

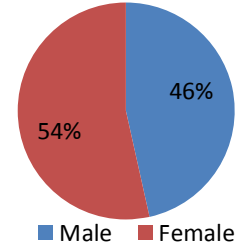


Population Summary

Brandon, Rankin County, Mississippi

Population by Race	Number	Percent	Median Age	Total Population	
Reporting One Race	19,460	99.17%	---	2000	15,820
White	15,630	79.65%	45.2	2010	19,623
Black	3,459	17.63%	29.7	Annual Rate (%) 2.18	
American Indian	32	0.16%	32.9		
Asian	207	1.05%	29.9		
Pacific Islander	13	0.07%	27.5		
Other Race	119	0.61%	25.5		
Reporting Two or More Races	163	0.83%	20.0		
Total Hispanic Population	345	1.76%	25.9		

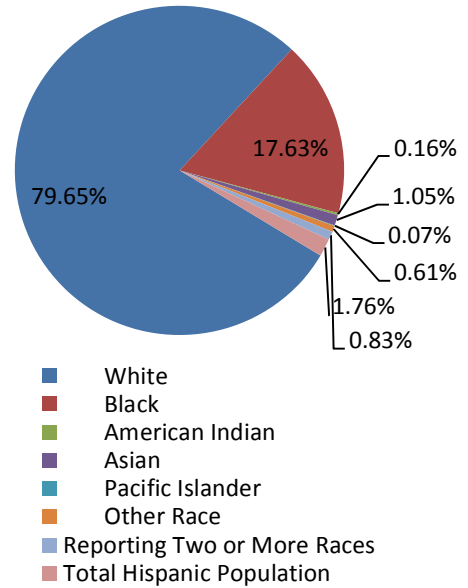
Population by Sex



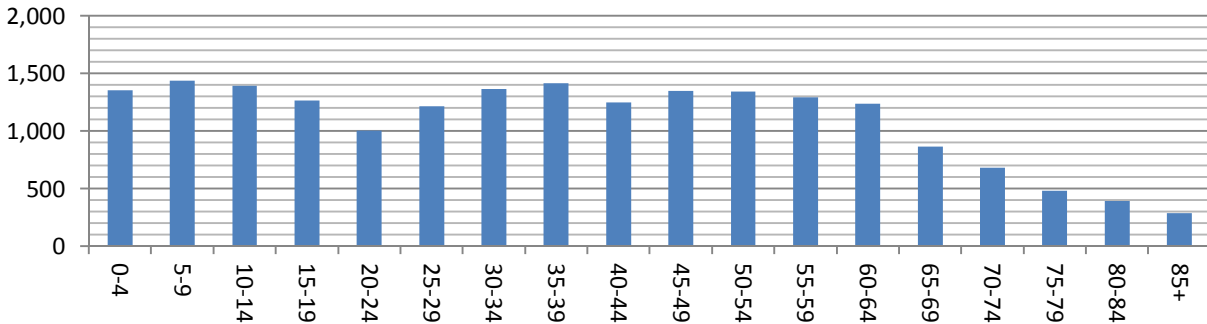
Population by Sex			
Male	9,123	46.5%	31.5
Female	10,500	53.5%	34.7

Population by Age		
0-4	1,356	6.91%
5-9	1,438	7.33%
10-14	1,395	7.11%
15-19	1,265	6.45%
20-24	1,003	5.11%
25-29	1,215	6.19%
30-34	1,363	6.95%
35-39	1,414	7.21%
40-44	1,247	6.35%
45-49	1,350	6.88%
50-54	1,345	6.85%
55-59	1,292	6.58%
60-64	1,238	6.31%
65-69	866	4.41%
70-74	681	3.47%
75-79	480	2.45%
80-84	389	1.98%
85+	287	1.46%
18+	14,549	74.14%
65+	2,703	13.77%

Population by Race



Population by Age



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.

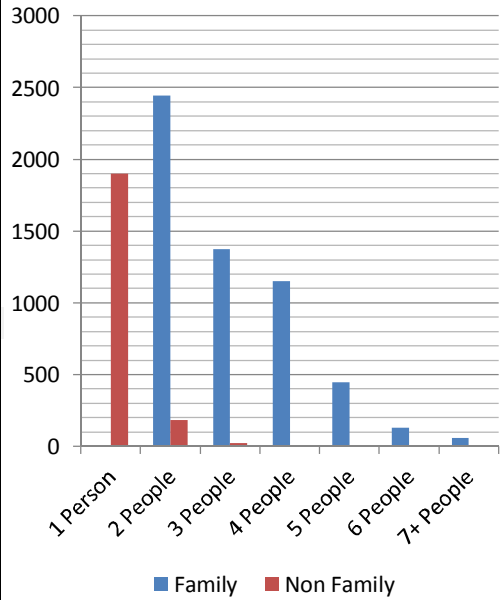


Household Summary

Brandon, Rankin County, Mississippi

Households by Type	Number	Percent	Total Households	
Households with 1 Person	1,898	24.6%	2000	5,999
Households with 2+ People	5,821	75.4%	2010	7,719
Family Households	5,606	72.6%	Annual Rate (%)	2.55%
Husband-wife Families	4,268	55.3%	Average Size	2.53
With Own Children	1,827	23.7%		
Other Family (No Spouse Present)	1,338	17.3%		
With Own Children	771	10.0%		
Nonfamily Households	215	2.8%		
All Households with Children	2,835	36.7%		
Multigenerational Households	274	3.5%		
Unmarried Partner Households	289	3.7%		
Male-female	252	3.3%		
Same-sex	37	0.5%		

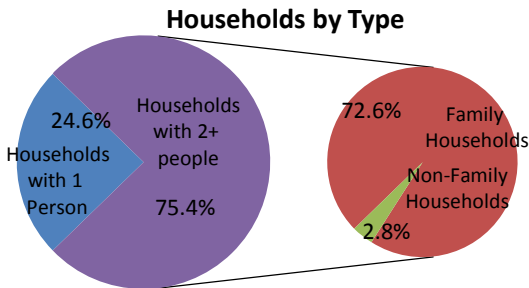
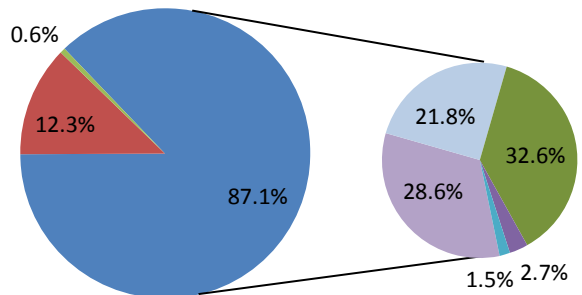
Households by Size



Population by Relationship and Household Type		
Total	19,623	100.0%
In Households	19,506	99.4%
In Family Households	17,099	87.1%
Householder	5,613	28.6%
Spouse	4,270	21.8%
Child	6,394	32.6%
Other relative	525	2.7%
Nonrelative	297	1.5%
In Nonfamily Households	2,406	12.3%
In Group Quarters	117	0.6%
Institutionalized Population	117	0.6%
Noninstitutionalized	0	0.0%

Households by Size	Family		Non Family	
	Number	Percent	Number	Percent
Total	5,606	100.0%	2,112	100.0%
1 Person	---		1,898	89.9%
2 People	2,443	43.6%	182	8.6%
3 People	1,374	24.5%	21	1.0%
4 People	1,150	20.5%	7	0.3%
5 People	448	8.0%	2	0.1%
6 People	132	2.4%	1	0.0%
7+ People	59	1.1%	1	0.0%
Average Size	3.00		1.14	

Population by Relationship and Household Type



- In Family Households
- In Nonfamily Households
- Institutionalized Population
- Noninstitutionalized Population

- In Family Households
- Householder
 - Spouse
 - Child
 - Other relative
 - Nonrelative

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.

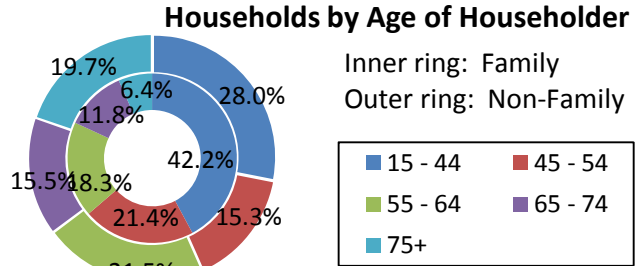
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Householder Summary

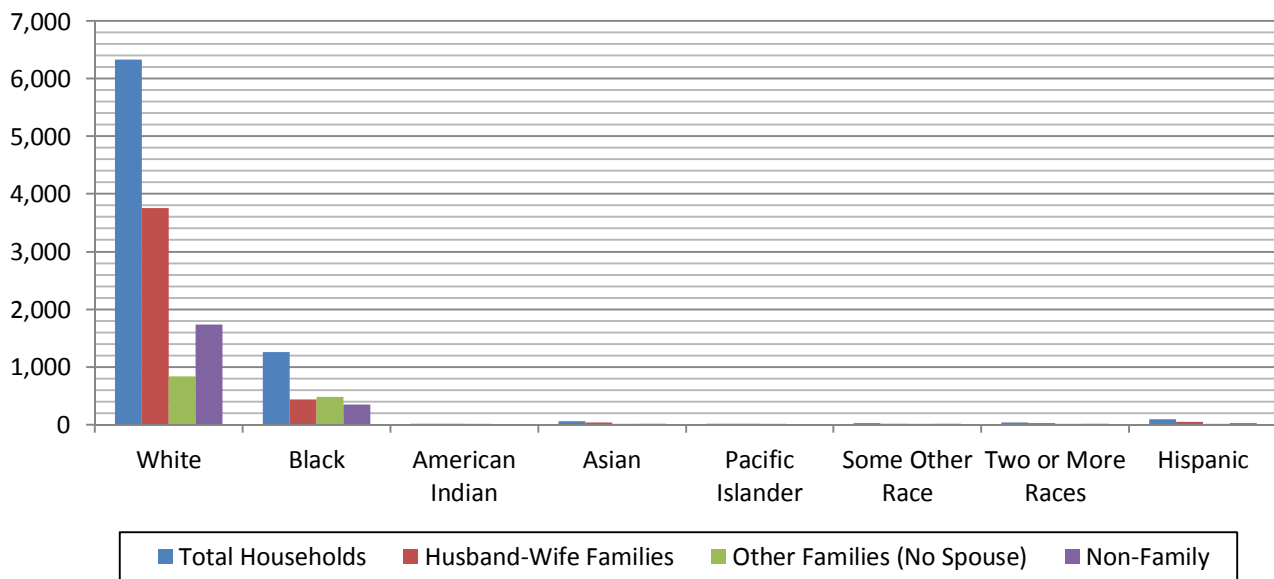
Brandon, Rankin County, Mississippi

	Family		Non-Family	
	Number	Percent	Number	Percent
Total	5,606	100.0%	2,113	100.0%
15 - 44	2,364	42.2%	591	28.0%
45 - 54	1,198	21.4%	323	15.3%
55 - 64	1,025	18.3%	455	21.5%
65 - 74	659	11.8%	327	15.5%
75+	360	6.4%	417	19.7%



Householder is:	Total Households		Husband-Wife Families		Other Families (No Spouse)		Non-Family	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total	7,719	100.0%	4,268	100.0%	1,337	100.0%	2,112	100.0%
White	6,331	82.0%	3,757	88.0%	834	62.4%	1,740	82.4%
Black	1,253	16.2%	432	10.1%	477	35.7%	343	16.2%
American Indian	6	0.1%	2	0.0%	3	0.2%	0	0.0%
Asian	61	0.8%	40	0.9%	10	0.7%	11	0.5%
Pacific Islander	3	0.0%	2	0.0%	1	0.1%	0	0.0%
Some Other Race	28	0.4%	14	0.3%	7	0.5%	7	0.3%
Two or More Races	37	0.5%	21	0.5%	5	0.4%	11	0.5%
Hispanic	90	1.2%	52	1.2%	14	1.0%	24	1.1%

Race of Householder



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.



Housing Unit Summary

Brandon, Rankin County, Mississippi

Total Housing Units

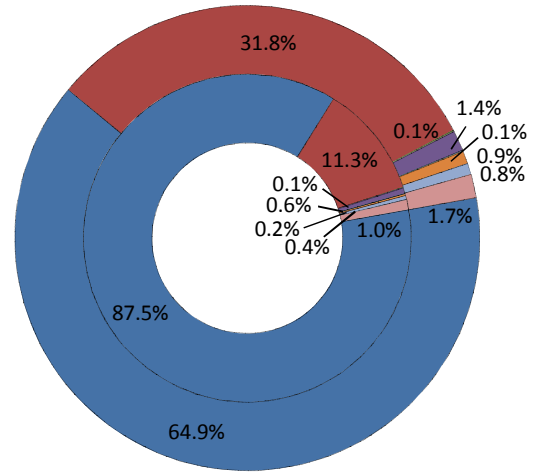
2000	6,263
2010	8,136
Annual Rate (%)	2.65

Total Housing Units by Occupancy	Number	Percent
Occupied Housing Units	7,719	94.9%
Vacant Housing Units		
For Rent	125	1.54%
Rented, not Occupied	6	0.07%
For Sale Only	115	1.41%
Sold, not Occupied	23	0.28%
For Seasonal/Recreational/Occasional Use	11	0.14%
For Migrant Workers	0	0.00%
Other Vacant	118	1.45%
Total Vacancy Rate (%)		4.9%

Households by Tenure and Mortgage Status	Number	Percent	Average Household Size
Total	7,719	100.0%	
Owner Occupied	5,855	75.9%	2.56
Owned with a Mortgage/Loan	4,291	55.6%	
Owned Free and Clear	1,564	20.3%	
Renter Occupied	1,864	24.1%	2.42

Housing Units by Race of Householder	Owner Occupied		Renter Occupied	
	Number	Percent	Number	Percent
Total	5,856	100.0%	1,864	100.0%
White	5,122	87.5%	1,209	64.9%
Black	660	11.3%	593	31.8%
American Indian	4	0.1%	2	0.1%
Asian	34	0.6%	27	1.4%
Pacific Islander	2	0.0%	1	0.1%
Some Other Race	12	0.2%	17	0.9%
Two or More Races	22	0.4%	15	0.8%
Hispanic	59	1.0%	31	1.7%

Housing Units by Race of Householder



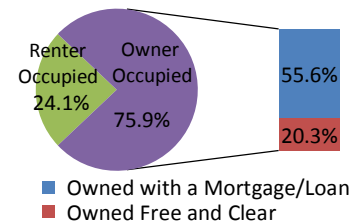
Inner ring: Owner Occupied
Outer ring: Renter Occupied

- White
- Black
- American Indian
- Asian
- Pacific Islander
- Some Other Race
- Two or More Races
- Hispanic

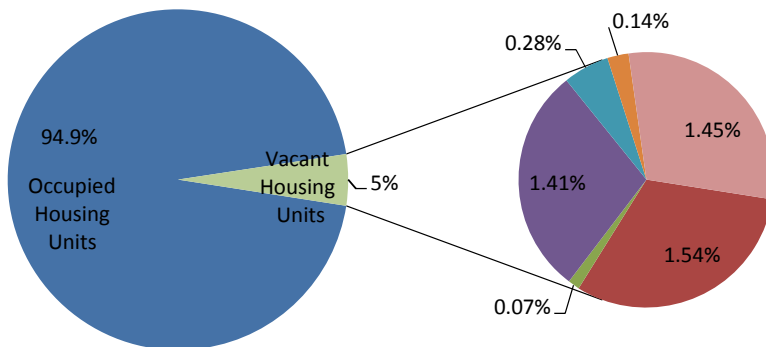
Average Household Size

Total	2.47
White	2.74
Black	3.83
American Indian	3.28
Asian	3.67
Pacific Islander	3.96
Some Other Race	2.73
Two or More Races	2.73
Hispanic	3.36

Households by Tenure and Mortgage Status



Total Housing Units by Occupancy



- For Rent
- Rented, not Occupied
- For Sale Only
- Sold, not Occupied
- For Seasonal/Recreational/Occasional Use
- For Migrant Workers
- Other Vacant

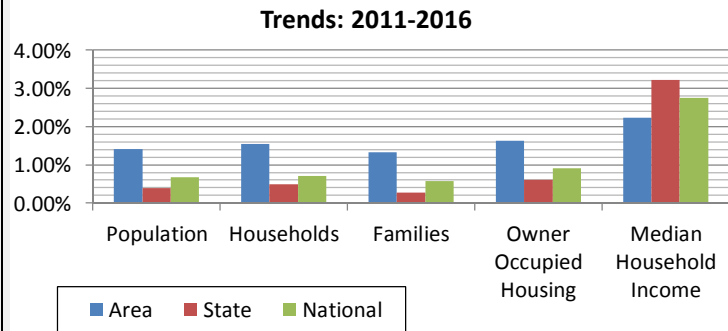
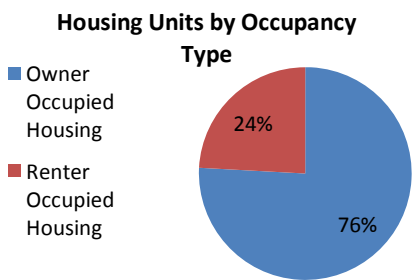
Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



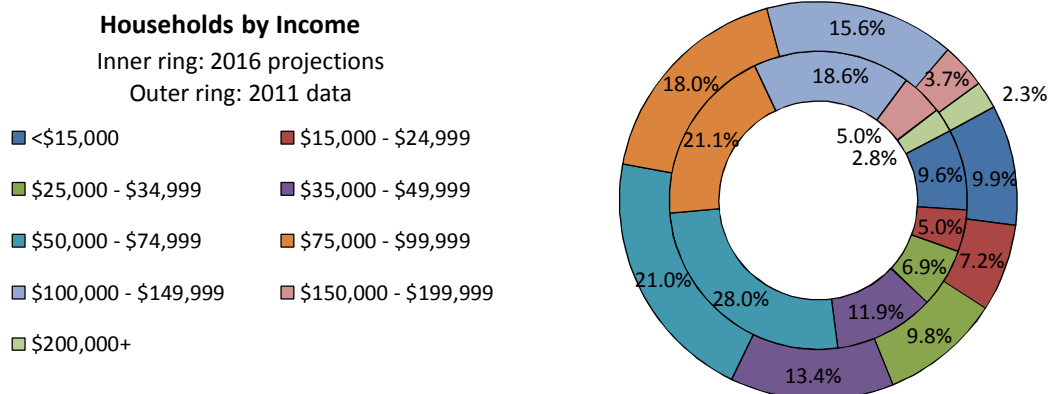
Demographic and Income Projections

Brandon, Rankin County, Mississippi

Summary	2010	2011	2016	Trends 2011-2016 Rate		
				Area	State	National
Population	19,623	19,831	21,278	1.42%	0.39%	0.67%
Households	7,719	7,797	8,416	1.54%	0.49%	0.71%
Families	5,606	5,670	6,055	1.32%	0.27%	0.57%
Average Household	2.53	2.53	2.51	-	-	-
Owner Occupied Housing	5,855	5,898	6,395	1.63%	0.60%	0.91%
Renter Occupied Housing	1,864	1,899	2,021	-	-	-
Median Age	37.7	37.9	38.4	-	-	-
Median Household Income	-	\$59,554	\$66,509	2.23%	3.22%	2.75%



Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	762	9.9%	739	9.6%
\$15,000 - \$24,999	556	7.2%	387	5.0%
\$25,000 - \$34,999	760	9.8%	536	6.9%
\$35,000 - \$49,999	1,038	13.4%	922	11.9%
\$50,000 - \$74,999	1,620	21.0%	2,165	28.0%
\$75,000 - \$99,999	1,393	18.0%	1,628	21.1%
\$100,000 - \$149,999	1,208	15.6%	1,437	18.6%
\$150,000 - \$199,999	287	3.7%	385	5.0%
\$200,000+	175	2.3%	218	2.8%
Median Household Income	\$59,554		\$66,509	
Average Household Income	\$71,289		\$79,289	
Per Capita Income	\$28,245		\$31,568	



Data Note: Income is expressed in current dollars.

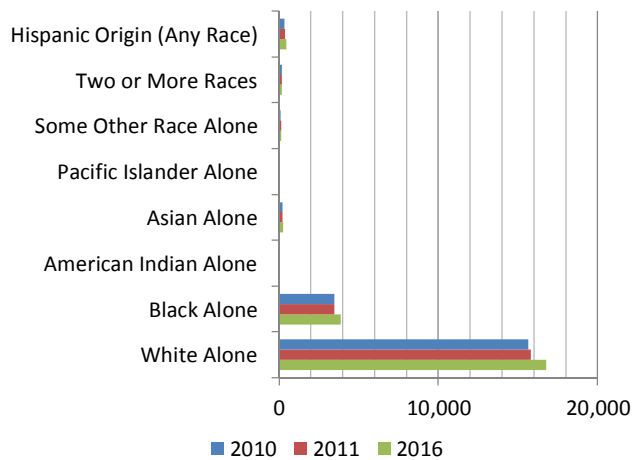
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



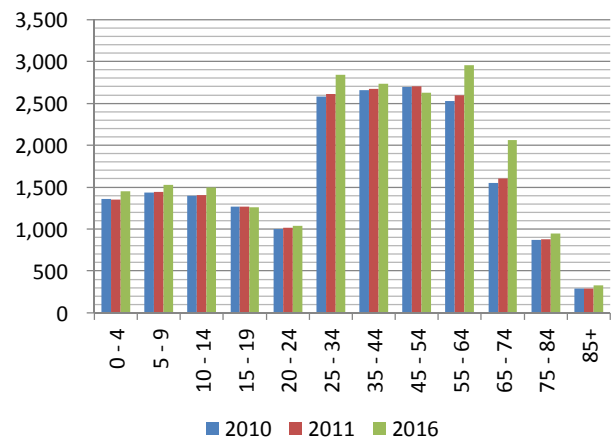
Population Summary and Projections Brandon, Rankin County, Mississippi

Population	2010		2011		2016	
	19,623		19,831		21,278	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,356	6.9%	1,351	6.8%	1,453	6.8%
5 - 9	1,438	7.3%	1,444	7.3%	1,524	7.2%
10 - 14	1,395	7.1%	1,405	7.1%	1,500	7.0%
15 - 19	1,265	6.4%	1,271	6.4%	1,263	5.9%
20 - 24	1,003	5.1%	1,015	5.1%	1,038	4.9%
25 - 34	2,578	13.1%	2,609	13.2%	2,841	13.4%
35 - 44	2,661	13.6%	2,670	13.5%	2,737	12.9%
45 - 54	2,695	13.7%	2,702	13.6%	2,627	12.3%
55 - 64	2,530	12.9%	2,595	13.1%	2,952	13.9%
65 - 74	1,547	7.9%	1,603	8.1%	2,065	9.7%
75 - 84	869	4.4%	875	4.4%	947	4.5%
85+	287	1.5%	288	1.5%	330	1.6%
Race and Ethnicity						
White Alone	15,630	79.7%	15,815	79.7%	16,755	78.7%
Black Alone	3,459	17.6%	3,477	17.5%	3,883	18.2%
American Indian Alone	32	0.2%	32	0.2%	36	0.2%
Asian Alone	207	1.1%	207	1.0%	255	1.2%
Pacific Islander Alone	13	0.1%	13	0.1%	14	0.1%
Some Other Race Alone	119	0.6%	126	0.6%	159	0.7%
Two or More Races	163	0.8%	162	0.8%	175	0.8%
Hispanic Origin (Any Race)	345	1.8%	363	1.8%	468	2.2%


Race and Ethnicity



Population by Age



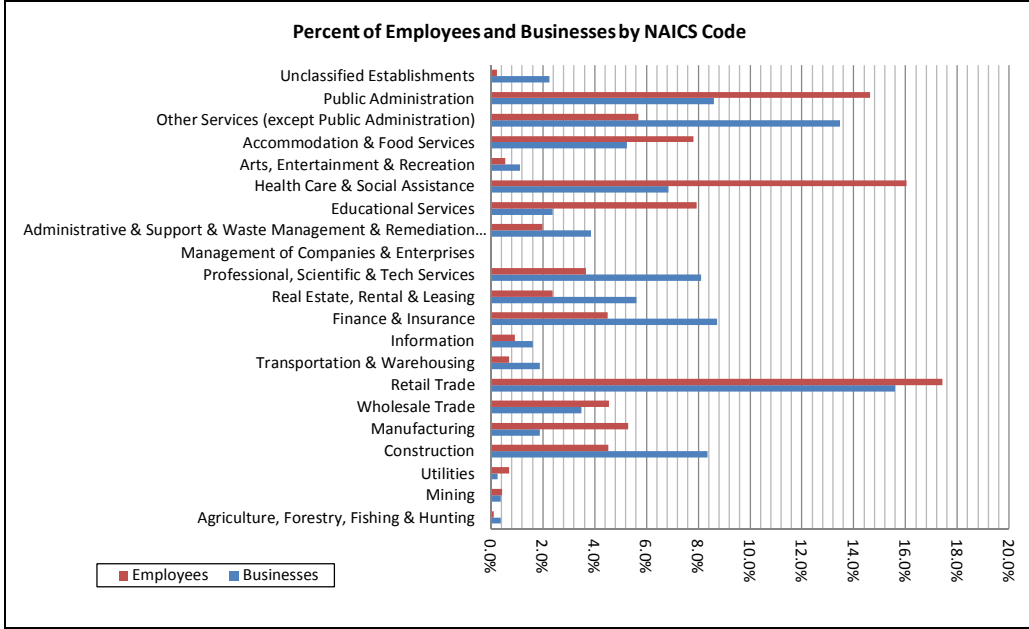
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Business Summary by NAICS Codes

Brandon, Rankin County, Mississippi

Total Businesses	802			
Total Employees	7,818			
Total Residential Population	19,838			
Employee/Residential Population Ratio	0.39			
NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	0.4%	7	0.1%
Mining	3	0.4%	34	0.4%
Utilities	2	0.2%	55	0.7%
Construction	67	8.4%	353	4.5%
Manufacturing	15	1.9%	413	5.3%
Wholesale Trade	28	3.5%	356	4.6%
Retail Trade	125	15.6%	1,362	17.4%
Motor Vehicle & Parts Dealers	17	2.1%	576	7.4%
Furniture & Home Furnishings Stores	4	0.5%	82	1.0%
Electronics & Appliance Stores	11	1.4%	28	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	13	1.6%	58	0.7%
Food & Beverage Stores	12	1.5%	316	4.0%
Health & Personal Care Stores	11	1.4%	60	0.8%
Gasoline Stations	10	1.2%	37	0.5%
Clothing & Clothing Accessories Stores	13	1.6%	46	0.6%
Sport Goods, Hobby, Book, & Music Stores	6	0.7%	18	0.2%
General Merchandise Stores	6	0.7%	78	1.0%
Miscellaneous Store Retailers	21	2.6%	64	0.8%
Nonstore Retailers	1	0.1%	0	0.0%
Transportation & Warehousing	15	1.9%	54	0.7%
Information	13	1.6%	72	0.9%
Finance & Insurance	70	8.7%	351	4.5%
Central Bank/Credit Intermediation & Related Activities	28	3.5%	230	2.9%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	5	0.6%	14	0.2%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	37	4.6%	107	1.4%
Real Estate, Rental & Leasing	45	5.6%	185	2.4%
Professional, Scientific & Tech Services	65	8.1%	286	3.7%
Legal Services	29	3.6%	175	2.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	31	3.9%	155	2.0%
Educational Services	19	2.4%	620	7.9%
Health Care & Social Assistance	55	6.9%	1,254	16.0%
Arts, Entertainment & Recreation	9	1.1%	43	0.6%
Accommodation & Food Services	42	5.2%	610	7.8%
Accommodation	5	0.6%	23	0.3%
Food Services & Drinking Places	38	4.7%	587	7.5%
Other Services (except Public Administration)	108	13.5%	444	5.7%
Automotive Repair & Maintenance	14	1.7%	55	0.7%
Public Administration	69	8.6%	1,144	14.6%
Unclassified Establishments	18	2.2%	18	0.2%
Total	802	100.0%	7,818	100.0%



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



Business Summary by SIC Codes

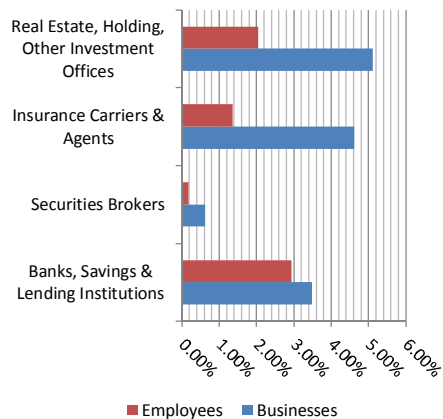
Brandon, Rankin County, Mississippi

Total Businesses	802			
Total Employees	7,818			
Total Residential Population	19,838			
Employee/Residential Population Ratio	0.39			
SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	19	2.37%	85	1.09%
Construction	62	7.73%	345	4.41%
Manufacturing	13	1.62%	441	5.64%
Transportation	18	2.24%	60	0.77%
Communication	5	0.62%	7	0.09%
Utility	2	0.25%	56	0.72%
Wholesale Trade	28	3.49%	373	4.77%
Retail Trade Summary	165	20.57%	1,956	25.02%
Home Improvement	13	1.62%	58	0.74%
General Merchandise Stores	6	0.75%	78	1.00%
Food Stores	14	1.75%	323	4.13%
Auto Dealers, Gas Stations, Auto Aftermarket	27	3.37%	612	7.83%
Apparel & Accessory Stores	9	1.12%	38	0.49%
Furniture & Home Furnishings	13	1.62%	99	1.27%
Eating & Drinking Places	39	4.86%	587	7.51%
Miscellaneous Retail	43	5.36%	160	2.05%
Finance, Insurance, Real Estate Summary	111	13.84%	511	6.54%
Banks, Savings & Lending Institutions	28	3.49%	230	2.94%
Securities Brokers	5	0.62%	14	0.18%
Insurance Carriers & Agents	37	4.61%	107	1.37%
Real Estate, Holding, Other Investment Offices	41	5.11%	160	2.05%
Services Summary	294	36.66%	2,848	36.43%
Hotels & Lodging	5	0.62%	23	0.29%
Automotive Services	21	2.62%	83	1.06%
Motion Pictures & Amusements	14	1.75%	64	0.82%
Health Services	42	5.24%	1,083	13.85%
Legal Services	22	2.74%	162	2.07%
Education Institutions & Libraries	18	2.24%	638	8.16%
Other Services	171	21.32%	796	10.18%
Government	68	8.48%	1,135	14.52%
Other	17	2.12%	0	0.00%
Total	802		7,818	

Retail Trade Summary



Finance, Insurance, Real Estate Summary



Services Summary

