



Demographic and Income Profile Report

Rankin County, MS_7
 Rankin County, MS (28121)
 Geography: County

Summary	2010	2011	2016
Population	141,617	143,087	153,582
Households	52,836	53,407	57,763
Families	37,734	38,178	40,867
Average Household Size	2.57	2.57	2.56
Owner Occupied Housing Units	39,875	40,121	43,693
Renter Occupied Housing Units	12,961	13,286	14,070
Median Age	36.1	36.2	36.6
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	1.43%	0.39%	0.67%
Households	1.58%	0.49%	0.71%
Families	1.37%	0.27%	0.57%
Owner HHs	1.72%	0.60%	0.91%
Median Household Income	2.55%	3.22%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	5,710	10.7%	5,643	9.8%
\$15,000 - \$24,999	5,337	10.0%	3,837	6.6%
\$25,000 - \$34,999	5,834	10.9%	4,460	7.7%
\$35,000 - \$49,999	8,238	15.4%	7,566	13.1%
\$50,000 - \$74,999	10,815	20.3%	14,894	25.8%
\$75,000 - \$99,999	7,835	14.7%	9,660	16.7%
\$100,000 - \$149,999	6,539	12.2%	7,973	13.8%
\$150,000 - \$199,999	1,825	3.4%	2,292	4.0%
\$200,000+	1,269	2.4%	1,433	2.5%
Median Household Income	\$52,481		\$59,518	
Average Household Income	\$65,933		\$73,339	
Per Capita Income	\$25,712		\$28,645	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,926	7.0%	9,888	6.9%	10,707	7.0%
5 - 9	9,967	7.0%	10,036	7.0%	10,669	6.9%
10 - 14	9,881	7.0%	9,966	7.0%	10,709	7.0%
15 - 19	8,881	6.3%	8,920	6.2%	8,916	5.8%
20 - 24	8,292	5.9%	8,399	5.9%	8,622	5.6%
25 - 34	21,440	15.1%	21,722	15.2%	23,597	15.4%
35 - 44	20,484	14.5%	20,568	14.4%	21,133	13.8%
45 - 54	20,029	14.1%	20,080	14.0%	19,655	12.8%
55 - 64	16,481	11.6%	16,857	11.8%	19,242	12.5%
65 - 74	9,669	6.8%	10,016	7.0%	12,979	8.5%
75 - 84	4,982	3.5%	5,033	3.5%	5,519	3.6%
85+	1,585	1.1%	1,602	1.1%	1,834	1.2%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	109,523	77.3%	110,609	77.3%	116,825	76.1%
Black Alone	26,634	18.8%	26,872	18.8%	29,981	19.5%
American Indian Alone	260	0.2%	260	0.2%	293	0.2%
Asian Alone	1,582	1.1%	1,595	1.1%	1,976	1.3%
Pacific Islander Alone	92	0.1%	91	0.1%	99	0.1%
Some Other Race Alone	2,011	1.4%	2,123	1.5%	2,671	1.7%
Two or More Races	1,515	1.1%	1,537	1.1%	1,737	1.1%
Hispanic Origin (Any Race)	3,795	2.7%	4,007	2.8%	5,151	3.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

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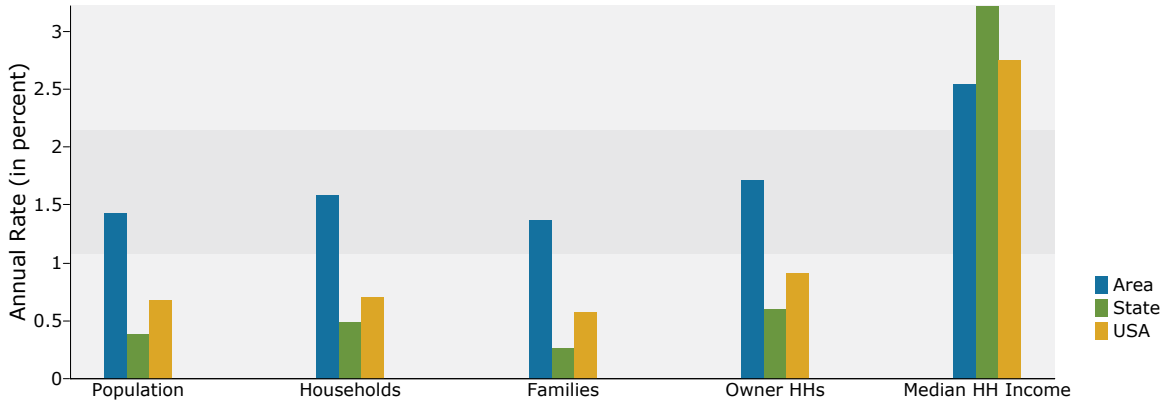
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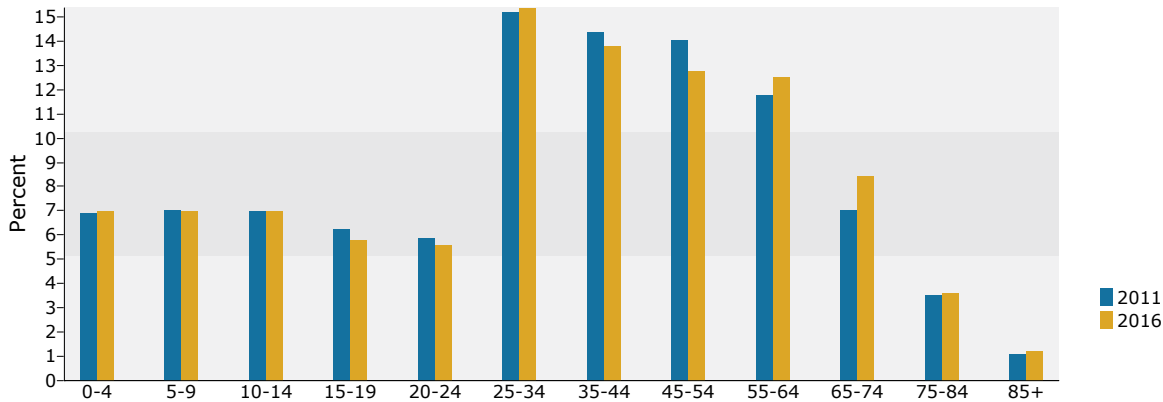
Demographic and Income Profile Report

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 Geography: County

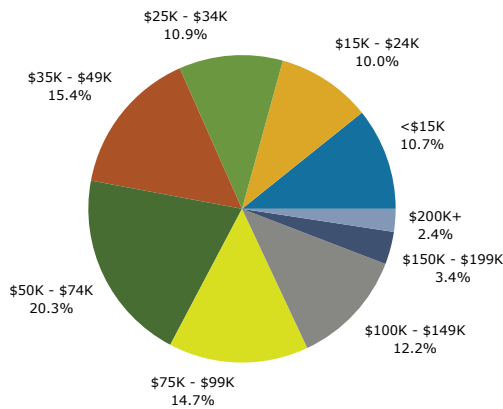
Trends 2011-2016



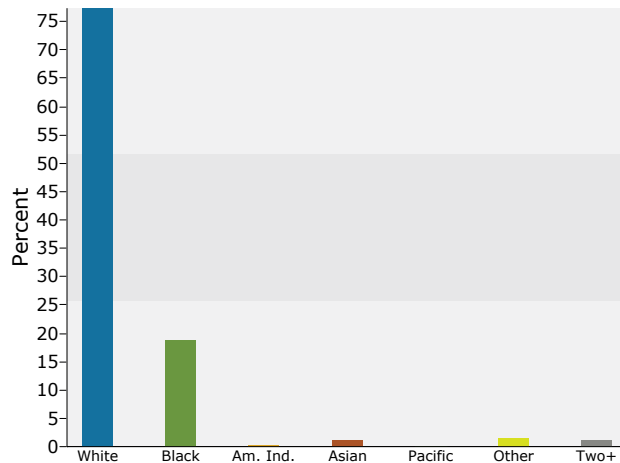
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 2.8%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Census 2010 Summary Profile

Rankin County, MS_7
Rankin County, MS (28121)
Geography: County

	2000	2010	2000-2010 Annual Rate
Population	115,327	141,617	2.08%
Households	42,089	52,836	2.30%
Housing Units	45,070	56,487	2.28%

Population by Race	Number	Percent
Total	141,617	100.0%
Population Reporting One Race	140,102	98.9%
White	109,523	77.3%
Black	26,634	18.8%
American Indian	260	0.2%
Asian	1,582	1.1%
Pacific Islander	92	0.1%
Some Other Race	2,011	1.4%
Population Reporting Two or More Races	1,515	1.1%
Total Hispanic Population	3,795	2.7%

Population by Sex	Number	Percent
Male	68,525	48.4%
Female	73,092	51.6%

Population by Age	Number	Percent
Total	141,617	100.0%
Age 0 - 4	9,926	7.0%
Age 5 - 9	9,967	7.0%
Age 10 - 14	9,881	7.0%
Age 15 - 19	8,881	6.3%
Age 20 - 24	8,292	5.9%
Age 25 - 29	10,812	7.6%
Age 30 - 34	10,628	7.5%
Age 35 - 39	10,551	7.5%
Age 40 - 44	9,933	7.0%
Age 45 - 49	10,255	7.2%
Age 50 - 54	9,774	6.9%
Age 55 - 59	8,776	6.2%
Age 60 - 64	7,705	5.4%
Age 65 - 69	5,560	3.9%
Age 70 - 74	4,109	2.9%
Age 75 - 79	2,940	2.1%
Age 80 - 84	2,042	1.4%
Age 85+	1,585	1.1%
Age 18+	106,083	74.9%
Age 65+	16,236	11.5%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	36.1
Male	35.1
Female	37.2
White Alone	38.0
Black Alone	31.9
American Indian Alone	32.1
Asian Alone	33.6
Pacific Islander Alone	25.5
Some Other Race Alone	25.9
Two or More Races	15.1
Hispanic Population	25.8

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

Rankin County, MS_7
Rankin County, MS (28121)
Geography: County

Households by Type		
Total	52,836	100.0%
Households with 1 Person	12,696	24.0%
Households with 2+ People	40,140	76.0%
Family Households	37,734	71.4%
Husband-wife Families	28,190	53.4%
With Own Children	12,291	23.3%
Other Family (No Spouse Present)	9,544	18.1%
With Own Children	5,198	9.8%
Nonfamily Households	2,406	4.6%
All Households with Children	19,655	37.2%
Multigenerational Households	2,290	4.3%
Unmarried Partner Households	2,577	4.9%
Male-female	2,246	4.3%
Same-sex	331	0.6%
Average Household Size	2.57	

Family Households by Size		
Total	37,734	100.0%
2 People	15,657	41.5%
3 People	9,379	24.9%
4 People	7,752	20.5%
5 People	3,290	8.7%
6 People	1,071	2.8%
7+ People	585	1.6%
Average Family Size	3.05	

Nonfamily Households by Size		
Total	15,102	100.0%
1 Person	12,696	84.1%
2 People	1,978	13.1%
3 People	279	1.8%
4 People	97	0.6%
5 People	29	0.2%
6 People	18	0.1%
7+ People	5	0.0%
Average Nonfamily Size	1.20	

Population by Relationship and Household Type		
Total	141,617	100.0%
In Households	135,988	96.0%
In Family Households	117,817	83.2%
Householder	37,734	26.6%
Spouse	28,190	19.9%
Child	44,728	31.6%
Other relative	4,483	3.2%
Nonrelative	2,682	1.9%
In Nonfamily Households	18,171	12.8%
In Group Quarters	5,629	4.0%
Institutionalized Population	4,956	3.5%
Noninstitutionalized Population	673	0.5%

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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Rankin County, MS_7
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Geography: County

Family Households by Age of Householder		
Total		37,734 100.0%
Householder Age	15 - 44	16,862 44.7%
Householder Age	45 - 54	8,103 21.5%
Householder Age	55 - 64	6,591 17.5%
Householder Age	65 - 74	3,963 10.5%
Householder Age	75+	2,215 5.9%

Nonfamily Households by Age of Householder		
Total		15,102 100.0%
Householder Age	15 - 44	5,370 35.6%
Householder Age	45 - 54	2,829 18.7%
Householder Age	55 - 64	2,785 18.4%
Householder Age	65 - 74	2,037 13.5%
Householder Age	75+	2,081 13.8%

Households by Race of Householder		
Total		52,836 100.0%
Householder is	White Alone	42,675 80.8%
Householder is	Black Alone	8,705 16.5%
Householder is	American Indian Alone	86 0.2%
Householder is	Asian Alone	505 1.0%
Householder is	Pacific Islander Alone	29 0.1%
Householder is	Some Other Race Alone	496 0.9%
Householder is	Two or More Races	340 0.6%
Households with	Hispanic Householder	946 1.8%

Husband-wife Families by Race of Householder		
Total		28,190 100.0%
Householder is	White Alone	24,339 86.3%
Householder is	Black Alone	3,095 11.0%
Householder is	American Indian Alone	44 0.2%
Householder is	Asian Alone	298 1.1%
Householder is	Pacific Islander Alone	11 0.0%
Householder is	Some Other Race Alone	236 0.8%
Householder is	Two or More Races	167 0.6%
Husband-wife Families with	Hispanic Householder	499 1.8%

Other Families (No Spouse) by Race of Householder		
Total		9,544 100.0%
Householder is	White Alone	6,175 64.7%
Householder is	Black Alone	3,055 32.0%
Householder is	American Indian Alone	15 0.2%
Householder is	Asian Alone	81 0.8%
Householder is	Pacific Islander Alone	5 0.1%
Householder is	Some Other Race Alone	142 1.5%
Householder is	Two or More Races	71 0.7%
Other Families with	Hispanic Householder	231 2.4%

Nonfamily Households by Race of Householder		
Total		15,102 100.0%
Householder is	White Alone	12,161 80.5%
Householder is	Black Alone	2,555 16.9%
Householder is	American Indian Alone	27 0.2%
Householder is	Asian Alone	126 0.8%
Householder is	Pacific Islander Alone	13 0.1%
Householder is	Some Other Race Alone	118 0.8%
Householder is	Two or More Races	102 0.7%
Nonfamily Households with	Hispanic Householder	216 1.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Rankin County, MS_7
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Geography: County

Total Housing Units by Occupancy

Total	56,487	100.0%
Occupied Housing Units	52,836	93.5%
Vacant Housing Units		
For Rent	965	1.7%
Rented, not Occupied	55	0.1%
For Sale Only	830	1.5%
Sold, not Occupied	148	0.3%
For Seasonal/Recreational/Occasional Use	365	0.6%
For Migrant Workers	4	0.0%
Other Vacant	1,284	2.3%
Total Vacancy Rate	6.5%	

Households by Tenure and Mortgage Status

Total	52,836	100.0%
Owner Occupied	39,875	75.5%
Owned with a Mortgage/Loan	28,496	53.9%
Owned Free and Clear	11,379	21.5%
Average Household Size	2.61	
Renter Occupied	12,961	24.5%
Average Household Size	2.46	

Owner-occupied Housing Units by Race of Householder

Total	39,875	100.0%
Householder is White Alone	33,769	84.7%
Householder is Black Alone	5,327	13.4%
Householder is American Indian Alone	59	0.1%
Householder is Asian Alone	328	0.8%
Householder is Pacific Islander Alone	6	0.0%
Householder is Some Other Race Alone	182	0.5%
Householder is Two or More Races	204	0.5%
Owner-occupied Housing Units with Hispanic Householder	448	1.1%

Renter-occupied Housing Units by Race of Householder

Total	12,961	100.0%
Householder is White Alone	8,906	68.7%
Householder is Black Alone	3,378	26.1%
Householder is American Indian Alone	27	0.2%
Householder is Asian Alone	177	1.4%
Householder is Pacific Islander Alone	23	0.2%
Householder is Some Other Race Alone	314	2.4%
Householder is Two or More Races	136	1.0%
Renter-occupied Housing Units with Hispanic Householder	498	3.8%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.52
Householder is Black Alone	2.72
Householder is American Indian Alone	2.76
Householder is Asian Alone	2.94
Householder is Pacific Islander Alone	3.07
Householder is Some Other Race Alone	3.98
Householder is Two or More Races	2.81
Householder is Hispanic	3.65

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Business Summary

Rankin County, MS_7
 Rankin County, MS (28121)
 Geography: County

Data for all businesses in area

Rankin County, MS (28121)

Total Businesses:	5,246
Total Employees:	62,269
Total Residential Population:	146,177
Employee/Residential Population Ratio:	0.43

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	148	2.8%	869	1.4%
Construction	425	8.1%	3,345	5.4%
Manufacturing	178	3.4%	3,500	5.6%
Transportation	195	3.7%	2,603	4.2%
Communication	30	0.6%	112	0.2%
Utility	48	0.9%	538	0.9%
Wholesale Trade	336	6.4%	5,561	8.9%
Retail Trade Summary	1,106	21.1%	13,588	21.8%
Home Improvement	89	1.7%	857	1.4%
General Merchandise Stores	45	0.9%	1,922	3.1%
Food Stores	95	1.8%	1,167	1.9%
Auto Dealers, Gas Stations, Auto Aftermarket	179	3.4%	2,468	4.0%
Apparel & Accessory Stores	76	1.4%	468	0.8%
Furniture & Home Furnishings	94	1.8%	1,116	1.8%
Eating & Drinking Places	244	4.7%	3,981	6.4%
Miscellaneous Retail	284	5.4%	1,609	2.6%
Finance, Insurance, Real Estate Summary	605	11.5%	4,246	6.8%
Banks, Savings & Lending Institutions	170	3.2%	972	1.6%
Securities Brokers	30	0.6%	121	0.2%
Insurance Carriers & Agents	180	3.4%	2,265	3.6%
Real Estate, Holding, Other Investment Offices	225	4.3%	888	1.4%
Services Summary	1,862	35.5%	21,831	35.1%
Hotels & Lodging	48	0.9%	403	0.6%
Automotive Services	172	3.3%	985	1.6%
Motion Pictures & Amusements	86	1.6%	481	0.8%
Health Services	289	5.5%	9,810	15.8%
Legal Services	78	1.5%	551	0.9%
Education Institutions & Libraries	92	1.8%	3,493	5.6%
Other Services	1,097	20.9%	6,108	9.8%
Government	214	4.1%	5,953	9.6%
Other	99	1.9%	123	0.2%
Totals	5,246	100%	62,269	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

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Business Summary

Rankin County, MS_7
 Rankin County, MS (28121)
 Geography: County

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	34	0.6%	49	0.1%
Mining	23	0.4%	445	0.7%
Utilities	38	0.7%	354	0.6%
Construction	455	8.7%	3,416	5.5%
Manufacturing	188	3.6%	3,549	5.7%
Wholesale Trade	324	6.2%	5,254	8.4%
Retail Trade	837	16.0%	9,531	15.3%
Motor Vehicle & Parts Dealers	131	2.5%	2,073	3.3%
Furniture & Home Furnishings Stores	44	0.8%	878	1.4%
Electronics & Appliance Stores	51	1.0%	260	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	78	1.5%	812	1.3%
Food & Beverage Stores	74	1.4%	1,090	1.8%
Health & Personal Care Stores	77	1.5%	604	1.0%
Gasoline Stations	48	0.9%	395	0.6%
Clothing & Clothing Accessories Stores	89	1.7%	507	0.8%
Sport Goods, Hobby, Book, & Music Stores	56	1.1%	408	0.7%
General Merchandise Stores	45	0.9%	1,922	3.1%
Miscellaneous Store Retailers	131	2.5%	457	0.7%
Nonstore Retailers	13	0.2%	125	0.2%
Transportation & Warehousing	150	2.9%	2,572	4.1%
Information	74	1.4%	340	0.5%
Finance & Insurance	390	7.4%	3,404	5.5%
Central Bank/Credit Intermediation & Related Activities	175	3.3%	983	1.6%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	31	0.6%	123	0.2%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	184	3.5%	2,298	3.7%
Real Estate, Rental & Leasing	314	6.0%	1,422	2.3%
Professional, Scientific & Tech Services	370	7.1%	1,838	3.0%
Legal Services	95	1.8%	641	1.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	226	4.3%	2,103	3.4%
Educational Services	104	2.0%	3,471	5.6%
Health Care & Social Assistance	350	6.7%	10,664	17.1%
Arts, Entertainment & Recreation	66	1.3%	565	0.9%
Accommodation & Food Services	294	5.6%	4,399	7.1%
Accommodation	48	0.9%	403	0.6%
Food Services & Drinking Places	246	4.7%	3,996	6.4%
Other Services (except Public Administration)	685	13.1%	2,505	4.0%
Automotive Repair & Maintenance	119	2.3%	593	1.0%
Public Administration	215	4.1%	5,962	9.6%
Unclassified Establishments	109	2.1%	426	0.7%
Total	5,246	100%	62,269	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

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Market Profile

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Rankin County, MS (28121)

Population Summary

2000 Total Population	115,327
2000 Group Quarters	4,869
2010 Total Population	146,177
2015 Total Population	160,538
2010-2015 Annual Rate	1.89%

Household Summary

2000 Households	42,089
2000 Average Household Size	2.62
2010 Households	54,831
2010 Average Household Size	2.57
2015 Households	60,782
2015 Average Household Size	2.55
2010-2015 Annual Rate	2.08%
2000 Families	31,136
2000 Average Family Size	3.07
2010 Families	39,650
2010 Average Family Size	3.03
2015 Families	43,617
2015 Average Family Size	3.02
2010-2015 Annual Rate	1.93%

Housing Unit Summary

2000 Housing Units	45,070
Owner Occupied Housing Units	72.0%
Renter Occupied Housing Units	21.3%
Vacant Housing Units	6.6%
2010 Housing Units	59,773
Owner Occupied Housing Units	70.0%
Renter Occupied Housing Units	21.8%
Vacant Housing Units	8.3%
2015 Housing Units	67,065
Owner Occupied Housing Units	69.1%
Renter Occupied Housing Units	21.6%
Vacant Housing Units	9.4%

Median Household Income

2000	\$44,952
2010	\$52,340
2015	\$57,476

Median Home Value

2000	\$88,470
2010	\$116,668
2015	\$133,043

Per Capita Income

2000	\$20,412
2010	\$23,571
2015	\$24,611

Median Age

2000	34.6
2010	36.4
2015	36.7

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. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

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Geography: County

Rankin County, MS (28121)

2000 Households by Income

Household Income Base	42,155
<\$15,000	12.7%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	12.7%
\$35,000 - \$49,999	18.1%
\$50,000 - \$74,999	22.9%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	7.3%
\$150,000 - \$199,999	1.6%
\$200,000+	1.4%

Average Household Income \$55,081

2010 Households by Income

Household Income Base	54,831
<\$15,000	10.7%
\$15,000 - \$24,999	8.8%
\$25,000 - \$34,999	10.5%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	27.5%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	1.8%
\$200,000+	1.8%

Average Household Income \$61,833

2015 Households by Income

Household Income Base	60,782
<\$15,000	10.2%
\$15,000 - \$24,999	8.4%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	27.1%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	1.8%
\$200,000+	1.8%

Average Household Income \$63,971

2000 Owner Occupied Housing Units by Value

Total	32,476
<\$50,000	20.5%
\$50,000 - \$99,999	38.6%
\$100,000 - \$149,999	24.3%
\$150,000 - \$199,999	9.3%
\$200,000 - \$299,999	5.0%
\$300,000 - \$499,999	1.8%
\$500,000 - \$999,999	0.3%
\$1,000,000 +	0.2%

Average Home Value \$104,652

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	9,498
With Cash Rent	92.3%
No Cash Rent	7.7%
Median Rent	\$468
Average Rent	\$461

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Market Profile

Rankin County, MS_7
Rankin County, MS (28121)
Geography: County

Rankin County, MS (28121)

2000 Population by Age

Total	115,327
0 - 4	7.0%
5 - 9	6.9%
10 - 14	7.3%
15 - 24	13.7%
25 - 34	15.6%
35 - 44	16.8%
45 - 54	14.2%
55 - 64	8.9%
65 - 74	5.8%
75 - 84	2.8%
85 +	0.9%
18 +	74.1%

2010 Population by Age

Total	146,177
0 - 4	7.1%
5 - 9	6.9%
10 - 14	6.8%
15 - 24	12.3%
25 - 34	14.7%
35 - 44	15.2%
45 - 54	14.9%
55 - 64	11.4%
65 - 74	6.3%
75 - 84	3.2%
85 +	1.1%
18 +	75.3%

2015 Population by Age

Total	160,538
0 - 4	7.0%
5 - 9	7.0%
10 - 14	7.0%
15 - 24	12.1%
25 - 34	14.3%
35 - 44	14.8%
45 - 54	14.0%
55 - 64	11.8%
65 - 74	7.5%
75 - 84	3.3%
85 +	1.2%
18 +	75.2%

2000 Population by Sex

Males	48.9%
Females	51.1%

2010 Population by Sex

Males	49.1%
Females	50.9%

2015 Population by Sex

Males	49.2%
Females	50.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 13, 2012



Market Profile

Rankin County, MS_7
Rankin County, MS (28121)
Geography: County

Rankin County, MS (28121)

2000 Population by Race/Ethnicity

Total	115,327
White Alone	81.0%
Black Alone	17.1%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.4%
Two or More Races	0.6%
Hispanic Origin	1.3%
Diversity Index	33.2

2010 Population by Race/Ethnicity

Total	146,177
White Alone	76.4%
Black Alone	20.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.0%
Some Other Race Alone	0.7%
Two or More Races	1.1%
Hispanic Origin	2.5%
Diversity Index	40.4

2015 Population by Race/Ethnicity

Total	160,538
White Alone	74.3%
Black Alone	22.4%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	0.8%
Two or More Races	1.2%
Hispanic Origin	2.9%
Diversity Index	43.2

2000 Population 3+ by School Enrollment

Total	110,508
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	12.5%
Enrolled in Grade 9-12	5.9%
Enrolled in College	3.3%
Enrolled in Grad/Prof School	0.9%
Not Enrolled in School	74.0%

2010 Population 25+ by Educational Attainment

Total	97,752
Less Than 9th Grade	3.6%
9th to 12th Grade, No Diploma	9.2%
High School Graduate	28.7%
Some College, No Degree	23.3%
Associate Degree	9.0%
Bachelor's Degree	18.0%
Graduate/Professional Degree	8.2%

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.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 13, 2012



Market Profile

Rankin County, MS_7
Rankin County, MS (28121)
Geography: County

Rankin County, MS (28121)

2010 Population 15+ by Marital Status

Total	115,680
Never Married	26.5%
Married	55.9%
Widowed	5.3%
Divorced	12.4%

2000 Population 16+ by Employment Status

Total	89,056
In Labor Force	66.9%
Civilian Employed	64.1%
Civilian Unemployed	2.5%
In Armed Forces	0.2%
Not In Labor Force	33.1%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	92.9%
Civilian Unemployed	7.1%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.9%
Civilian Unemployed	6.1%

2000 Females 16+ by Employment Status and Age of Children

Total	46,099
Own Children < 6 Only	8.1%
Employed/in Armed Forces	5.4%
Unemployed	0.2%
Not in Labor Force	2.6%
Own Children <6 and 6-17 Only	6.4%
Employed/in Armed Forces	4.2%
Unemployed	0.2%
Not in Labor Force	2.0%
Own Children 6-17 Only	19.0%
Employed/in Armed Forces	14.8%
Unemployed	0.4%
Not in Labor Force	3.8%
No Own Children < 18	66.5%
Employed/in Armed Forces	34.8%
Unemployed	1.4%
Not in Labor Force	30.2%

2010 Employed Population 16+ by Industry

Total	68,922
Agriculture/Mining	1.1%
Construction	8.9%
Manufacturing	7.0%
Wholesale Trade	4.5%
Retail Trade	12.6%
Transportation/Utilities	5.2%
Information	2.4%
Finance/Insurance/Real Estate	8.1%
Services	44.2%
Public Administration	6.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Market Profile

Rankin County, MS_7
Rankin County, MS (28121)
Geography: County

Rankin County, MS (28121)

2010 Employed Population 16+ by Occupation

Total	68,922
White Collar	63.0%
Management/Business/Financial	15.1%
Professional	20.9%
Sales	12.1%
Administrative Support	14.9%
Services	13.0%
Blue Collar	24.0%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	7.3%
Installation/Maintenance/Repair	5.7%
Production	4.8%
Transportation/Material Moving	5.7%

2000 Workers 16+ by Means of Transportation to Work

Total	56,240
Drove Alone - Car, Truck, or Van	84.7%
Carpooled - Car, Truck, or Van	11.1%
Public Transportation	0.2%
Walked	0.6%
Other Means	0.8%
Worked at Home	2.6%

2000 Workers 16+ by Travel Time to Work

Total	56,240
Did not Work at Home	97.4%
Less than 5 minutes	2.0%
5 to 9 minutes	6.6%
10 to 19 minutes	26.5%
20 to 24 minutes	18.4%
25 to 34 minutes	28.1%
35 to 44 minutes	5.8%
45 to 59 minutes	6.1%
60 to 89 minutes	2.1%
90 or more minutes	1.8%
Worked at Home	2.6%
Average Travel Time to Work (in min)	25.5

2000 Households by Vehicles Available

Total	42,089
None	4.3%
1	29.9%
2	44.2%
3	15.7%
4	4.3%
5+	1.6%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Market Profile

Rankin County, MS_7
Rankin County, MS (28121)
Geography: County

Rankin County, MS (28121)

2000 Households by Type

Total	42,089
Family Households	74.0%
Married-couple Family	58.1%
With Related Children	29.0%
Other Family (No Spouse)	15.9%
With Related Children	10.6%
Nonfamily Households	26.0%
Householder Living Alone	21.9%
Householder Not Living Alone	4.1%
Households with Related Children	39.7%
Households with Persons 65+	18.0%

2000 Households by Size

Total	42,089
1 Person Household	21.9%
2 Person Household	33.1%
3 Person Household	19.4%
4 Person Household	16.5%
5 Person Household	6.4%
6 Person Household	1.9%
7 + Person Household	0.9%

2000 Households by Year Householder Moved In

Total	42,089
Moved in 1999 to March 2000	22.2%
Moved in 1995 to 1998	31.7%
Moved in 1990 to 1994	17.0%
Moved in 1980 to 1989	14.2%
Moved in 1970 to 1979	8.8%
Moved in 1969 or Earlier	6.1%
Median Year Householder Moved In	1995

2000 Housing Units by Units in Structure

Total	45,070
1, Detached	65.3%
1, Attached	2.1%
2	0.8%
3 or 4	2.6%
5 to 9	3.9%
10 to 19	3.1%
20 +	2.1%
Mobile Home	19.6%
Other	0.5%

2000 Housing Units by Year Structure Built

Total	45,070
1999 to March 2000	5.1%
1995 to 1998	18.3%
1990 to 1994	13.3%
1980 to 1989	22.8%
1970 to 1979	21.7%
1969 or Earlier	18.8%
Median Year Structure Built	1984

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 13, 2012



Market Profile

Rankin County, MS_7
 Rankin County, MS (28121)
 Geography: County

Rankin County, MS (28121)

Top 3 Tapestry Segments

1. Midland Crowd
2. Crossroads
3. Up and Coming Families

2010 Consumer Spending

Apparel & Services: Total \$	\$81,359,641
Average Spent	\$1,483.83
Spending Potential Index	62
Computers & Accessories: Total \$	\$10,735,852
Average Spent	\$195.80
Spending Potential Index	89
Education: Total \$	\$59,080,775
Average Spent	\$1,077.51
Spending Potential Index	88
Entertainment/Recreation: Total \$	\$160,753,931
Average Spent	\$2,931.81
Spending Potential Index	91
Food at Home: Total \$	\$216,406,353
Average Spent	\$3,946.79
Spending Potential Index	88
Food Away from Home: Total \$	\$158,729,314
Average Spent	\$2,894.88
Spending Potential Index	90
Health Care: Total \$	\$182,392,282
Average Spent	\$3,326.45
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$88,741,389
Average Spent	\$1,618.45
Spending Potential Index	79
Investments: Total \$	\$76,359,197
Average Spent	\$1,392.63
Spending Potential Index	80
Retail Goods: Total \$	\$1,180,223,628
Average Spent	\$21,524.75
Spending Potential Index	87
Shelter: Total \$	\$754,410,106
Average Spent	\$13,758.83
Spending Potential Index	87
TV/Video/Audio: Total \$	\$61,022,796
Average Spent	\$1,112.93
Spending Potential Index	90
Travel: Total \$	\$90,085,140
Average Spent	\$1,642.96
Spending Potential Index	87
Vehicle Maintenance & Repairs: Total \$	\$46,421,631
Average Spent	\$846.63
Spending Potential Index	90

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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Retail MarketPlace Profile

Rankin County, MS_7
 Rankin County, MS (28121)
 Geography: County

Summary Demographics

2010 Population	146,177
2010 Households	54,831
2010 Median Disposable Income	\$41,453
2010 Per Capita Income	\$23,571

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,278,516,175	\$2,048,702,663	\$-770,186,488	-23.1	1,079
Total Retail Trade	44-45	\$1,096,992,033	\$1,874,620,504	\$-777,628,471	-26.2	829
Total Food & Drink	722	\$181,524,142	\$174,082,159	\$7,441,983	2.1	250

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$266,373,280	\$622,800,478	\$-356,427,198	-40.1	133
Automobile Dealers	4411	\$226,874,188	\$539,102,391	\$-312,228,203	-40.8	64
Other Motor Vehicle Dealers	4412	\$21,931,726	\$40,838,662	\$-18,906,936	-30.1	23
Auto Parts, Accessories & Tire Stores	4413	\$17,567,366	\$42,859,425	\$-25,292,059	-41.9	46
Furniture & Home Furnishings Stores	442	\$39,729,614	\$68,943,317	\$-29,213,703	-26.9	40
Furniture Stores	4421	\$30,220,077	\$56,442,529	\$-26,222,452	-30.3	17
Home Furnishings Stores	4422	\$9,509,537	\$12,500,788	\$-2,991,251	-13.6	23
Electronics & Appliance Stores	4431	\$27,576,857	\$32,082,220	\$-4,505,363	-7.6	51
Bldg Materials, Garden Equip. & Supply Stores	444	\$47,459,920	\$80,937,305	\$-33,477,385	-26.1	76
Bldg Material & Supplies Dealers	4441	\$39,093,484	\$64,449,094	\$-25,355,610	-24.5	64
Lawn & Garden Equip & Supply Stores	4442	\$8,366,436	\$16,488,211	\$-8,121,775	-32.7	12
Food & Beverage Stores	445	\$148,770,162	\$191,280,104	\$-42,509,942	-12.5	55
Grocery Stores	4451	\$139,648,887	\$188,767,605	\$-49,118,718	-15.0	47
Specialty Food Stores	4452	\$1,725,787	\$2,512,499	\$-786,712	-18.6	8
Beer, Wine & Liquor Stores	4453	\$7,395,488	\$0	\$7,395,488	100.0	0
Health & Personal Care Stores	446,4461	\$54,181,408	\$103,924,401	\$-49,742,993	-31.5	77
Gasoline Stations	447,4471	\$202,864,168	\$388,334,056	\$-185,469,888	-31.4	65
Clothing & Clothing Accessories Stores	448	\$32,458,676	\$39,679,891	\$-7,221,215	-10.0	91
Clothing Stores	4481	\$24,377,029	\$30,595,089	\$-6,218,060	-11.3	65
Shoe Stores	4482	\$4,257,058	\$6,262,344	\$-2,005,286	-19.1	12
Jewelry, Luggage & Leather Goods Stores	4483	\$3,824,589	\$2,822,458	\$1,002,131	15.1	14
Sporting Goods, Hobby, Book & Music Stores	451	\$15,033,378	\$20,691,760	\$-5,658,382	-15.8	57
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,976,590	\$15,673,824	\$-6,697,234	-27.2	51
Book, Periodical & Music Stores	4512	\$6,056,788	\$5,017,936	\$1,038,852	9.4	6
General Merchandise Stores	452	\$223,474,076	\$284,819,877	\$-61,345,801	-12.1	43
Department Stores Excluding Leased Depts.	4521	\$93,904,729	\$144,099,263	\$-50,194,534	-21.1	14
Other General Merchandise Stores	4529	\$129,569,347	\$140,720,614	\$-11,151,267	-4.1	29
Miscellaneous Store Retailers	453	\$12,573,878	\$28,351,522	\$-15,777,644	-38.6	129
Florists	4531	\$608,043	\$1,454,111	\$-846,068	-41.0	15
Office Supplies, Stationery & Gift Stores	4532	\$3,907,258	\$8,788,059	\$-4,880,801	-38.4	43
Used Merchandise Stores	4533	\$475,388	\$876,856	\$-401,468	-29.7	19
Other Miscellaneous Store Retailers	4539	\$7,583,189	\$17,232,496	\$-9,649,307	-38.9	52
Nonstore Retailers	454	\$26,496,616	\$12,775,573	\$13,721,043	34.9	12
Electronic Shopping & Mail-Order Houses	4541	\$18,394,277	\$4,149,563	\$14,244,714	63.2	1
Vending Machine Operators	4542	\$2,150,591	\$3,215,131	\$-1,064,540	-19.8	5
Direct Selling Establishments	4543	\$5,951,748	\$5,410,879	\$540,869	4.8	6
Food Services & Drinking Places	722	\$181,524,142	\$174,082,159	\$7,441,983	2.1	250
Full-Service Restaurants	7221	\$67,593,985	\$59,636,133	\$7,957,852	6.3	127
Limited-Service Eating Places	7222	\$108,920,143	\$108,927,109	\$-6,966	0.0	113
Special Food Services	7223	\$4,714,165	\$5,384,453	\$-670,288	-6.6	9
Drinking Places - Alcoholic Beverages	7224	\$295,849	\$134,464	\$161,385	37.5	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

February 13, 2012

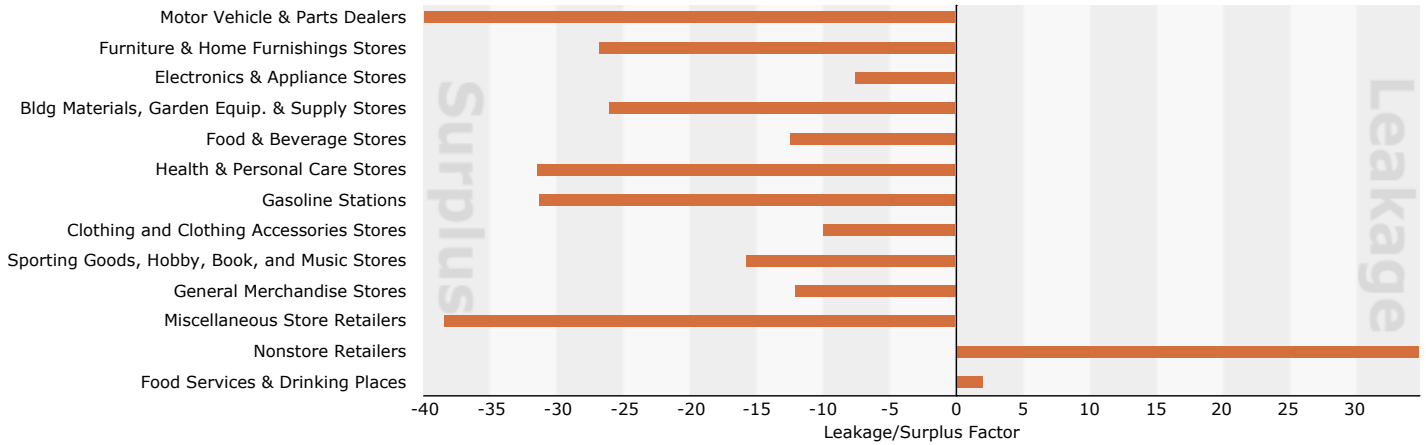
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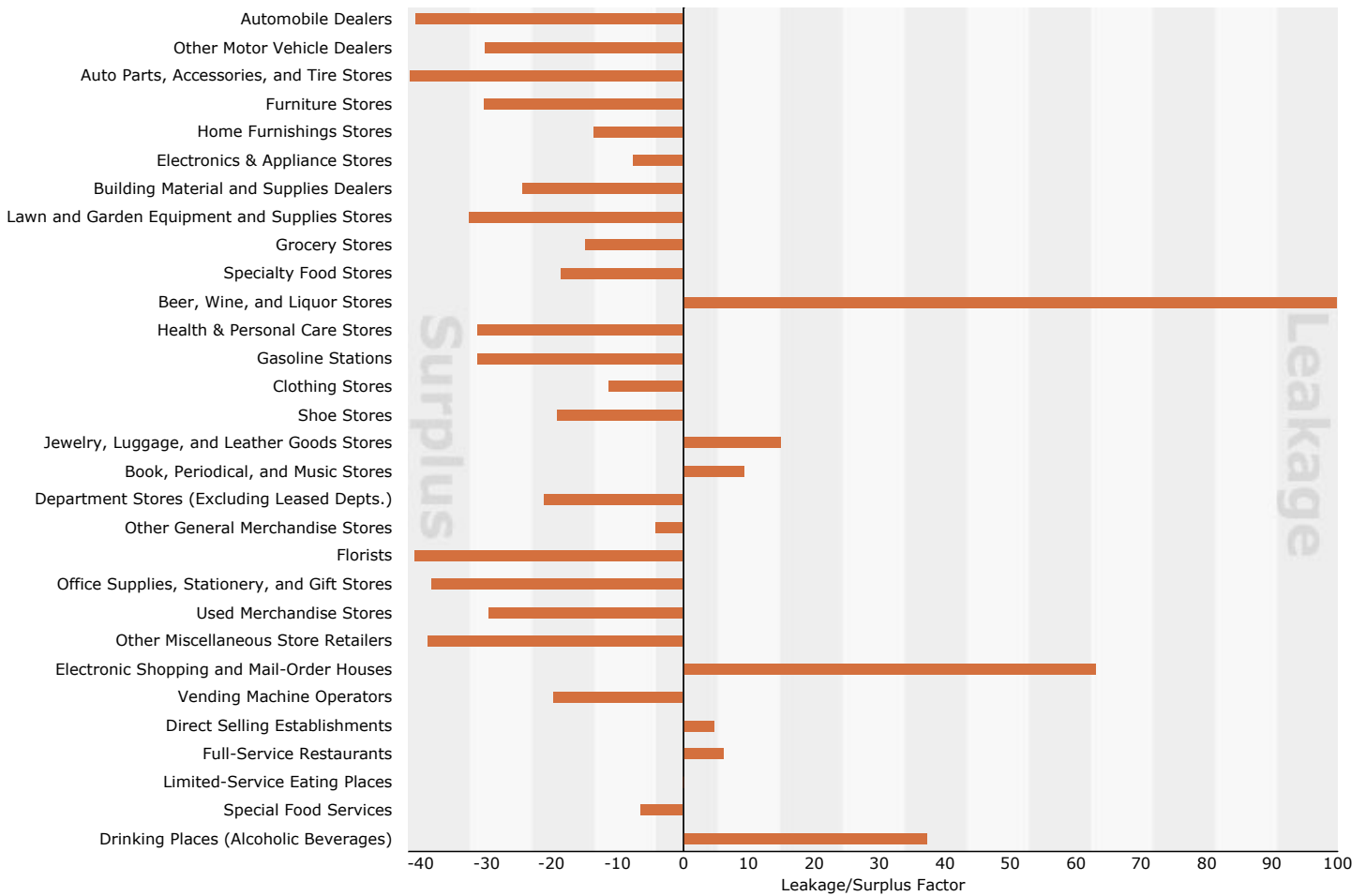
Retail MarketPlace Profile

Rankin County, MS_7
 Rankin County, MS (28121)
 Geography: County

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

February 13, 2012