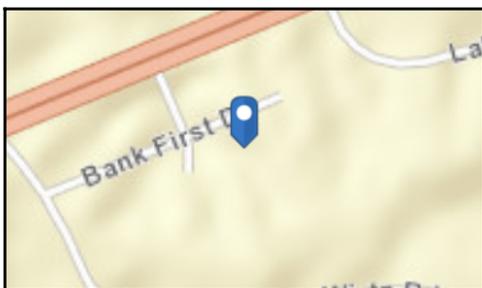
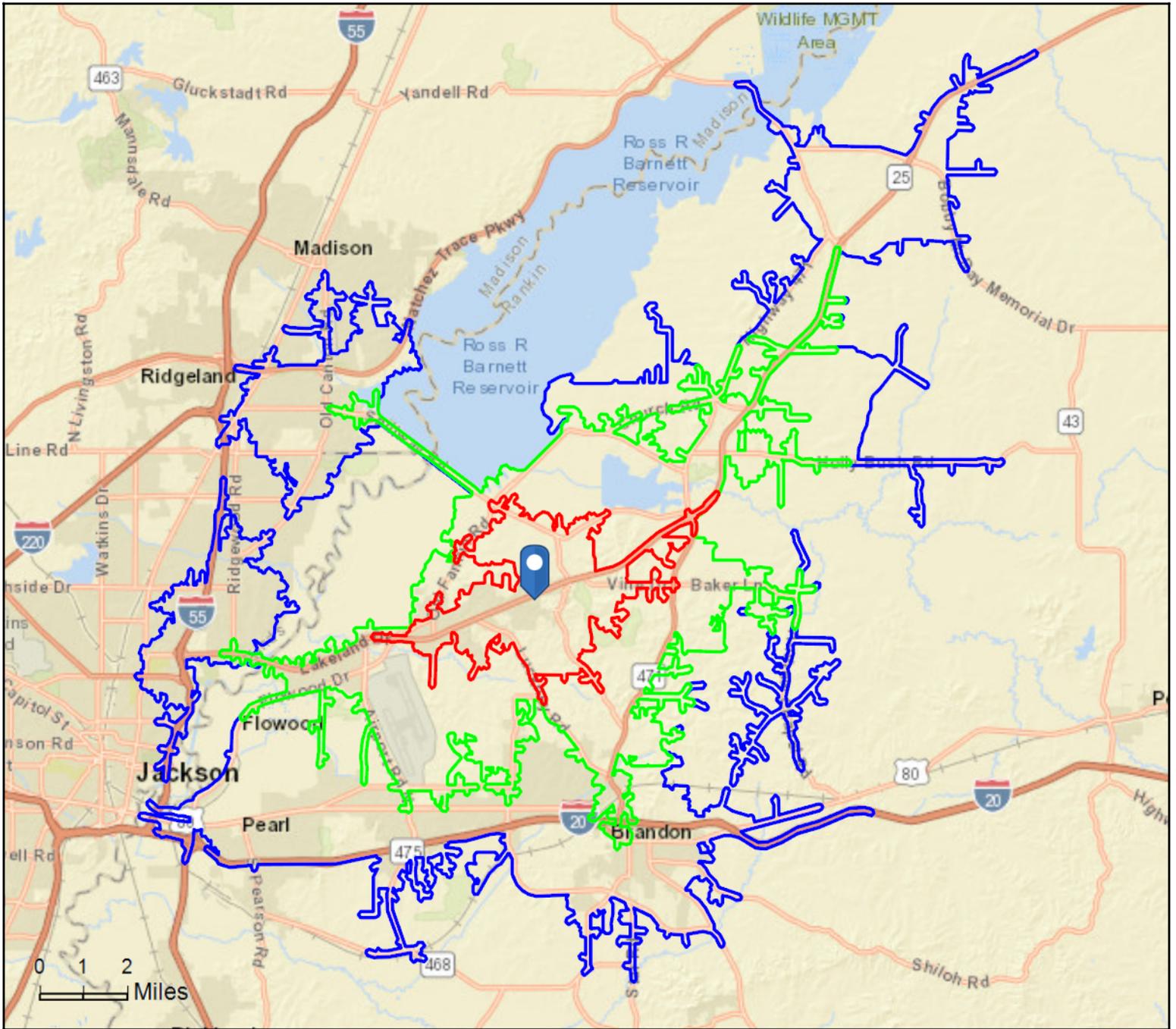


Rankin Center 2
GameStop
Drive Time: 7, 13, 19 minute radii

Prepared by Esri
Latitude: 32.35152
Longitude: -90.02577





Community Profile

Rankin Center 2
 GameStop
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
 Latitude: 32.35152
 Longitude: -90.02577

	7 minutes	13 minutes	19 minutes
Population Summary			
2000 Total Population	8,980	26,261	96,647
2010 Total Population	13,687	36,987	116,198
2019 Total Population	16,295	41,431	122,648
2019 Group Quarters	0	161	1,513
2024 Total Population	17,493	44,075	128,181
2019-2024 Annual Rate	1.43%	1.24%	0.89%
2019 Total Daytime Population	13,273	39,900	138,948
Workers	5,613	20,044	78,646
Residents	7,660	19,856	60,302
Household Summary			
2000 Households	3,368	10,279	40,050
2000 Average Household Size	2.65	2.55	2.33
2010 Households	5,613	15,047	47,540
2010 Average Household Size	2.44	2.45	2.35
2019 Households	6,614	16,809	51,439
2019 Average Household Size	2.46	2.46	2.35
2024 Households	7,091	17,861	53,721
2024 Average Household Size	2.47	2.46	2.36
2019-2024 Annual Rate	1.40%	1.22%	0.87%
2010 Families	3,895	10,423	30,238
2010 Average Family Size	2.94	2.95	2.94
2019 Families	4,513	11,419	31,856
2019 Average Family Size	2.99	2.99	2.99
2024 Families	4,804	12,050	32,986
2024 Average Family Size	3.01	3.01	3.01
2019-2024 Annual Rate	1.26%	1.08%	0.70%
Housing Unit Summary			
2000 Housing Units	3,630	11,101	42,812
Owner Occupied Housing Units	74.1%	72.6%	62.0%
Renter Occupied Housing Units	18.7%	20.0%	31.5%
Vacant Housing Units	7.2%	7.4%	6.5%
2010 Housing Units	5,987	16,023	51,155
Owner Occupied Housing Units	70.7%	71.8%	61.0%
Renter Occupied Housing Units	23.1%	22.1%	31.9%
Vacant Housing Units	6.2%	6.1%	7.1%
2019 Housing Units	7,058	17,957	55,845
Owner Occupied Housing Units	75.7%	75.6%	61.7%
Renter Occupied Housing Units	18.0%	18.0%	30.4%
Vacant Housing Units	6.3%	6.4%	7.9%
2024 Housing Units	7,571	19,098	58,601
Owner Occupied Housing Units	76.4%	76.2%	62.1%
Renter Occupied Housing Units	17.2%	17.4%	29.5%
Vacant Housing Units	6.3%	6.5%	8.3%
Median Household Income			
2019	\$79,984	\$78,040	\$65,477
2024	\$86,144	\$83,122	\$73,377
Median Home Value			
2019	\$198,801	\$197,901	\$184,777
2024	\$202,393	\$203,993	\$191,732
Per Capita Income			
2019	\$39,357	\$37,784	\$35,797
2024	\$43,633	\$41,547	\$39,511
Median Age			
2010	35.2	36.1	36.1
2019	37.9	38.1	37.8
2024	38.8	39.1	38.6

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rankin Center 2
 GameStop
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
 Latitude: 32.35152
 Longitude: -90.02577

	7 minutes	13 minutes	19 minutes
2019 Households by Income			
Household Income Base	6,614	16,809	51,439
<\$15,000	4.9%	4.8%	7.4%
\$15,000 - \$24,999	3.9%	4.4%	7.1%
\$25,000 - \$34,999	4.9%	5.4%	7.1%
\$35,000 - \$49,999	11.5%	11.5%	14.0%
\$50,000 - \$74,999	19.6%	20.5%	20.3%
\$75,000 - \$99,999	19.8%	19.8%	16.8%
\$100,000 - \$149,999	19.2%	19.3%	15.1%
\$150,000 - \$199,999	10.0%	9.0%	6.6%
\$200,000+	6.2%	5.2%	5.5%
Average Household Income	\$97,965	\$93,737	\$85,806
2024 Households by Income			
Household Income Base	7,091	17,861	53,721
<\$15,000	4.2%	4.2%	6.0%
\$15,000 - \$24,999	3.4%	3.8%	6.1%
\$25,000 - \$34,999	3.9%	4.4%	5.8%
\$35,000 - \$49,999	10.1%	10.3%	13.1%
\$50,000 - \$74,999	17.8%	19.1%	19.9%
\$75,000 - \$99,999	20.0%	20.2%	17.8%
\$100,000 - \$149,999	21.3%	21.4%	17.4%
\$150,000 - \$199,999	12.5%	11.0%	8.1%
\$200,000+	6.9%	5.6%	5.8%
Average Household Income	\$108,707	\$103,185	\$94,776
2019 Owner Occupied Housing Units by Value			
Total	5,341	13,572	34,467
<\$50,000	1.0%	2.2%	4.0%
\$50,000 - \$99,999	2.4%	3.1%	7.8%
\$100,000 - \$149,999	10.5%	13.5%	19.0%
\$150,000 - \$199,999	37.1%	32.5%	27.6%
\$200,000 - \$249,999	20.6%	17.5%	14.6%
\$250,000 - \$299,999	13.4%	13.8%	9.8%
\$300,000 - \$399,999	5.7%	8.4%	8.3%
\$400,000 - \$499,999	3.8%	4.0%	3.9%
\$500,000 - \$749,999	3.9%	3.4%	3.3%
\$750,000 - \$999,999	1.0%	0.8%	0.9%
\$1,000,000 - \$1,499,999	0.5%	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$244,451	\$240,291	\$224,785
2024 Owner Occupied Housing Units by Value			
Total	5,788	14,547	36,405
<\$50,000	1.2%	2.6%	3.7%
\$50,000 - \$99,999	4.0%	4.4%	8.4%
\$100,000 - \$149,999	12.3%	14.0%	18.3%
\$150,000 - \$199,999	31.7%	27.8%	23.5%
\$200,000 - \$249,999	17.3%	14.8%	13.9%
\$250,000 - \$299,999	15.1%	14.7%	11.1%
\$300,000 - \$399,999	7.3%	10.4%	10.2%
\$400,000 - \$499,999	5.2%	5.9%	5.5%
\$500,000 - \$749,999	4.4%	4.0%	4.0%
\$750,000 - \$999,999	0.8%	0.6%	0.7%
\$1,000,000 - \$1,499,999	0.4%	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$248,385	\$247,542	\$235,030

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rankin Center 2
 GameStop
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
 Latitude: 32.35152
 Longitude: -90.02577

	7 minutes	13 minutes	19 minutes
2010 Population by Age			
Total	13,685	36,985	116,199
0 - 4	7.4%	7.0%	6.8%
5 - 9	6.7%	6.8%	6.4%
10 - 14	6.7%	6.6%	6.3%
15 - 24	10.7%	11.0%	12.2%
25 - 34	18.3%	16.7%	16.8%
35 - 44	14.4%	14.7%	13.9%
45 - 54	13.5%	13.8%	13.5%
55 - 64	11.6%	12.2%	11.7%
65 - 74	6.0%	6.5%	6.7%
75 - 84	3.5%	3.3%	4.0%
85 +	1.3%	1.3%	1.7%
18 +	75.6%	75.8%	76.8%
2019 Population by Age			
Total	16,295	41,430	122,647
0 - 4	6.6%	6.3%	6.2%
5 - 9	6.5%	6.4%	6.3%
10 - 14	6.5%	6.4%	6.4%
15 - 24	10.3%	10.9%	11.9%
25 - 34	15.4%	15.2%	15.0%
35 - 44	15.5%	14.6%	14.0%
45 - 54	12.6%	12.9%	12.2%
55 - 64	12.2%	12.5%	12.0%
65 - 74	9.1%	9.4%	9.4%
75 - 84	4.0%	4.1%	4.6%
85 +	1.5%	1.4%	2.0%
18 +	77.1%	77.4%	77.6%
2024 Population by Age			
Total	17,493	44,074	128,181
0 - 4	6.5%	6.2%	6.2%
5 - 9	6.3%	6.1%	6.1%
10 - 14	6.5%	6.4%	6.3%
15 - 24	10.1%	10.6%	11.8%
25 - 34	15.0%	14.7%	14.6%
35 - 44	15.3%	14.5%	13.9%
45 - 54	12.7%	12.8%	12.3%
55 - 64	11.3%	11.9%	11.2%
65 - 74	9.7%	10.0%	9.9%
75 - 84	5.0%	5.2%	5.6%
85 +	1.5%	1.5%	2.1%
18 +	77.1%	77.7%	77.8%
2010 Population by Sex			
Males	6,562	17,734	55,177
Females	7,125	19,253	61,021
2019 Population by Sex			
Males	7,856	19,916	58,315
Females	8,439	21,515	64,332
2024 Population by Sex			
Males	8,446	21,220	61,079
Females	9,047	22,854	67,102

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rankin Center 2
 GameStop
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
 Latitude: 32.35152
 Longitude: -90.02577

	7 minutes	13 minutes	19 minutes
2010 Population by Race/Ethnicity			
Total	13,687	36,987	116,198
White Alone	83.2%	82.5%	73.6%
Black Alone	12.0%	13.4%	21.5%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	2.9%	2.2%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.7%	0.6%	1.6%
Two or More Races	1.1%	1.0%	1.1%
Hispanic Origin	2.1%	1.8%	3.2%
Diversity Index	32.2	32.5	44.8
2019 Population by Race/Ethnicity			
Total	16,296	41,431	122,648
White Alone	80.3%	80.0%	71.9%
Black Alone	13.7%	14.9%	22.0%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	3.7%	2.9%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	0.7%	1.8%
Two or More Races	1.5%	1.4%	1.5%
Hispanic Origin	2.2%	1.9%	3.5%
Diversity Index	36.5	36.3	47.2
2024 Population by Race/Ethnicity			
Total	17,494	44,074	128,182
White Alone	80.2%	79.9%	71.3%
Black Alone	13.7%	15.0%	22.2%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	3.7%	2.9%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	0.7%	1.8%
Two or More Races	1.5%	1.4%	1.6%
Hispanic Origin	2.2%	2.0%	3.6%
Diversity Index	36.6	36.4	48.0
2010 Population by Relationship and Household Type			
Total	13,687	36,987	116,199
In Households	100.0%	99.6%	96.0%
In Family Households	84.9%	84.5%	78.3%
Householder	28.1%	28.0%	25.9%
Spouse	22.7%	22.6%	19.2%
Child	30.3%	30.0%	28.6%
Other relative	2.5%	2.6%	2.9%
Nonrelative	1.4%	1.3%	1.7%
In Nonfamily Households	15.1%	15.1%	17.7%
In Group Quarters	0.0%	0.4%	4.0%
Institutionalized Population	0.0%	0.4%	3.6%
Noninstitutionalized Population	0.0%	0.0%	0.4%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rankin Center 2
 GameStop
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
 Latitude: 32.35152
 Longitude: -90.02577

	7 minutes	13 minutes	19 minutes
2019 Population 25+ by Educational Attainment			
Total	11,446	29,009	84,863
Less than 9th Grade	0.7%	0.9%	1.4%
9th - 12th Grade, No Diploma	2.7%	3.6%	4.5%
High School Graduate	13.4%	13.9%	15.4%
GED/Alternative Credential	2.5%	2.7%	3.4%
Some College, No Degree	21.0%	20.7%	21.9%
Associate Degree	10.3%	11.8%	10.9%
Bachelor's Degree	30.0%	29.0%	25.8%
Graduate/Professional Degree	19.5%	17.3%	16.7%
2019 Population 15+ by Marital Status			
Total	13,121	33,517	99,444
Never Married	23.1%	23.3%	30.7%
Married	58.7%	59.9%	51.4%
Widowed	6.0%	5.4%	5.7%
Divorced	12.2%	11.3%	12.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.8%	97.7%	96.5%
Civilian Unemployed (Unemployment Rate)	2.2%	2.3%	3.5%
2019 Employed Population 16+ by Industry			
Total	8,774	21,889	63,014
Agriculture/Mining	0.3%	0.5%	0.5%
Construction	5.6%	5.2%	5.6%
Manufacturing	6.8%	7.4%	7.5%
Wholesale Trade	2.2%	2.7%	2.2%
Retail Trade	8.1%	7.4%	8.6%
Transportation/Utilities	4.7%	4.8%	3.8%
Information	0.9%	1.5%	2.0%
Finance/Insurance/Real Estate	9.8%	8.6%	8.4%
Services	53.8%	54.7%	53.8%
Public Administration	7.8%	7.1%	7.5%
2019 Employed Population 16+ by Occupation			
Total	8,775	21,889	63,012
White Collar	75.2%	74.8%	71.3%
Management/Business/Financial	21.3%	19.3%	16.9%
Professional	30.8%	31.9%	29.8%
Sales	12.5%	11.9%	11.9%
Administrative Support	10.6%	11.7%	12.6%
Services	12.7%	12.5%	13.9%
Blue Collar	12.1%	12.7%	14.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.3%	2.6%	3.3%
Installation/Maintenance/Repair	3.6%	3.7%	4.0%
Production	4.1%	3.4%	3.7%
Transportation/Material Moving	2.2%	3.0%	3.8%
2010 Population By Urban/ Rural Status			
Total Population	13,687	36,987	116,198
Population Inside Urbanized Area	93.2%	81.6%	90.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	6.8%	18.4%	9.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rankin Center 2
 GameStop
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
 Latitude: 32.35152
 Longitude: -90.02577

	7 minutes	13 minutes	19 minutes
2010 Households by Type			
Total	5,613	15,047	47,540
Households with 1 Person	25.3%	25.2%	30.6%
Households with 2+ People	74.7%	74.8%	69.4%
Family Households	69.4%	69.3%	63.6%
Husband-wife Families	56.3%	55.9%	47.1%
With Related Children	25.9%	25.6%	21.1%
Other Family (No Spouse Present)	13.1%	13.3%	16.5%
Other Family with Male Householder	3.6%	3.7%	3.9%
With Related Children	2.2%	2.3%	2.3%
Other Family with Female Householder	9.5%	9.7%	12.5%
With Related Children	6.2%	6.3%	8.5%
Nonfamily Households	5.3%	5.5%	5.8%
All Households with Children	34.5%	34.4%	32.2%
Multigenerational Households	2.7%	2.9%	3.0%
Unmarried Partner Households	4.0%	4.1%	4.7%
Male-female	3.3%	3.4%	4.1%
Same-sex	0.7%	0.7%	0.6%
2010 Households by Size			
Total	5,612	15,047	47,539
1 Person Household	25.3%	25.2%	30.6%
2 Person Household	34.9%	35.4%	33.4%
3 Person Household	18.2%	17.9%	16.2%
4 Person Household	14.1%	14.1%	12.4%
5 Person Household	5.0%	5.0%	5.0%
6 Person Household	1.8%	1.6%	1.6%
7 + Person Household	0.7%	0.7%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	5,613	15,047	47,540
Owner Occupied	75.4%	76.5%	65.7%
Owned with a Mortgage/Loan	61.4%	61.0%	49.0%
Owned Free and Clear	14.0%	15.5%	16.6%
Renter Occupied	24.6%	23.5%	34.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,987	16,023	51,155
Housing Units Inside Urbanized Area	93.8%	83.4%	91.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	6.2%	16.6%	8.8%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rankin Center 2
 GameStop
 Drive Time: 7, 13, 19 minute radii

Prepared by Esri
 Latitude: 32.35152
 Longitude: -90.02577

	7 minutes	13 minutes	19 minutes
Top 3 Tapestry Segments			
1.	Up and Coming Families (7A)	Up and Coming Families (7A)	Young and Restless (11B)
2.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Up and Coming Families (7A)
3.	Green Acres (6A)	Green Acres (6A)	Bright Young Professionals
2019 Consumer Spending			
Apparel & Services: Total \$	\$15,760,174	\$38,484,029	\$109,666,267
Average Spent	\$2,382.85	\$2,289.49	\$2,131.97
Spending Potential Index	111	107	100
Education: Total \$	\$11,519,528	\$28,266,197	\$78,989,034
Average Spent	\$1,741.69	\$1,681.61	\$1,535.59
Spending Potential Index	109	106	96
Entertainment/Recreation: Total \$	\$24,149,587	\$58,549,163	\$164,043,349
Average Spent	\$3,651.28	\$3,483.20	\$3,189.09
Spending Potential Index	112	107	98
Food at Home: Total \$	\$37,230,525	\$90,869,040	\$261,208,239
Average Spent	\$5,629.05	\$5,405.98	\$5,078.02
Spending Potential Index	109	104	98
Food Away from Home: Total \$	\$27,208,744	\$66,474,239	\$189,192,115
Average Spent	\$4,113.81	\$3,954.68	\$3,677.99
Spending Potential Index	112	108	100
Health Care: Total \$	\$43,687,077	\$105,731,207	\$296,936,454
Average Spent	\$6,605.24	\$6,290.15	\$5,772.59
Spending Potential Index	111	106	97
HH Furnishings & Equipment: Total \$	\$16,319,912	\$39,540,958	\$109,950,541
Average Spent	\$2,467.48	\$2,352.37	\$2,137.49
Spending Potential Index	116	110	100
Personal Care Products & Services: Total \$	\$6,758,850	\$16,474,123	\$46,299,893
Average Spent	\$1,021.90	\$980.08	\$900.09
Spending Potential Index	115	111	102
Shelter: Total \$	\$133,831,970	\$326,485,086	\$930,645,064
Average Spent	\$20,234.65	\$19,423.23	\$18,092.21
Spending Potential Index	109	105	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,743,622	\$45,227,003	\$125,949,866
Average Spent	\$2,833.93	\$2,690.64	\$2,448.53
Spending Potential Index	114	108	99
Travel: Total \$	\$17,110,660	\$41,339,008	\$112,881,248
Average Spent	\$2,587.04	\$2,459.34	\$2,194.47
Spending Potential Index	115	110	98
Vehicle Maintenance & Repairs: Total \$	\$8,431,336	\$20,668,058	\$59,582,052
Average Spent	\$1,274.77	\$1,229.58	\$1,158.31
Spending Potential Index	111	107	101

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.