1,081	6.4%	6,874	9.4%
Black, Non-Hispanic	1,224	22.4%	4,404	26.2%	17,958	24.6%
Asian, Non-Hispanic	72	1.3%	175	1.0%	1,951	2.7%
Other, Non-Hispanic	540	9.9%	1,242	7.4%	5,233	7.2%
Language at Home (2023)						
Spanish	184	3.6%	693	4.3%	4,455	6.5%
Asian/Pacific Language	14	0.3%	98	0.6%	687	1.0%
European/Indo-European	34	0.7%	93	0.6%	1,107	1.6%
Arabic	0	0.0%	1	0.0%	109	0.2%
Other Non-English	5	0.1%	16	0.1%	157	0.2%
Family Structure (2023)						
Male Householder, No Children	89	5.8%	268	5.7%	777	3.8%
Female Householder, No Children	146	9.5%	444	9.4%	1,593	7.7%
Single Parent - Male	12	0.8%	85	1.8%	402	1.9%
Single Parent - Female	81	5.3%	339	7.1%	1,547	7.5%
Married w/ Children	468	30.6%	1,219	25.7%	6,107	29.6%
Married w/out Children	678	44.4%	2,049	43.2%	8,705	42.1%
Non-family Households	54	3.5%	342	7.2%	1,530	7.4%
Household Size (2023)						
1 Person	550	26.5%	1,513	24.2%	5,584	21.3%
2 Persons	701	33.7%	2,134	34.1%	8,620	32.8%
3 Persons	335	16.1%	1,077	17.2%	4,713	18.0%
4 Persons	265	12.8%	800	12.8%	3,858	14.7%
5 Persons	129	6.2%	437	7.0%	2,070	7.9%
6 Persons	59	2.8%	180	2.9%	847	3.2%
7+ Persons	41	1.9%	119	1.9%	553	2.1%

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	5 Miles		10 Miles		15 Miles	
<b>Housing (2023)</b>						
Owner-Occupied	1,483	67.1%	4,833	71.8%	20,721	74.2%
Renter-Occupied	596	26.9%	1,427	21.2%	5,525	19.8%
Vacant	132	6.0%	468	7.0%	1,665	6.0%
<b>Components of Change (2023)</b>						
Births	54	1.0%	164	1.0%	794	1.1%
Deaths	58	1.1%	165	1.0%	589	0.8%
Migration	92	1.7%	385	2.3%	1,974	2.7%
<b>Other Population (2023)</b>						
Seasonal Population	28	---	208	---	675	---
Transient Population	208	---	293	---	1,661	---
Group Quarters Population	154	---	223	---	507	---
Institutionalized	154	---	223	---	485	---
College	0	---	0	---	0	---
Military	0	---	0	---	0	---
Other	0	---	0	---	22	---
<b>Home Value (2023)</b>						
Median Home Value	\$391,152	---	\$386,193	---	\$416,761	---
Average Home Value	\$341,871	---	\$332,631	---	\$374,463	---
Under \$20,000	7	0.5%	54	1.1%	220	1.1%
\$20,000 to \$40,000	44	3.0%	143	3.0%	259	1.2%
\$40,000 to \$60,000	10	0.7%	35	0.7%	167	0.8%
\$60,000 to \$80,000	24	1.6%	81	1.7%	167	0.8%
\$80,000 to \$100,000	21	1.4%	23	0.5%	114	0.6%
\$100,000 to \$125,000	1	0.1%	17	0.4%	81	0.4%
\$125,000 to \$150,000	10	0.7%	103	2.1%	307	1.5%
\$150,000 to \$200,000	182	12.3%	477	9.9%	1,121	5.4%
\$200,000 to \$250,000	190	12.8%	505	10.4%	1,655	8.0%
\$250,000 to \$300,000	165	11.1%	682	14.1%	2,401	11.6%
\$300,000 to \$400,000	268	18.1%	1,018	21.1%	5,047	24.4%
\$400,000 to \$500,000	209	14.1%	738	15.3%	4,261	20.6%
\$500,000 to \$750,000	279	18.9%	681	14.1%	3,545	17.1%
\$750,000 to \$1,000,000	51	3.4%	184	3.8%	1,036	5.0%
\$1,000,000 or more	11	0.7%	56	1.2%	251	1.2%

## Demographic Detail Report

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	5 Miles		10 Miles		15 Miles	
Vehicles Per Household (2023)						
No Vehicle	206	9.9%	328	5.2%	1,157	4.4%
1 Vehicle	386	18.6%	1,050	16.8%	5,585	21.3%
2 Vehicles	781	37.6%	2,178	34.8%	9,588	36.5%
3 Vehicles	503	24.2%	1,618	25.8%	5,930	22.6%
4 Vehicles	126	6.0%	740	11.8%	2,704	10.3%
5 or more Vehicles	77	3.7%	346	5.5%	1,282	4.9%
Economic Indicators (2023)						
Gross Domestic Product (GDP) - in 1,000s	\$310,213	---	\$1,040,135	---	\$4,666,229	---
Economic Viability	217	---	229	---	231	---
Economic Viability, Indexed	95	---	100	---	101	---
Average Salary	\$46,449	---	\$47,173	---	\$55,101	---
Average Mortgage-Risk	3.83	---	3.69	---	3.76	---
Businesses (2023)						
Establishments	180	---	406	---	1,473	---
Employees (FTEs)	1,172	---	3,121	---	13,541	---
Employment, Pop 16+ (2023)						
Armed Forces	190	4.3%	519	3.8%	991	1.7%
Civilian	2,739	61.6%	9,136	67.0%	40,352	69.3%
Employed	2,663	59.9%	8,879	65.1%	38,965	67.0%
Unemployed	76	1.7%	257	1.9%	1,387	2.4%
Not in Labor Force	1,708	38.4%	4,506	33.0%	17,841	30.7%
Unemployment Rate (2023)		2.8%		2.9%		3.5%
Employment by Industry (2023)						
Agriculture, Mining and Construction	199	7.5%	751	8.5%	3,187	8.2%
Manufacturing	61	2.3%	406	4.6%	1,516	3.9%
Transportation	233	8.8%	666	7.5%	2,286	5.9%
Information	9	0.3%	22	0.2%	436	1.1%

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Wholesale-Retail	360	13.5%	1,404	15.8%	5,912	15.2%
Finance, Insurance, and Real Estate	142	5.3%	620	7.0%	2,288	5.9%
Professional Services	212	8.0%	704	7.9%	3,532	9.1%
Management Services	1	0.0%	4	0.0%	13	0.0%
Administration and Waste Services	79	3.0%	336	3.8%	1,965	5.0%
Educational Services	675	25.3%	1,958	22.1%	8,356	21.4%
Entertainment Services	280	10.5%	669	7.5%	2,936	7.5%
Other Professional Services	96	3.6%	421	4.7%	1,504	3.9%
Public Administration	316	11.8%	920	10.4%	5,033	12.9%
<b>Employment by Occupation (2023)</b>	---		---		---	
White Collar						
Managerial and Executive	475	17.8%	1,281	14.4%	6,714	17.2%
Professional Specialty	420	15.8%	1,970	22.2%	9,327	23.9%
Healthcare and Support	131	4.9%	212	2.4%	1,043	2.7%
Sales	179	6.7%	720	8.1%	3,374	8.7%
Office and Administration	397	14.9%	1,191	13.4%	4,960	12.7%
Blue Collar						
Protective Services	89	3.3%	235	2.6%	1,088	2.8%
Food Preparation and Serving	221	8.3%	501	5.6%	1,691	4.3%
Building Maintenance and Cleaning	138	5.2%	326	3.7%	906	2.3%
Personal Care Services	34	1.3%	155	1.7%	880	2.3%
Farming, Fishing & Forestry	0	0.0%	3	0.0%	119	0.3%
Construction	343	12.9%	1,022	11.5%	4,033	10.4%
Production & Transportation	234	8.8%	1,263	14.2%	4,828	12.4%
<b>School Enrollment (2023)</b>						
Nursery School/Pre-school	99	1.8%	175	1.0%	737	1.0%
Kindergarten/Elementary School	637	11.7%	2,182	13.0%	9,958	13.6%
High School	224	4.1%	850	5.1%	3,730	5.1%
College/Graduate/Professional School	214	3.9%	631	3.8%	3,634	5.0%
Not Enrolled	4,281	78.5%	12,990	77.2%	55,004	75.3%



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<b>Travel Time to Work</b>						
Less than 10 minutes	553	20.5%	1,247	16.4%	3,120	10.2%
10 to 14 minutes	226	8.4%	648	8.5%	2,234	7.3%
15 to 19 minutes	255	9.5%	653	8.6%	3,509	11.4%
20 to 24 minutes	175	6.5%	634	8.3%	3,753	12.2%
25 to 29 minutes	160	5.9%	488	6.4%	2,172	7.1%
30 to 34 minutes	502	18.6%	1,246	16.4%	3,963	12.9%
35 to 44 minutes	215	8.0%	650	8.5%	2,387	7.8%
45 to 59 minutes	224	8.3%	831	10.9%	3,611	11.8%
60 or more minutes	384	14.3%	1,205	15.9%	5,953	19.4%
Average travel time to work in minutes	26.2	---	33.3	---	23.3	---

### Population by LandScape Segment

A1: Empire Builders	0	0.00%	0	0.00%	762	1.07%
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%	585	0.83%
A5: Urban Squires	0	0.00%	0	0.00%	0	0.00%
A6: Regents	0	0.00%	0	0.00%	1,673	2.36%
B1: Charmed Life	0	0.00%	0	0.00%	2,520	3.56%
B2: Sitting Pretty	0	0.00%	0	0.00%	5,521	7.79%
B3: Kindred Spirit	0	0.00%	981	5.99%	3,074	4.34%
B4: Middle of the Road	0	0.00%	0	0.00%	670	0.95%
B5: White Collar Starts	0	0.00%	0	0.00%	0	0.00%
B6: Blue Collar Starts	0	0.00%	0	0.00%	0	0.00%
C1: Social Whirls	0	0.00%	0	0.00%	0	0.00%
C2: Managing Business	0	0.00%	0	0.00%	845	1.19%
C3: Nest Builders	0	0.00%	0	0.00%	0	0.00%
C4: Gainfully Employed	0	0.00%	0	0.00%	589	0.83%
C5: Strapped	0	0.00%	0	0.00%	0	0.00%
D1: Gray Eminence	175	3.26%	647	3.95%	1,474	2.08%
D2: Fall Years	0	0.00%	0	0.00%	768	1.08%
D3: Still in the Game	0	0.00%	0	0.00%	0	0.00%
E1: Gurus	315	5.87%	1,926	11.76%	3,620	5.11%

## Demographics around 106 W Broaddus Ave, Bowling Green, Virginia 22427, United States



### Demographic Detail Report

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

	5 Miles		10 Miles		15 Miles	
E2: Wizards	1,058	19.70%	2,050	12.51%	6,470	9.13%
E3: Apprentices	0	0.00%	0	0.00%	3,995	5.64%
F1: Hard Act to Follow	219	4.08%	476	2.91%	2,471	3.49%
F2: SM Seeks SF	0	0.00%	1,180	7.20%	3,532	4.99%
F3: Solo Acts	0	0.00%	0	0.00%	802	1.13%
F4: Down But Not Out	0	0.00%	0	0.00%	837	1.18%
G1: Urban Moms/Dads	0	0.00%	0	0.00%	0	0.00%
G2: Apron Strings	0	0.00%	0	0.00%	0	0.00%
G3: Solemn Widows/ers	0	0.00%	0	0.00%	0	0.00%
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%	290	0.41%
I3: Couples with Capital	0	0.00%	0	0.00%	1,517	2.14%
I4: Kith and Kin	0	0.00%	0	0.00%	0	0.00%
I5: Sublime Suburbia	0	0.00%	0	0.00%	94	0.13%
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%	360	0.51%
K2: Pastoral Vistas	1,650	30.72%	4,551	27.78%	11,261	15.89%
K3: Terra Firma	0	0.00%	36	0.22%	784	1.11%
K4: Stock in Trade	0	0.00%	0	0.00%	647	0.91%
K5: Rough and Ready	1,027	19.12%	1,027	6.27%	1,027	1.45%
K6: The Outback	0	0.00%	0	0.00%	0	0.00%
K7: Cornucopia	0	0.00%	261	1.59%	5,131	7.24%
L1: Land Barons	443	8.24%	513	3.13%	1,269	1.79%
L2: Fertile Acres	135	2.50%	1,731	10.57%	3,358	4.74%
L3: Bread Basket	0	0.00%	0	0.00%	0	0.00%
L4: Farmers Circle	0	0.00%	0	0.00%	0	0.00%
L5: Crops and Tractors	0	0.00%	0	0.00%	0	0.00%
M1: Harlem Gentry	0	0.00%	0	0.00%	1,410	1.99%
M2: East Side	0	0.00%	0	0.00%	533	0.75%
M3: Upper East Side	0	0.00%	0	0.00%	0	0.00%

## Demographics around 106 W Broaddus Ave, Bowling Green, Virginia 22427, United States



### Demographic Detail Report

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

	5 Miles		10 Miles		15 Miles	
M4: Lower East Side	0	0.00%	0	0.00%	0	0.00%
M5: Between Jobs	0	0.00%	0	0.00%	0	0.00%
N1: Anos de Quincenera	0	0.00%	0	0.00%	0	0.00%
N2: Los Padres	0	0.00%	0	0.00%	0	0.00%
N3: Los Novios	0	0.00%	0	0.00%	0	0.00%
N4: Los Padrinos	0	0.00%	0	0.00%	0	0.00%
N5: Los Solteros	0	0.00%	0	0.00%	0	0.00%
N6: Los Trabajadores	0	0.00%	0	0.00%	0	0.00%
O1: Golden Heritage	0	0.00%	0	0.00%	79	0.11%
O2: East Meets West	0	0.00%	0	0.00%	0	0.00%
O3: Group Quarters	0	0.00%	0	0.00%	0	0.00%
O4: Doublewides	0	0.00%	0	0.00%	0	0.00%
O5: Centurions	350	6.51%	1,003	6.12%	1,472	2.08%
O6: Legacy Years	0	0.00%	0	0.00%	1,407	1.99%
O7: Collegians	0	0.00%	0	0.00%	0	0.00%

	Per Household		Per Household		Per Household	
<b>Weekly Consumer Spending Patterns</b>						
Alcoholic beverages	\$26,181	\$12.60	\$83,452	\$13.33	\$389,813	\$14.85
Total Apparel and services	\$65,478	\$31.51	\$209,089	\$33.40	\$956,141	\$36.43
Cash contributions	\$99,504	\$47.88	\$315,339	\$50.37	\$1,406,039	\$53.57
Total Education	\$26,717	\$12.86	\$87,107	\$13.91	\$416,876	\$15.88
Total Entertainment	\$121,244	\$58.34	\$385,865	\$61.64	\$1,765,220	\$67.26
Total Food	\$381,223	\$183.44	\$1,204,482	\$192.40	\$5,432,507	\$206.98
Total Health care	\$219,162	\$105.46	\$687,267	\$109.78	\$3,060,473	\$116.61
Total Housing	\$546,529	\$262.98	\$1,722,084	\$275.08	\$7,722,787	\$294.24
Total Personal care products and services	\$34,697	\$16.70	\$110,054	\$17.58	\$499,044	\$19.01
Personal insurance	\$19,887	\$9.57	\$63,381	\$10.12	\$290,800	\$11.08
Total Reading	\$3,676	\$1.77	\$11,387	\$1.82	\$49,952	\$1.90
Total Tobacco products and smoking supplies	\$16,686	\$8.03	\$52,295	\$8.35	\$219,638	\$8.37
Total Transportation	\$574,899	\$276.63	\$1,837,611	\$293.53	\$8,391,685	\$319.73
Cash gifts	\$27,495	\$13.23	\$87,080	\$13.91	\$379,921	\$14.48

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## Demographics around 106 W Broaddus Ave, Bowling Green, Virginia 22427, United States

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### LandScape Descriptions (Trade Area 1 Only)

#### K2: Pastoral Vistas

Pastoral Vistas neighborhoods rank at just over- 50- percent- higher- than- average in farming, fishing, and forestry occupations. And they measure just a little lower than this percentage in self- employment income. If you put two- and- two together it's logical to assume Pastoral Vistas rural neighborhoods are inhabited by many people earning a living off the land. However, this segment within Living With Nature is not just a group of farmers, tilling the soil from sun up to sun down. Other above- average ranking occupations include construction, repair services, production, and transportation. Whether or not they are farmers, residents in these areas are clearly blue- collar. The residents rank in at 25- percent- above- average in high- school education, but only a small percent have some level of college education. Presumably any education beyond high school is from a community college or trade school. Nonetheless, this group is fairly comfortable financially with average incomes in the \$50,000s and \$60,000s. There are a few smart investors among the residents, but also few people seeking out public assistance. These areas also rank at above- average in the married- couple category and in children above six and under 17.

#### E2: Wizards

What could be better than being in your 30s, having a college degree and a professional career, having no children, and earning in the \$50,000s and \$60,000s? Apparently, the cherry on top of this scenario for residents of the highly urban Wizards neighborhoods is having all that plus being single. These segments, which are in the urban Thriving Alone category, are dominated by 30- something single people, who are alone mainly either because they've never been married or because they are divorced. These neighborhoods measure at higher- than- twice- the- national- average in non- family households. Indeed, you won't find many children or people in their retirement years among the Wizards. What you will find is a relatively youthful group that enjoys their relatively high incomes from salaries earned in white- collar management and professional careers. These residents also earn a slightly higher- than- average level of income from interests/dividends and self- employment income - indicating that there are many smart investors and entrepreneurs (and no doubt savvy spenders) among the inhabitants. After a hard- charging 9- to- 5 workweek, Wizards likely bust out on the weekends to spend their time reveling in child- free entertainment and to spend their money enjoying their independent lives.

#### K5: Rough and Ready

Rough & Ready neighborhood segments are, as their name implies, home to many rugged individualists. The segment has both a higher- than- average percentage of people earning self- employment income and working in manual- labor blue- collar jobs, such as production, transportation, repair services, and construction. But what really distinguishes these areas are the number of people employed in farming, fishing, and forestry - over- three- times- the- national average! This group has nearly 50- percent- higher- than- average percent of people with high- school degrees, but very few with college educations, and virtually no college degrees. Like many other segments in the Living With Nature category, Rough & Ready residents are generally married and rank at slightly above- average in households with children. This group lives on a fairly low- income level in the low- \$30,000s or less. As a result, some residents rely on a little public assistance to occasionally put food on the table, though probably not to put a roof over their heads.

#### 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.

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## Demographics around 106 W Broaddus Ave, Bowling Green, Virginia 22427, United States

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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.

### 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.

### F1: Hard Act to Follow

Hard Act to Follow segments are highly urban areas with a predominantly single population in their 30s and without children. In fact, these Going it Alone areas weight in with a nearly 50- percent- above- average level of singles. The households are single for a variety of reasons, including slightly higher- than- average levels of divorce, widowhood, and non- marriage. This group has some college education and an average annual income level in the \$30,000s and \$40,000s. The source of income for these singles is predominately wages from white- collar jobs in occupations such as office administration, food service, sales, healthcare, and personal care. One might logically expect to find Hard Act to Follow residents willing to explore dating opportunities, but not sitting at home on weekends waiting for the phone to ring. Instead, they're likely enjoying a full life of leisurely mornings over coffee and the newspaper, and evenings at movies, the theater, and museums.

### 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 predominately 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.

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## Demographics around 106 W Broaddus Ave, Bowling Green, Virginia 22427, United States

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### 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).

### 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.

### 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.