

Data Overview - Richmond

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Richmond shows that concentrations of economic stress is in the central city, with higher poverty rates and lower median wages

Poverty Rate

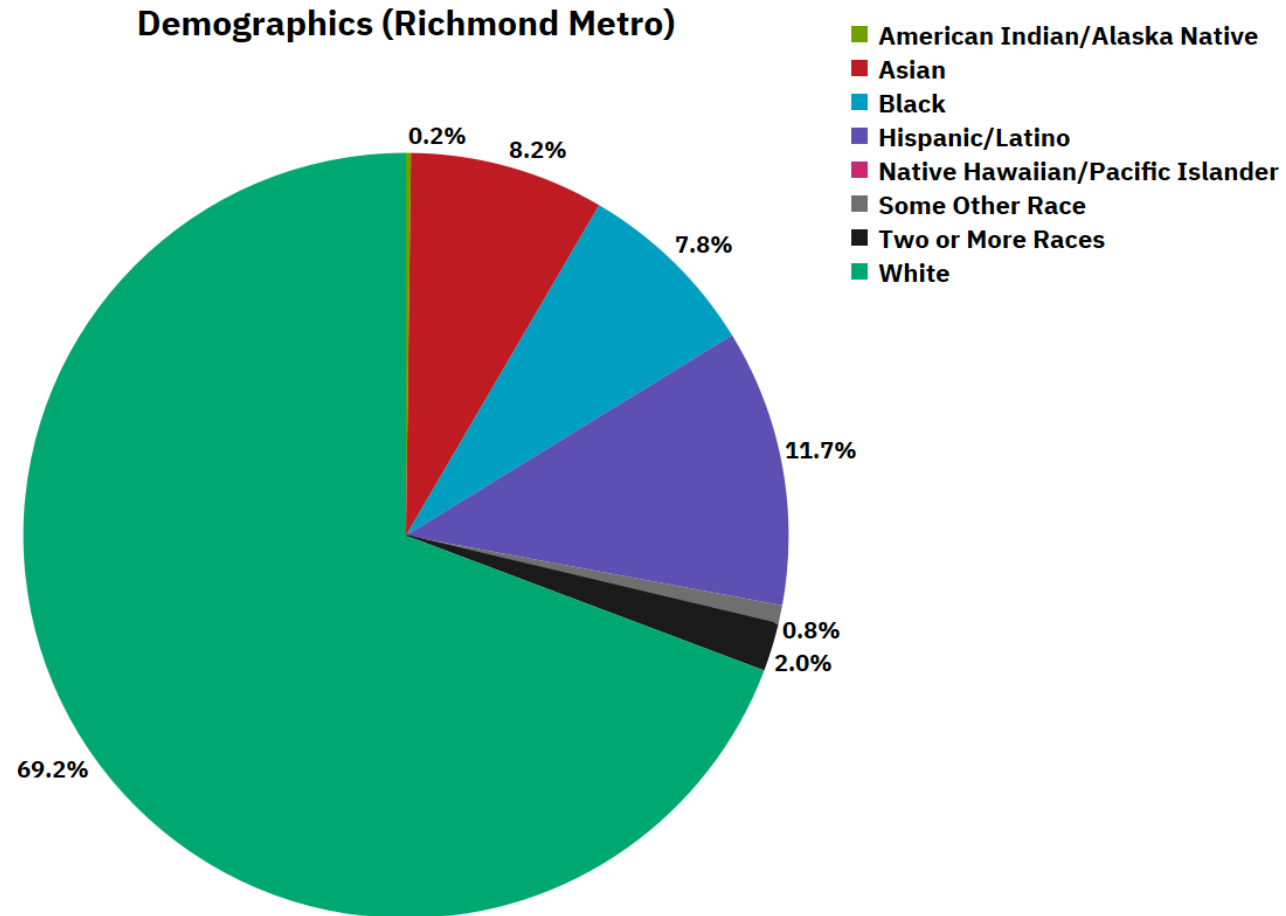
- Richmond Metro— 5.6%
- City of Richmond – 18.9%

Median wages (population 16 and over)

- Richmond Metro - \$36,098
- City of Richmond - \$31,216

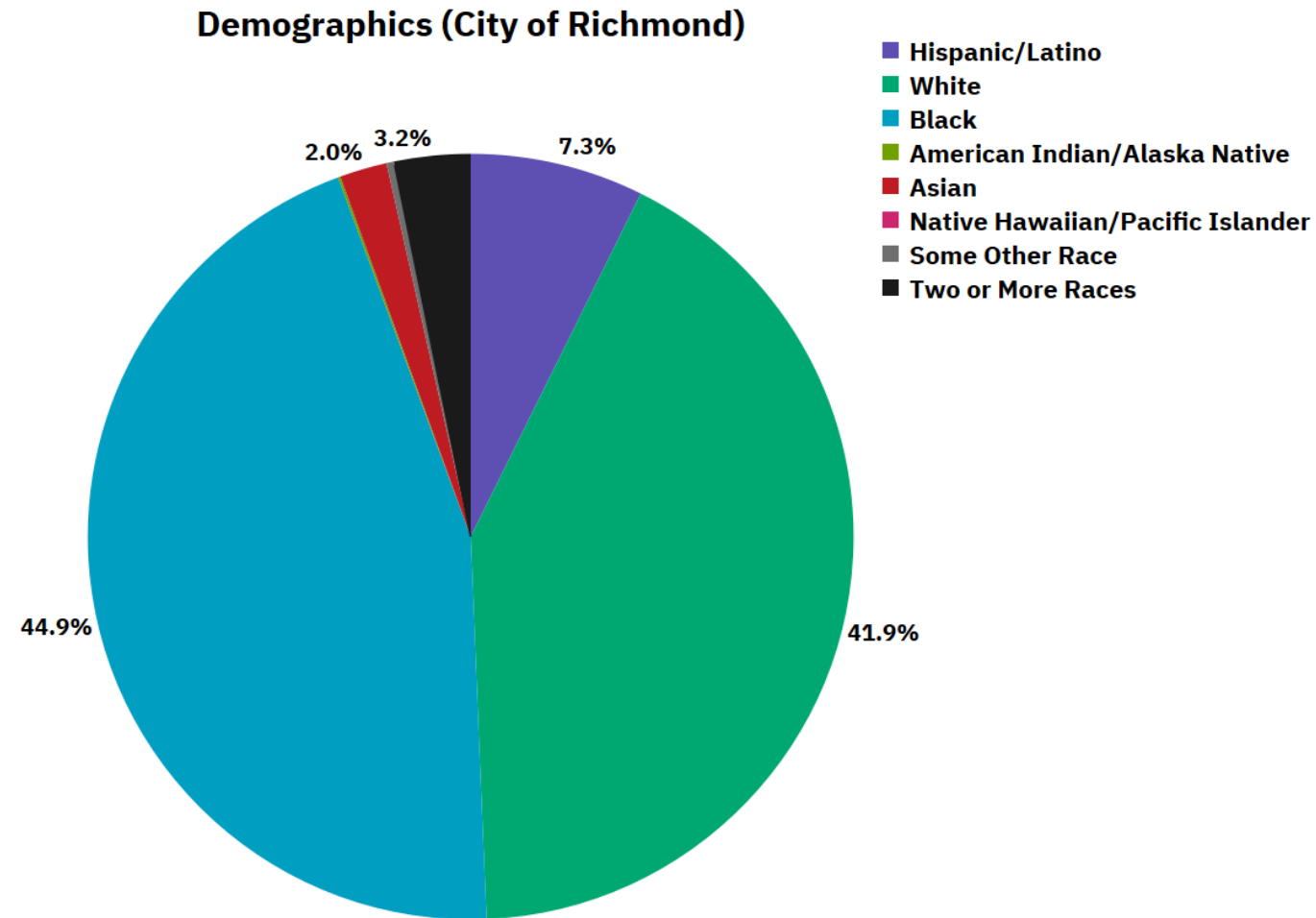
Source: U.S. Census Bureau American Community Survey
2019 1-Year Estimates

Basic Demographics and Economic Stresses



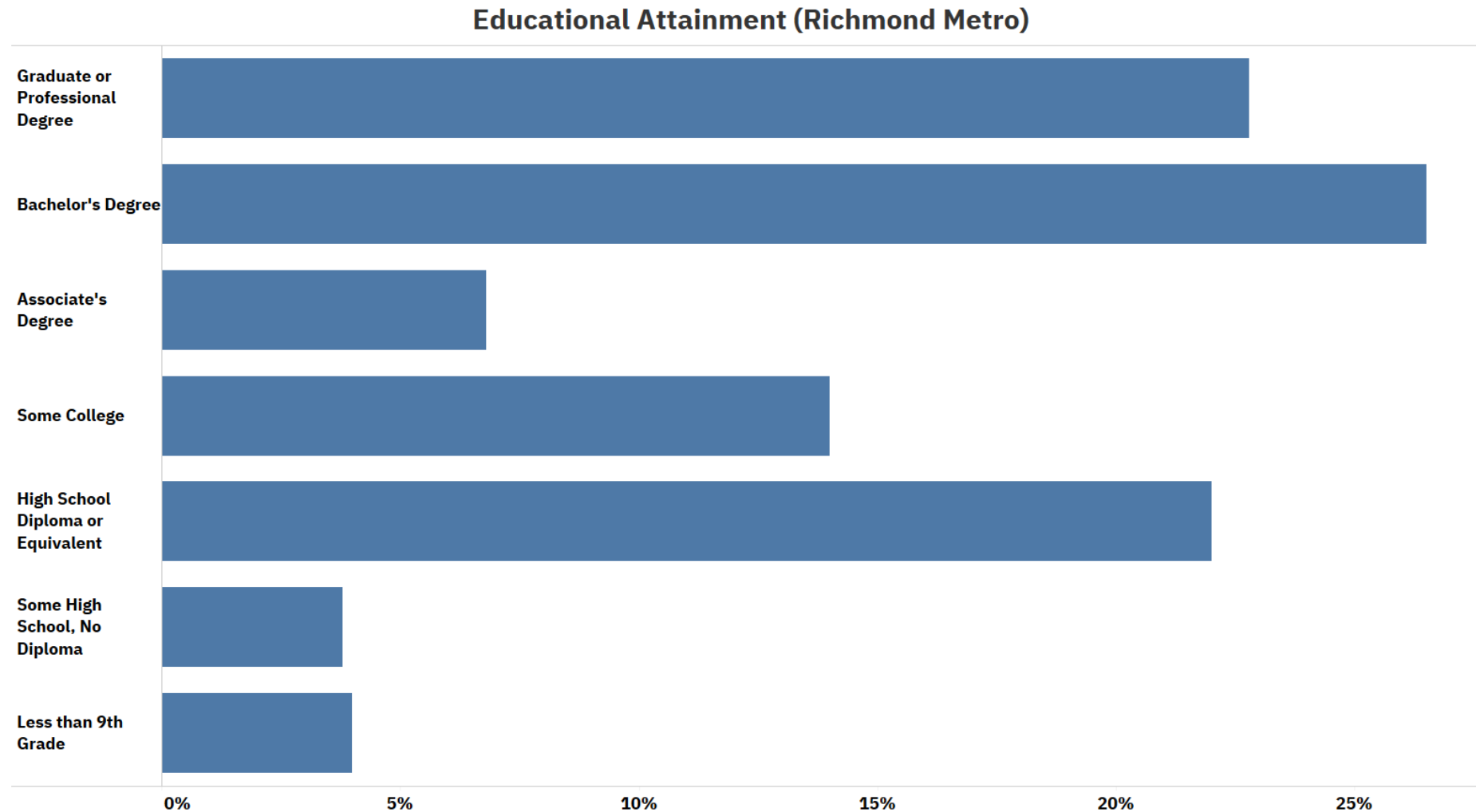
Source: U.S. Census Bureau American Community Survey 2019
1-Year Estimates

Basic Demographics and Economic Stresses



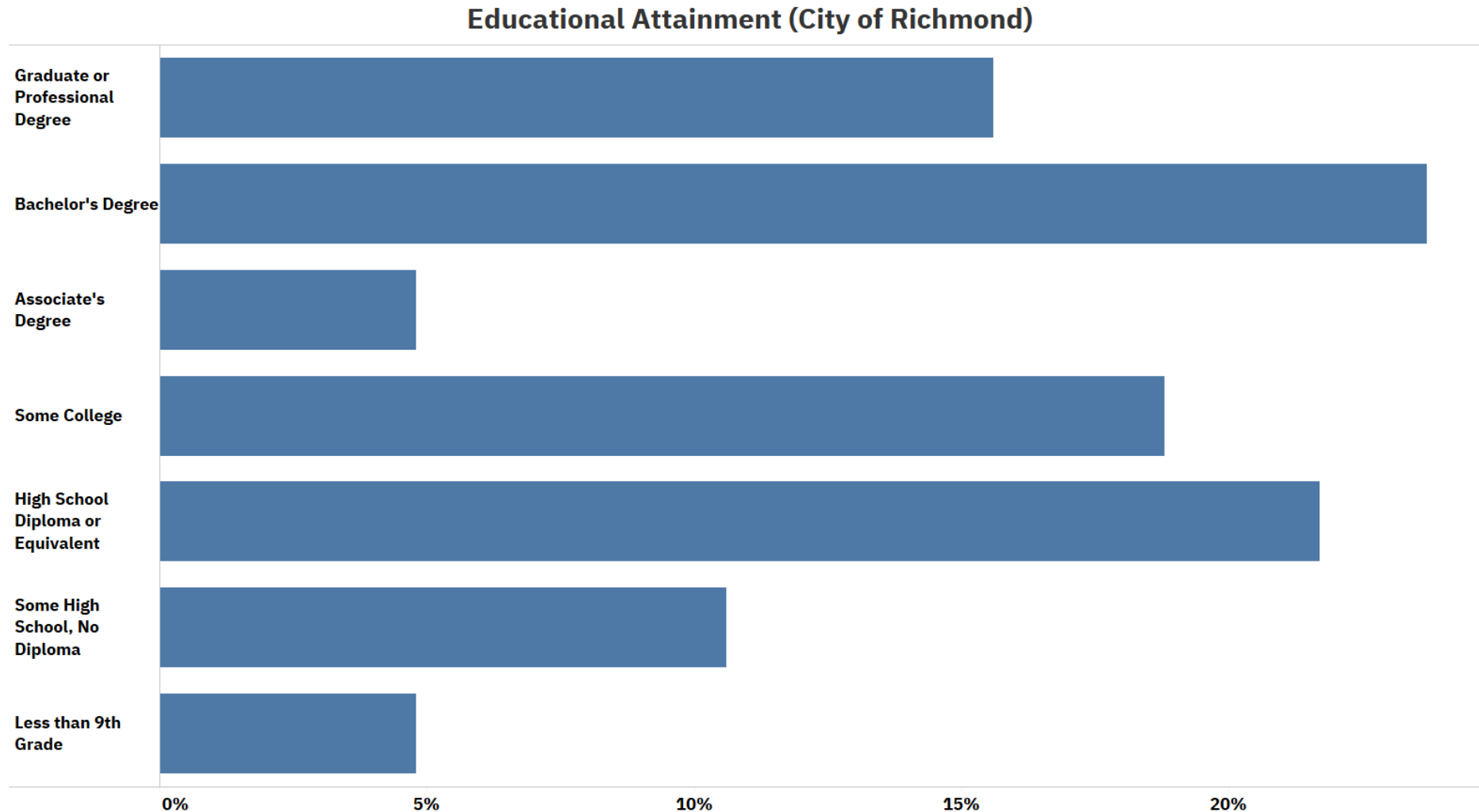
Source: U.S. Census Bureau American Community Survey 2019
1-Year Estimates

Richmond Metro Educational Attainment



Source: U.S. Census Bureau American Community Survey 2019
1-Year Estimates

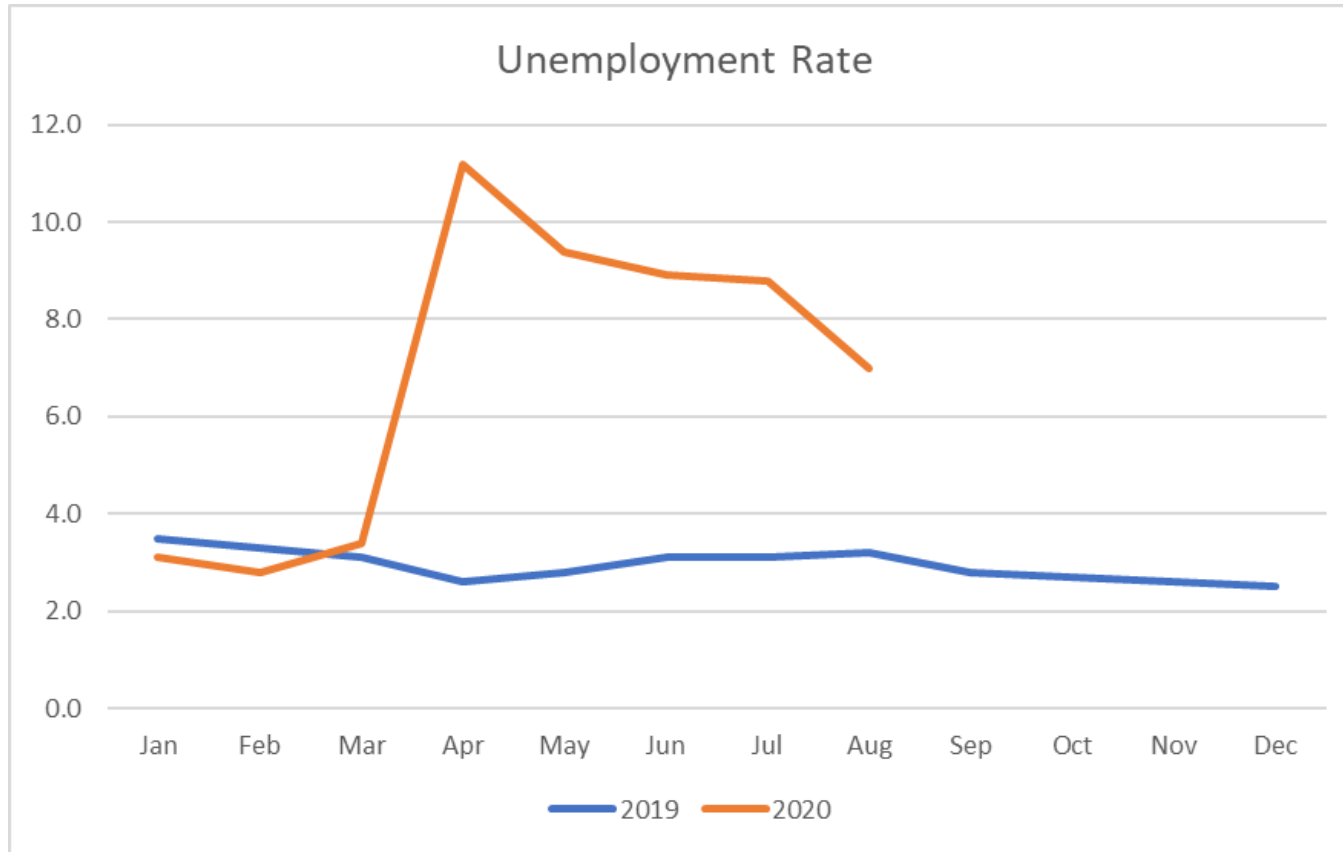
City of Richmond Educational Attainment



Source: U.S. Census Bureau American Community Survey 2019
1-Year Estimates

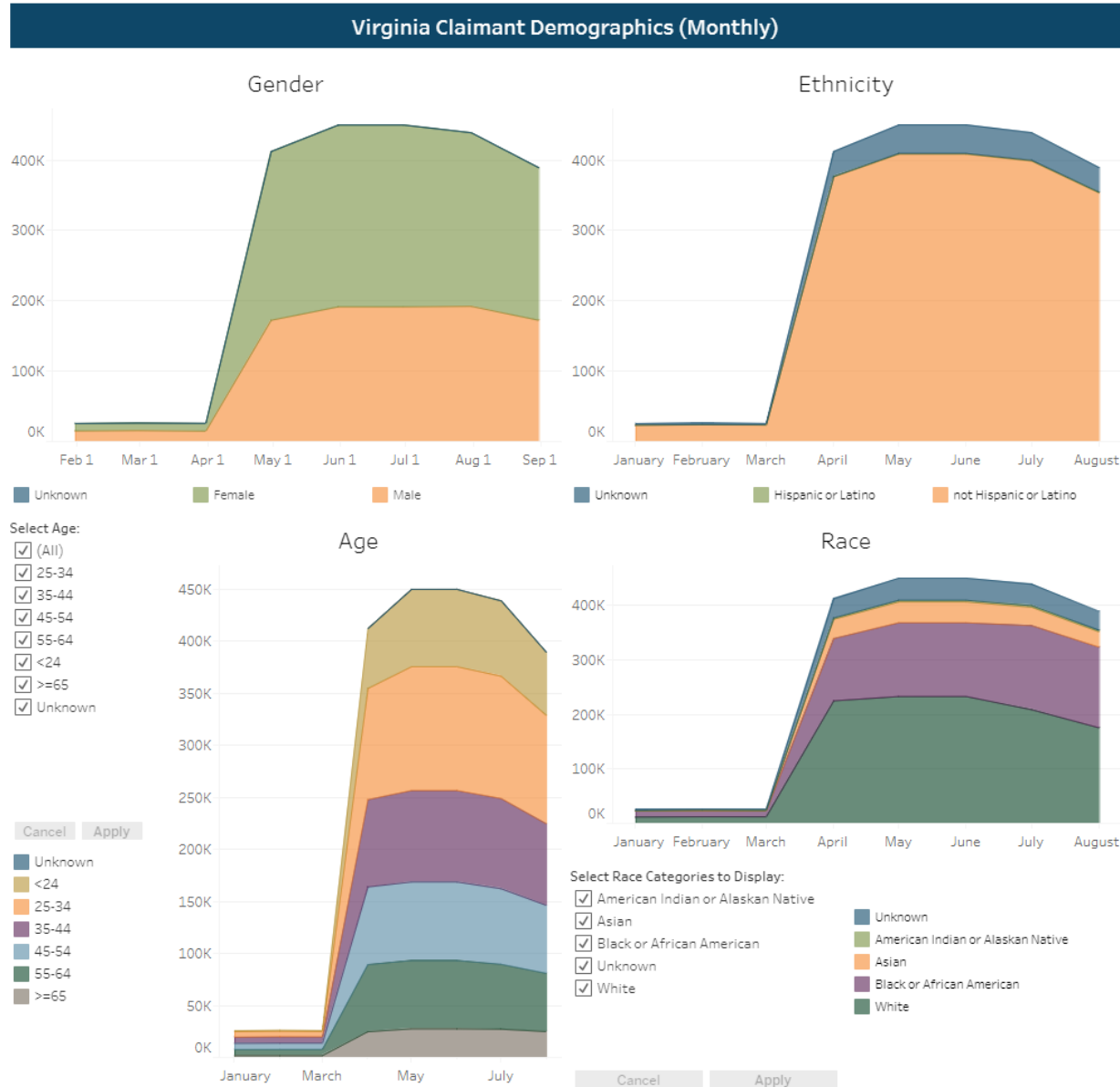
Unemployment remains significantly higher post-COVID 19

Metro Richmond Unemployment Rate



- City of Richmond unemployment rate – 5.6% (2019 American Community Survey)

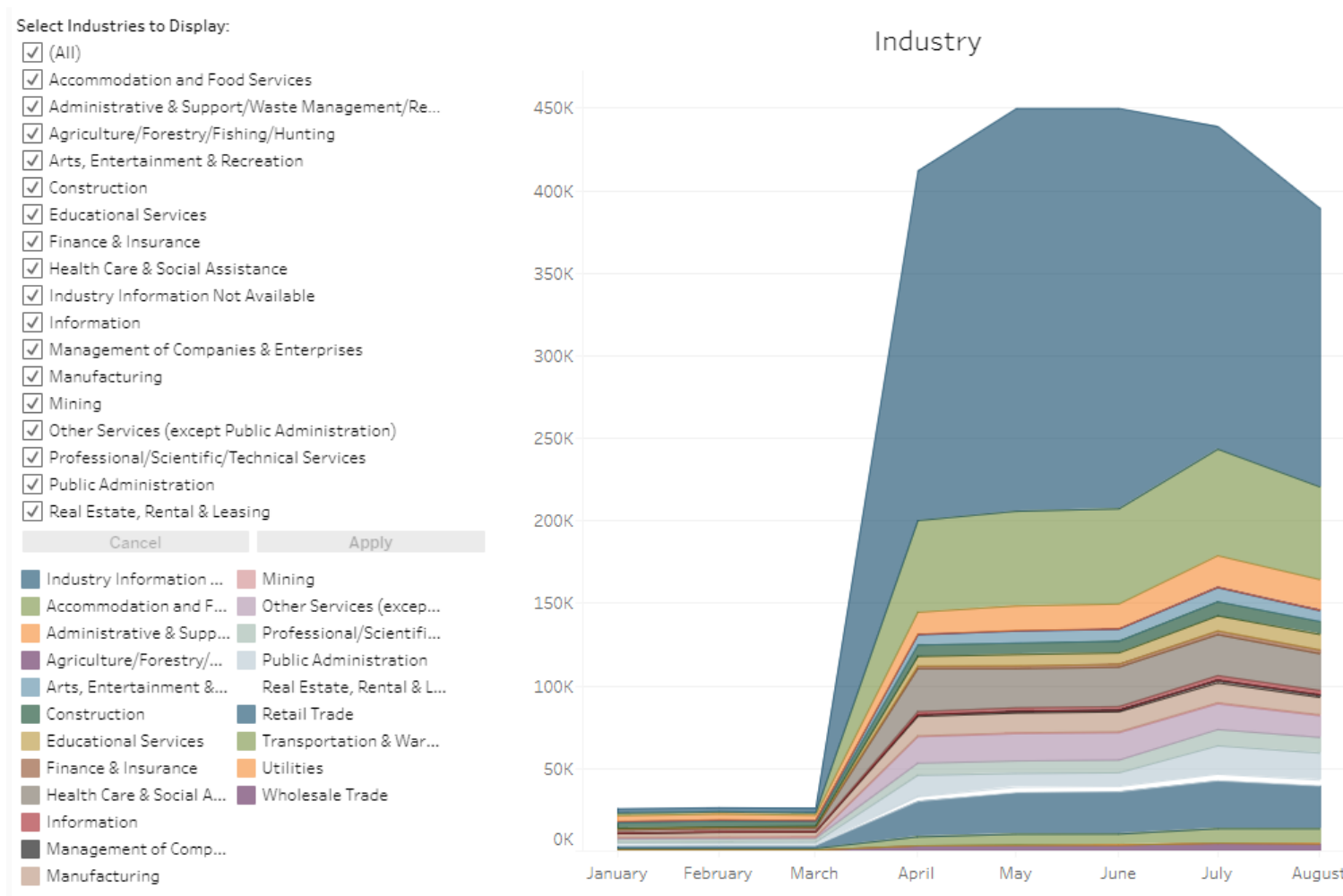
Unemployment Claims – Virginia



- Women have fared worse –
 - 55.7% of claimants were women compared to 47.1% of the workforce
- 42.3% of claimants were under 35 years old compared to 31.2% of the workforce
- 38% of claimants were Black or African American compared to 19% of the workforce
- During the week of September 26, more workers (207,497) were on the new Pandemic Unemployment Assistance Program than the traditional (160,764)

*Percentages are from September 2020 Claims

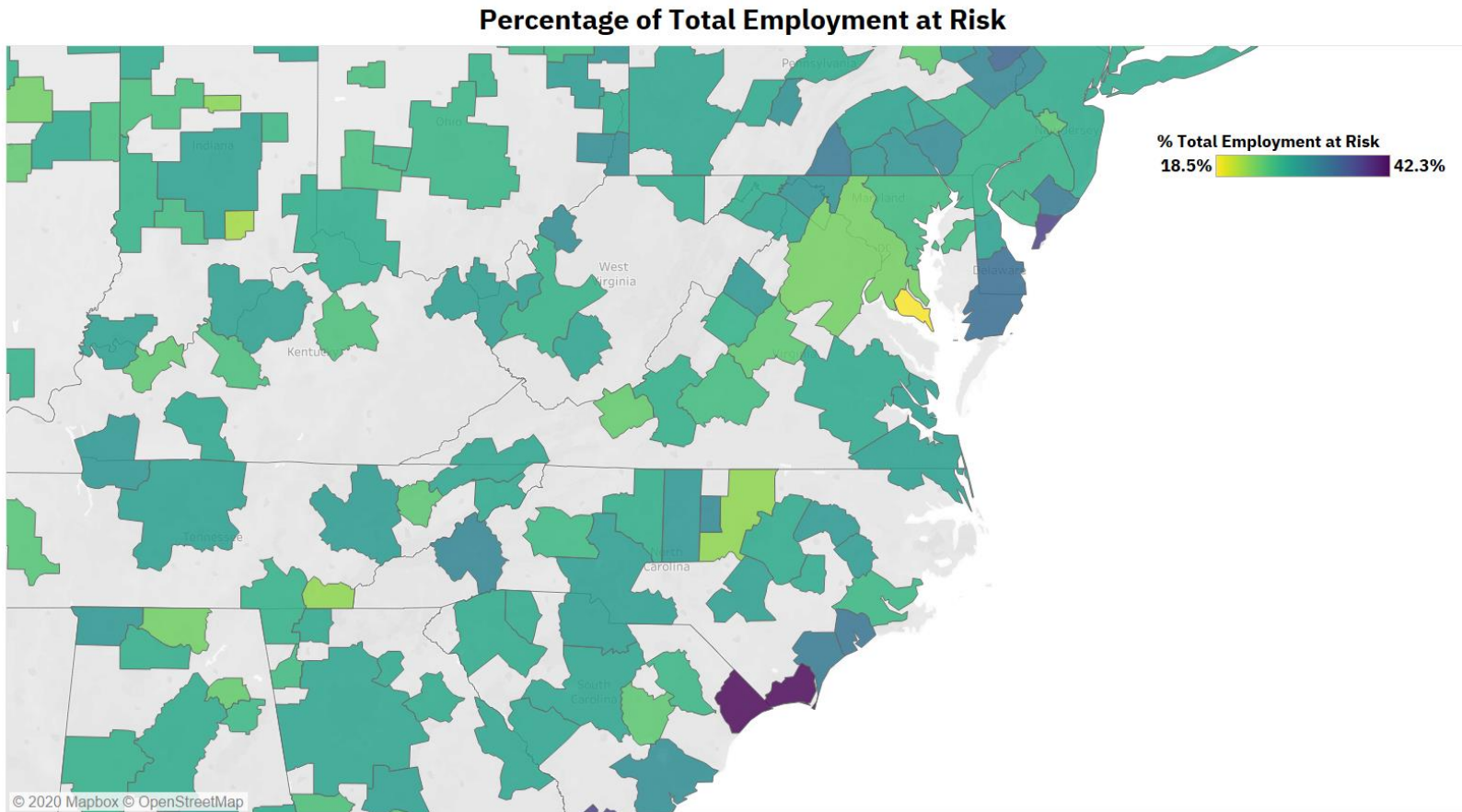
Virginia Unemployment Claims by Industry



- 14.4% - Accommodation and Food Services
- 4.8% - Administrative Support and Waste Management
- 6.7% - Retail Trade
- 2.7% - Manufacturing
- 5.7% - Healthcare
- 2.0% - Construction

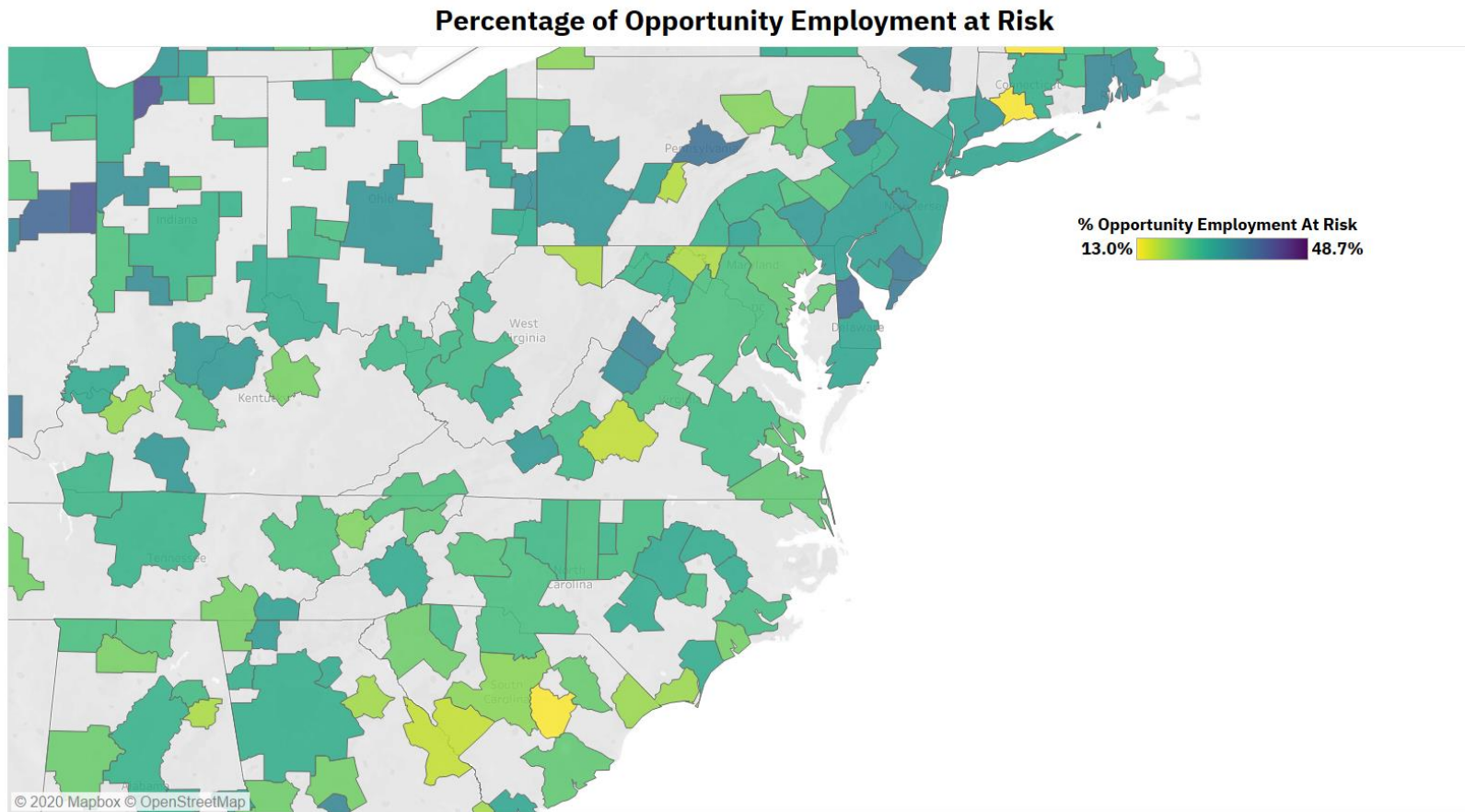
*Percentages are from September 2020 Claims

Richmond metro's mix of jobs at risk are similar to other portions of the south and mid-atlantic



Source:
Atlanta Fed Center for
Workforce and Economic
Opportunity Analysis of
McKinsey Global Institute
Automation Risk Index and
COVID Exposure Index
using BLS Occupational
Employment Statistics Data
in the [Opportunity
Occupations Monitor](#)

Richmond metro's middle skill, high paying jobs are also similar to other southern metros



Source:

Atlanta Fed Center for Workforce
and Economic Opportunity Analysis
of McKinsey Global Institute
Automation Risk Index and COVID
Exposure Index using BLS
Occupational Employment
Statistics Data in the [Opportunity
Occupations Monitor](#)

Note: Opportunity
occupations/employment are jobs
that pay above regional median
wage but do not require a
bachelors degree, see more at the
[Atlanta Fed CWEO Opportunity
Occupations Monitor](#)

Richmond Metro

Top Ten Jobs at Risk

	Total Employment	Opportunity Employment
Cashiers	20,780	0
Retail Salespersons	16,860	0
Office Clerks, General	13,060	0
Laborers And Freight, Stock, And Material Movers, Hand	12,700	0
Waiters And Waitresses	11,400	0
Bookkeeping, Accounting, And Auditing Clerks	8,020	4,477
Secretaries And Administrative Assistants, Except Legal, Medical, And Executive	6,850	5,563
Cooks, Restaurant	5,840	0
Receptionists And Information Clerks	5,390	0
First-Line Supervisors Of Retail Sales Workers	4,800	3,482

Top Ten Opportunity Jobs at Risk

	Opportunity Employment	Total Employment
Secretaries And Administrative Assistants, Except Legal, Medical, And Executive	5,563	6,850
Maintenance And Repair Workers, General	4,740	4,740
Bookkeeping, Accounting, And Auditing Clerks	4,477	8,020
First-Line Supervisors Of Retail Sales Workers	3,482	4,800
Carpenters	3,080	3,080
Operating Engineers And Other Construction Equipment Operators	2,280	2,280
Insurance Claims And Policy Processing Clerks	1,638	2,280
Amusement And Recreation Attendants	1,430	1,430
Billing And Posting Clerks	1,414	1,950
Securities, Commodities, And Financial Services Sales Agents	1,398	2,020

Source:
Atlanta Fed Center for Workforce and Economic Opportunity Analysis of McKinsey Global Institute Automation Risk Index and COVID Exposure Index using BLS Occupational Employment Statistics Data in the [Opportunity Occupations Monitor](#)

Richmond Metro's industry mix affects the total number of potential jobs affected

CBO Estimates

- 48.6% of Richmond's industry employment demand expected to be impacted compared with 47.8% statewide

Work from home estimates (pre-pandemic)

- 29.6% of Richmond's workers predicted to be able to work from home compared with 30% statewide

Source: [*The Digital Divide and the Pandemic: Working from Home and Broadband and Internet Access*](#)

Sources: [Congressional Budget Office 2006, A Potential Influenza Pandemic: Possible Macroeconomic and Policy Issues](#); U.S. Bureau of Labor Statistics' Quarterly Census of Employment and Wages, 2019 Q1–Q3 data; and U.S. Bureau of Labor Statistics' American Time Use Survey: 2018 Results.

Richmond Metro Internet Access Overview

Internet Access

- 85.2% of all households have an internet subscription
- 70.4% of all households have a high-speed connection
- 11.4% of all households have internet access through cellular data plans only
- 14.8% of all households have no internet subscription
- 38.7% of households earning less than \$20,000 have no internet subscription

Computing Devices

- 78.1% of all households have a desktop or laptop computer
- 9% of all households have a smartphone with no other device
- 7.5% of all households have no computing device

City of Richmond Internet Access Overview

Internet Access

- 82.1% of all households have an internet subscription
- 67.7% of all households have a high-speed connection
- 13.1% of all households have internet access through cellular data plans only
- 17.9% of all households have no internet subscription
- 34.6% of households earning less than \$20,000 have no internet subscription

Computing Devices

- 72.6% of all households have a desktop or laptop computer
- 12.9% of all households have a smartphone with no other device
- 9.4% of all households have no computing device