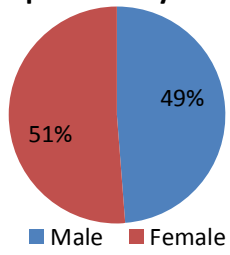


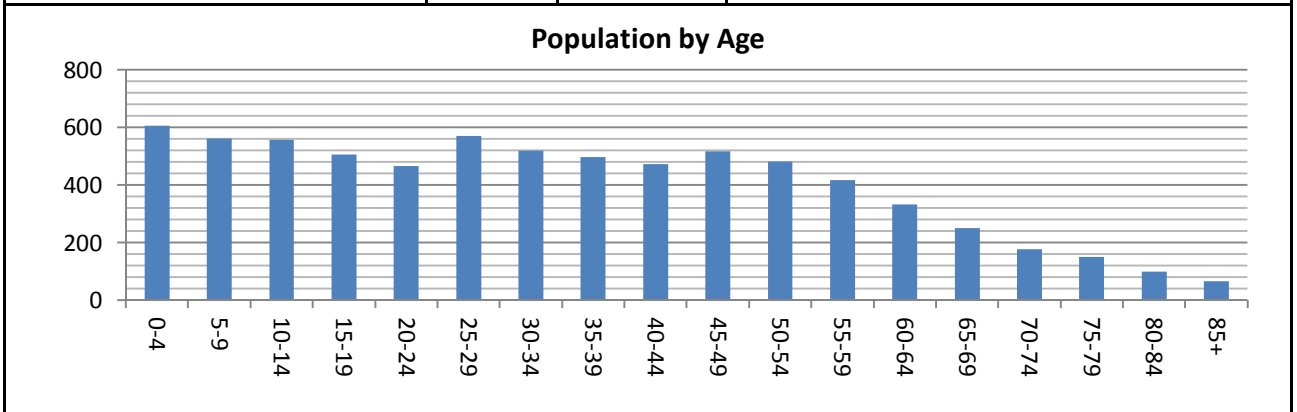
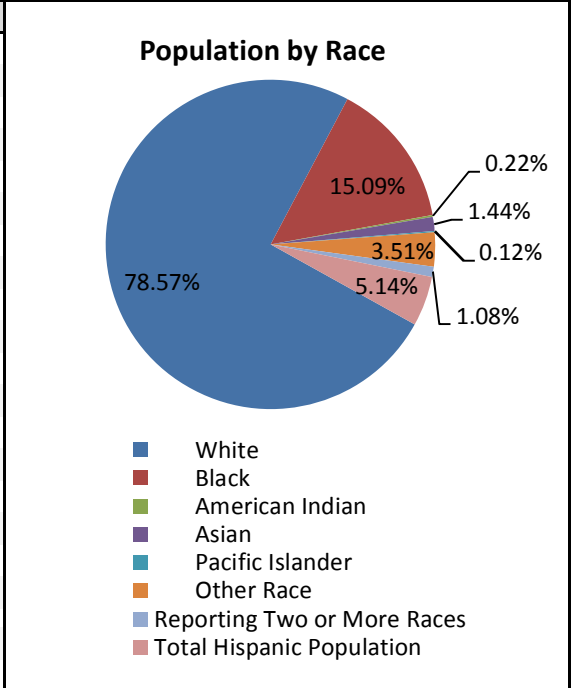


Population Summary

Richland, Rankin County, Mississippi

Population by Race	Number	Percent	Median Age	Total Population	
Reporting One Race	7,166	98.95%	---	2000	6,372
White	5,690	78.57%	45.2	2010	7,242
Black	1,093	15.09%	29.7	Annual Rate (%) 1.29	
American Indian	16	0.22%	32.9	<div style="text-align: center;"> Population by Sex  <p>■ Male ■ Female</p> </div>	
Asian	104	1.44%	29.9		
Pacific Islander	9	0.12%	27.5		
Other Race	254	3.51%	25.5		
Reporting Two or More Races	78	1.08%	20.0		
Total Hispanic Population	372	5.14%	25.9		
Population by Sex					
Male	3,535	48.8%	31.5		
Female	3,707	51.2%	34.7		

Population by Age		
0-4	606	8.37%
5-9	562	7.76%
10-14	557	7.69%
15-19	506	6.99%
20-24	466	6.43%
25-29	570	7.87%
30-34	520	7.18%
35-39	498	6.88%
40-44	472	6.52%
45-49	516	7.13%
50-54	482	6.66%
55-59	416	5.74%
60-64	333	4.60%
65-69	249	3.44%
70-74	177	2.44%
75-79	150	2.07%
80-84	98	1.35%
85+	65	0.90%
18+	5,223	72.12%
65+	739	10.20%



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.

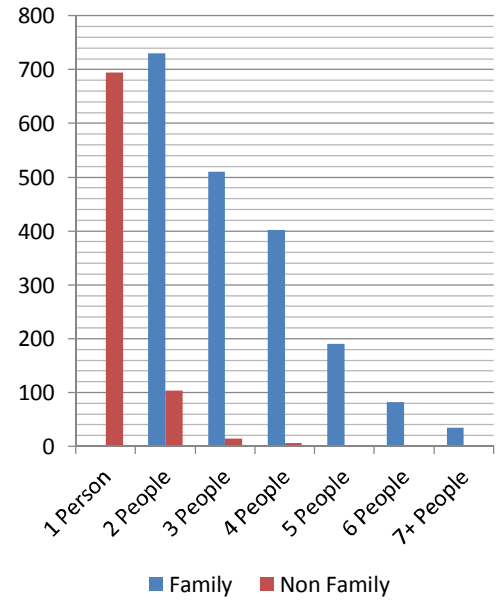


Household Summary

Richland, Rankin County, Mississippi

Households by Type	Number	Percent	Total Households	
Households with 1 Person	694	25.1%	2000	2,419
Households with 2+ People	2,074	74.9%	2010	2,769
Family Households	1,949	70.4%	Annual Rate (%)	1.36%
Husband-wife Families	1,303	47.1%	Average Size	2.62
With Own Children	592	21.4%		
Other Family (No Spouse Present)	646	23.3%		
With Own Children	383	13.8%		
Nonfamily Households	125	4.5%		
All Households with Children	1,111	40.1%		
Multigenerational Households	157	5.7%		
Unmarried Partner Households	175	6.3%		
Male-female	164	5.9%		
Same-sex	11	0.4%		

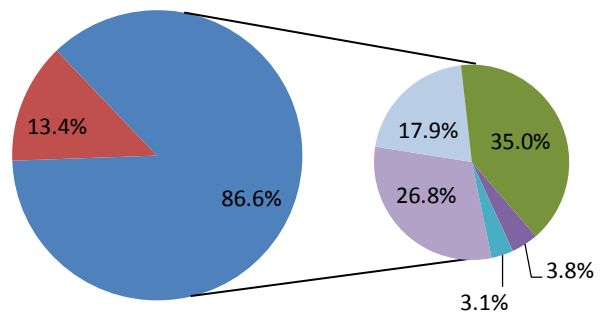
Households by Size



Population by Relationship and Household Type		
Total	7,242	100.0%
In Households	7,242	100.0%
In Family Households	6,274	86.6%
Householder	1,939	26.8%
Spouse	1,297	17.9%
Child	2,534	35.0%
Other relative	278	3.8%
Nonrelative	226	3.1%
In Nonfamily Households	968	13.4%
In Group Quarters	0	0.0%
Institutionalized Population	0	0.0%
Noninstitutionalized	0	0.0%

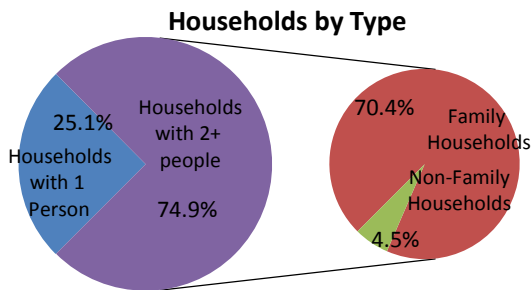
	Family		Non Family	
	Number	Percent	Number	Percent
Total	1,949	100.0%	819	100.0%
1 Person	---		694	84.7%
2 People	730	37.5%	103	12.6%
3 People	510	26.2%	14	1.7%
4 People	402	20.6%	6	0.7%
5 People	190	9.7%	1	0.1%
6 People	82	4.2%	1	0.1%
7+ People	35	1.8%	0	0.0%
Average Size	3.10		1.18	

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.

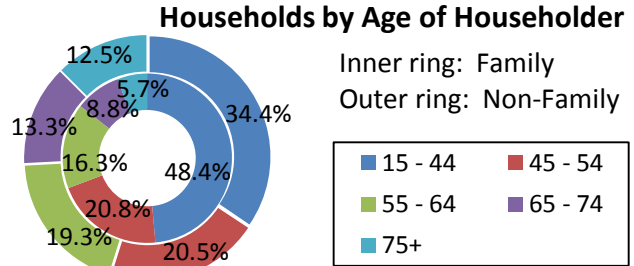
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Householder Summary

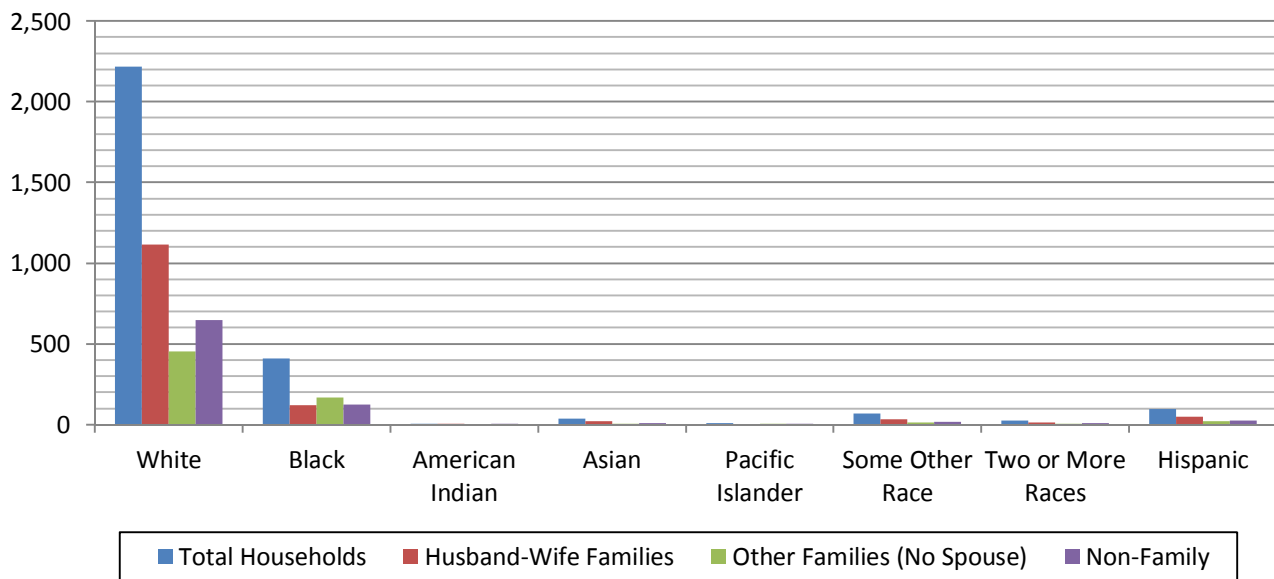
Richland, Rankin County, Mississippi

Households by Age of Householder				
	Family		Non-Family	
	Number	Percent	Number	Percent
Total	1,949	100.0%	819	100.0%
15 - 44	944	48.4%	282	34.4%
45 - 54	405	20.8%	168	20.5%
55 - 64	317	16.3%	158	19.3%
65 - 74	171	8.8%	109	13.3%
75+	112	5.7%	102	12.5%



Summary by Race of Householder	Total Households		Husband-Wife Families		Other Families (No Spouse)		Non-Family	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total	2,769	100.0%	1,303	100.0%	646	100.0%	820	100.0%
White	2,217	80.1%	1,115	85.6%	453	70.1%	649	79.1%
Black	409	14.8%	119	9.1%	166	25.7%	123	15.0%
American Indian	5	0.2%	2	0.2%	0	0.0%	3	0.4%
Asian	38	1.4%	21	1.6%	6	0.9%	11	1.3%
Pacific Islander	8	0.3%	0	0.0%	1	0.2%	7	0.9%
Some Other Race	67	2.4%	34	2.6%	15	2.3%	18	2.2%
Two or More Races	25	0.9%	12	0.9%	5	0.8%	9	1.1%
Hispanic	97	3.5%	49	3.8%	23	3.6%	25	3.0%

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.

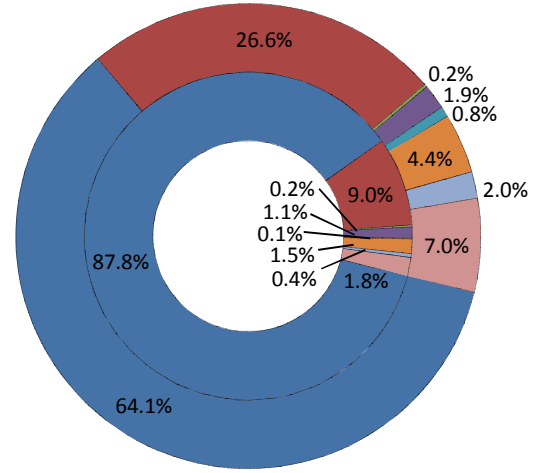


Housing Unit Summary

Richland, Rankin County, Mississippi

Total Housing Units					
2000		2,637			
2010		2,951			
Annual Rate (%)		1.13			
Total Housing Units by Occupancy		Number	Percent		
Occupied Housing Units		2,769	93.8%		
Vacant Housing Units					
For Rent		69	2.34%		
Rented, not Occupied		3	0.10%		
For Sale Only		31	1.05%		
Sold, not Occupied		9	0.30%		
For Seasonal/Recreational/Occasional Use		21	0.71%		
For Migrant Workers		0	0.00%		
Other Vacant		59	2.00%		
Total Vacancy Rate (%)			6.5%		
Households by Tenure and Mortgage Status		Number	Percent	Average Household Size	
Total		2,769	100.0%		
Owner Occupied		1,863	67.3%	2.60	
Owned with a Mortgage/Loan		1,227	44.3%		
Owned Free and Clear		636	23.0%		
Renter Occupied		906	32.7%	2.65	
Housing Units by Race of Householder		Owner Occupied		Renter Occupied	
	Number	Percent	Number	Percent	
Total	1,863	100.0%	905	100.0%	Average Household Size
White	1,636	87.8%	580	64.1%	2.57
Black	167	9.0%	241	26.6%	2.66
American Indian	3	0.2%	2	0.2%	2.20
Asian	21	1.1%	17	1.9%	2.63
Pacific Islander	1	0.1%	7	0.8%	1.63
Some Other Race	28	1.5%	40	4.4%	3.82
Two or More Races	7	0.4%	18	2.0%	2.76
Hispanic	34	1.8%	63	7.0%	3.75

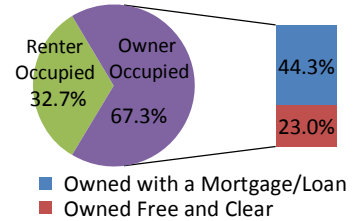
Housing Units by Race of Householder



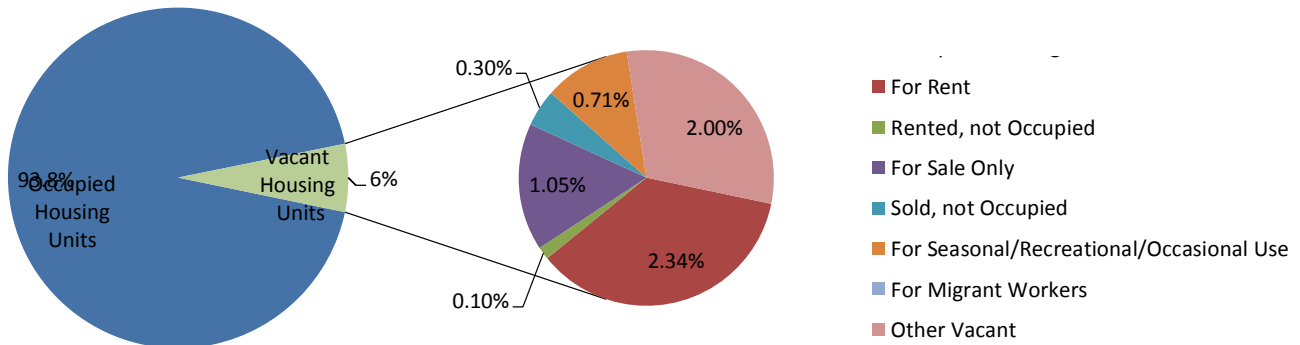
Inner ring: Owner Occupied
Outer ring: Renter Occupied

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

Households by Tenure and Mortgage Status



Total Housing Units by Occupancy



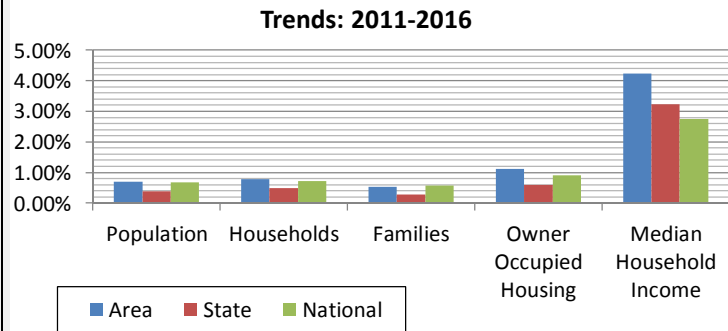
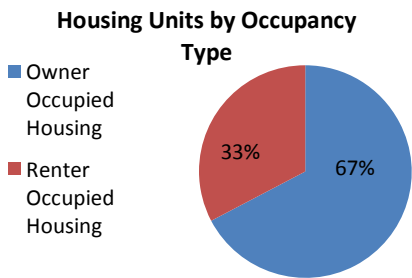
Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



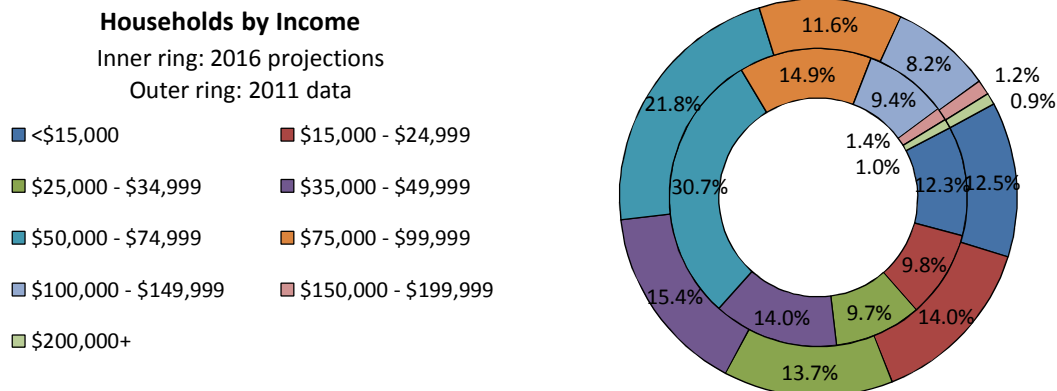
Demographic and Income Projections

Richland, Rankin County, Mississippi

Summary	2010	2011	2016	Trends 2011-2016 Rate		
				Area	State	National
Population	7,242	7,191	7,447	0.70%	0.39%	0.67%
Households	2,769	2,749	2,857	0.77%	0.49%	0.71%
Families	1,949	1,935	1,987	0.53%	0.27%	0.57%
Average Household	2.62	2.62	2.61	-	-	-
Owner Occupied Housing	1,863	1,832	1,936	1.11%	0.60%	0.91%
Renter Occupied Housing	906	917	921	-	-	-
Median Age	33.4	33.5	33.8	-	-	-
Median Household Income	-	\$42,986	\$52,896	4.24%	3.22%	2.75%



Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	347	12.5%	340	12.3%
\$15,000 - \$24,999	387	14.0%	271	9.8%
\$25,000 - \$34,999	380	13.7%	269	9.7%
\$35,000 - \$49,999	426	15.4%	389	14.0%
\$50,000 - \$74,999	604	21.8%	849	30.7%
\$75,000 - \$99,999	320	11.6%	412	14.9%
\$100,000 - \$149,999	226	8.2%	260	9.4%
\$150,000 - \$199,999	34	1.2%	40	1.4%
\$200,000+	26	0.9%	28	1.0%
Median Household Income	\$42,986		\$52,896	
Average Household Income	\$53,404		\$59,721	
Per Capita Income	\$20,298		\$22,782	



Data Note: Income is expressed in current dollars.

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

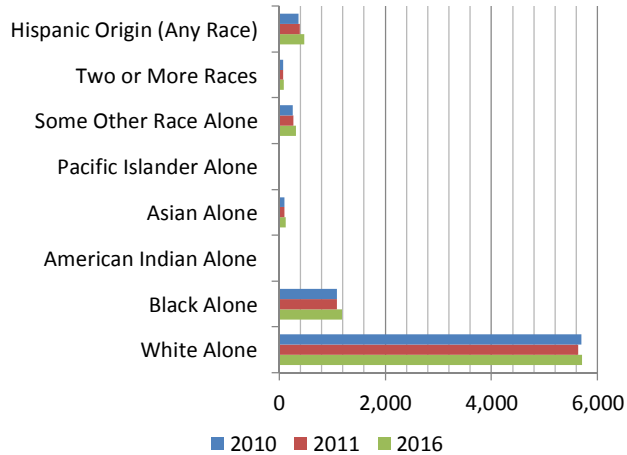


Population Summary and Projections Richland, Rankin County, Mississippi

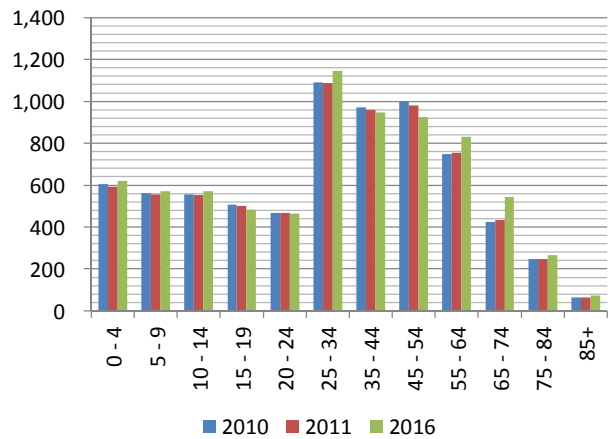
Population	2010		2011		2016	
	7,242		7,191		7,447	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	606	8.4%	593	8.2%	620	8.3%
5 - 9	562	7.8%	556	7.7%	570	7.7%
10 - 14	557	7.7%	552	7.7%	572	7.7%
15 - 19	506	7.0%	500	7.0%	484	6.5%
20 - 24	466	6.4%	466	6.5%	464	6.2%
25 - 34	1,090	15.1%	1,087	15.1%	1,145	15.4%
35 - 44	970	13.4%	958	13.3%	948	12.7%
45 - 54	998	13.8%	981	13.6%	926	12.4%
55 - 64	749	10.3%	753	10.5%	832	11.2%
65 - 74	426	5.9%	433	6.0%	545	7.3%
75 - 84	248	3.4%	248	3.4%	265	3.6%
85+	65	0.9%	65	0.9%	74	1.0%

Race and Ethnicity						
White Alone	5,690	78.6%	5,631	78.3%	5,705	76.6%
Black Alone	1,093	15.1%	1,088	15.1%	1,182	15.9%
American Indian Alone	16	0.2%	16	0.2%	17	0.2%
Asian Alone	104	1.4%	103	1.4%	121	1.6%
Pacific Islander Alone	9	0.1%	9	0.1%	10	0.1%
Some Other Race Alone	254	3.5%	266	3.7%	325	4.4%
Two or More Races	78	1.1%	78	1.1%	88	1.2%
Hispanic Origin (Any Race)	372	5.1%	389	5.4%	481	6.5%


Race and Ethnicity



Population by Age



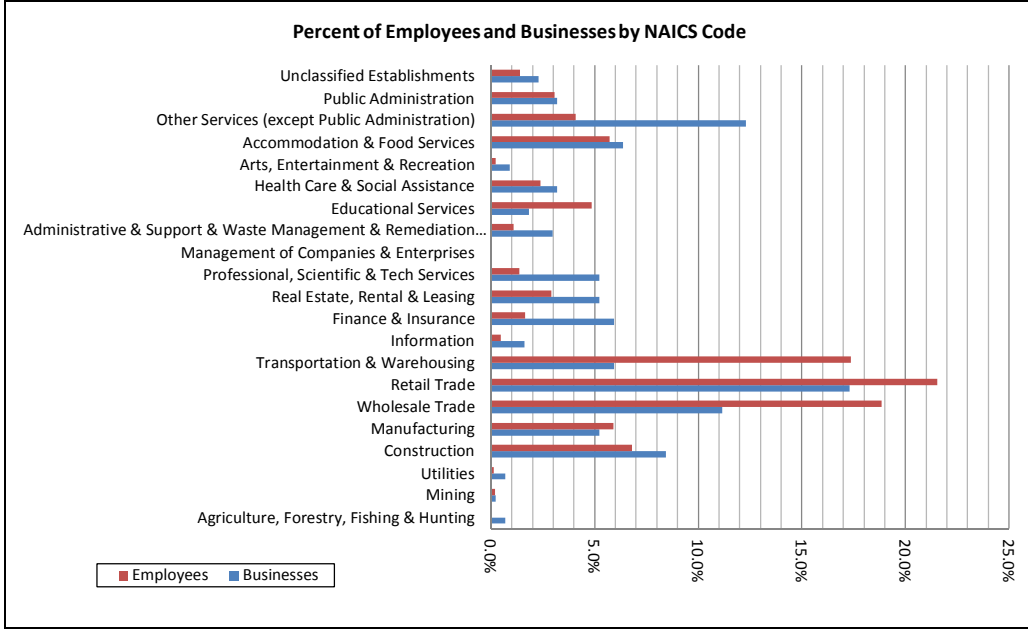
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Business Summary by NAICS Codes

Richland, Rankin County, Mississippi

Total Businesses	439			
Total Employees	6,821			
Total Residential Population	7,148			
Employee/Residential Population Ratio	0.95			
NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	0.7%	2	0.0%
Mining	1	0.2%	13	0.2%
Utilities	3	0.7%	9	0.1%
Construction	37	8.4%	463	6.8%
Manufacturing	23	5.2%	402	5.9%
Wholesale Trade	49	11.2%	1,285	18.8%
Retail Trade	76	17.3%	1,468	21.5%
Motor Vehicle & Parts Dealers	24	5.5%	517	7.6%
Furniture & Home Furnishings Stores	2	0.5%	4	0.1%
Electronics & Appliance Stores	2	0.5%	8	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	9	2.1%	151	2.2%
Food & Beverage Stores	8	1.8%	170	2.5%
Health & Personal Care Stores	4	0.9%	35	0.5%
Gasoline Stations	6	1.4%	120	1.8%
Clothing & Clothing Accessories Stores	4	0.9%	18	0.3%
Sport Goods, Hobby, Book, & Music Stores	6	1.4%	34	0.5%
General Merchandise Stores	4	0.9%	389	5.7%
Miscellaneous Store Retailers	6	1.4%	20	0.3%
Nonstore Retailers	2	0.5%	3	0.0%
Transportation & Warehousing	26	5.9%	1,185	17.4%
Information	7	1.6%	32	0.5%
Finance & Insurance	26	5.9%	111	1.6%
Central Bank/Credit Intermediation & Related Activities	16	3.6%	65	1.0%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	1	0.2%	28	0.4%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	9	2.1%	18	0.3%
Real Estate, Rental & Leasing	23	5.2%	199	2.9%
Professional, Scientific & Tech Services	23	5.2%	93	1.4%
Legal Services	3	0.7%	9	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	13	3.0%	74	1.1%
Educational Services	8	1.8%	331	4.9%
Health Care & Social Assistance	14	3.2%	163	2.4%
Arts, Entertainment & Recreation	4	0.9%	16	0.2%
Accommodation & Food Services	28	6.4%	391	5.7%
Accommodation	4	0.9%	18	0.3%
Food Services & Drinking Places	24	5.5%	373	5.5%
Other Services (except Public Administration)	54	12.3%	279	4.1%
Automotive Repair & Maintenance	16	3.6%	164	2.4%
Public Administration	14	3.2%	208	3.0%
Unclassified Establishments	10	2.3%	96	1.4%
Total	439	100.0%	6,821	100.0%



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

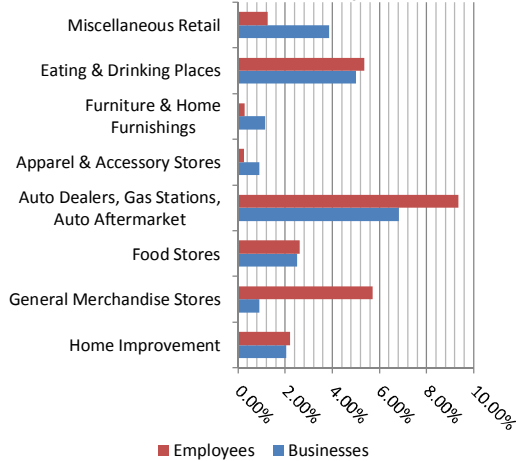


Business Summary by SIC Codes

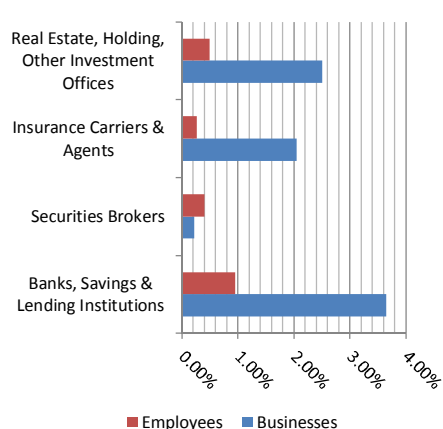
Richland, Rankin County, Mississippi

Total Businesses	439			
Total Employees	6,821			
Total Residential Population	7,148			
Employee/Residential Population Ratio	0.95			
SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	9	2.05%	36	0.53%
Construction	36	8.20%	463	6.79%
Manufacturing	23	5.24%	402	5.89%
Transportation	26	5.92%	1,171	17.17%
Communication	3	0.68%	19	0.28%
Utility	4	0.91%	18	0.26%
Wholesale Trade	52	11.85%	1,358	19.91%
Retail Trade Summary	101	23.01%	1,842	27.00%
Home Improvement	9	2.05%	151	2.21%
General Merchandise Stores	4	0.91%	389	5.70%
Food Stores	11	2.51%	178	2.61%
Auto Dealers, Gas Stations, Auto Aftermarket	30	6.83%	637	9.34%
Apparel & Accessory Stores	4	0.91%	18	0.26%
Furniture & Home Furnishings	5	1.14%	19	0.28%
Eating & Drinking Places	22	5.01%	366	5.37%
Miscellaneous Retail	17	3.87%	85	1.25%
Finance, Insurance, Real Estate Summary	37	8.43%	145	2.13%
Banks, Savings & Lending Institutions	16	3.64%	65	0.95%
Securities Brokers	1	0.23%	28	0.41%
Insurance Carriers & Agents	9	2.05%	18	0.26%
Real Estate, Holding, Other Investment Offices	11	2.51%	34	0.50%
Services Summary	129	29.38%	1,137	16.67%
Hotels & Lodging	4	0.91%	18	0.26%
Automotive Services	24	5.47%	230	3.37%
Motion Pictures & Amusements	7	1.59%	26	0.38%
Health Services	12	2.73%	121	1.77%
Legal Services	3	0.68%	9	0.13%
Education Institutions & Libraries	8	1.82%	333	4.88%
Other Services	72	16.40%	400	5.86%
Government	14	3.19%	208	3.05%
Other	6	1.37%	23	0.34%
Total	439		6,821	

Retail Trade Summary



Finance, Insurance, Real Estate Summary



Services Summary

