Americans love ATMs; and they have loads of them - 173 per 100,000 adults at the last count. They’re a common sight even in places where you wouldn’t expect them.

An automated teller machine (**ATM**) is an electronic banking outlet that allows customers to complete basic transactions without the aid of a branch representative or teller. Anyone with a credit card or debit card can access most **ATMs**. Non-Bank ATMs are an ATM or cash machine that provides ATM cardholders with access to their accounts, but is owned and operated by an independent bank or financial institution. Fees generally apply to cash withdrawals at non-bank ATMs and they don't generally accept deposits.

There are many factors which can affect the number of ATMs in a particular region like Richmond. They are -

a) **Household Income**: There is a positive correlation between number of ATMs located

and larger household income in Richmond. For example, the majority of ATMs located

in zip codes with a larger household income of $100K or more.

b) **Population**: More ATMs are located in areas where there is a large number of

populations. For example, more than 60 percent of ATM are in zip codes with

populations greater than 40,000 residents.

c) **Monthly Rent**: More ATMs are located in a region where the monthly rent is more

than $1000K.

There are some other factors that also affect the number of ATMs in Richmond. They are

* Estimated traffic per day
* Location popularity
* Service Routes (for Security company, is the ATM within a route or away from it)
* Other ATMs in the vicinity
* Leasing space issues / costs
* Marketing potential
* Communication & Power infrastructure
* Threat scale for vandalism and/or crime
* Ease of servicing an ATM
* Brand Management (Exposure)
* Competition Factor (if there are multiple ATMs in the same location)·
* Vestibule Preference