

Demographic and Income Profile

Shoppes at Rainbow Landing
 Lat.: 33.955192 Long.: -86.043148
 Ring: 1 mile radius

IRC Demographics
 Latitude: 33.95519
 Longitude: -86.04315

Summary	Census 2010	2018	2023
Population	3,793	3,787	3,756
Households	1,755	1,753	1,738
Families	1,098	1,069	1,050
Average Household Size	2.12	2.12	2.12
Owner Occupied Housing Units	949	889	900
Renter Occupied Housing Units	806	863	838
Median Age	38.0	39.8	40.8
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	-0.16%	0.42%	0.83%
Households	-0.17%	0.44%	0.79%
Families	-0.36%	0.29%	0.71%
Owner HHs	0.25%	0.72%	1.16%
Median Household Income	2.84%	2.38%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	299	17.1%	261	15.0%
\$15,000 - \$24,999	198	11.3%	171	9.8%
\$25,000 - \$34,999	185	10.6%	162	9.3%
\$35,000 - \$49,999	219	12.5%	203	11.7%
\$50,000 - \$74,999	267	15.2%	269	15.5%
\$75,000 - \$99,999	287	16.4%	320	18.4%
\$100,000 - \$149,999	230	13.1%	276	15.9%
\$150,000 - \$199,999	42	2.4%	47	2.7%
\$200,000+	25	1.4%	28	1.6%
Median Household Income	\$47,795		\$54,991	
Average Household Income	\$60,877		\$68,606	
Per Capita Income	\$26,456		\$29,825	

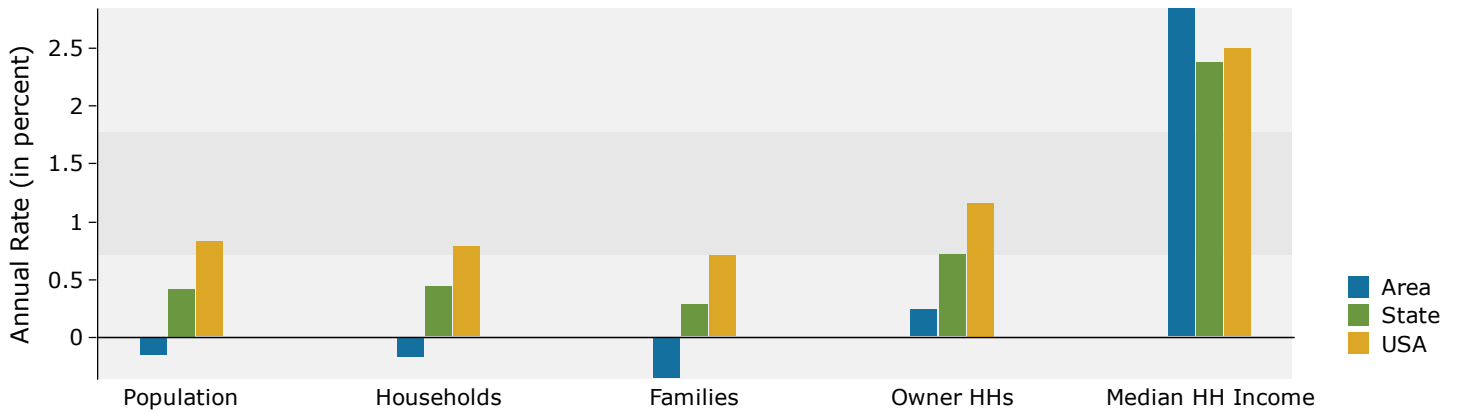
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	238	6.3%	229	6.0%	223	5.9%
5 - 9	261	6.9%	225	5.9%	222	5.9%
10 - 14	247	6.5%	232	6.1%	225	6.0%
15 - 19	251	6.6%	232	6.1%	219	5.8%
20 - 24	278	7.3%	227	6.0%	227	6.0%
25 - 34	475	12.5%	530	14.0%	481	12.8%
35 - 44	494	13.0%	452	11.9%	471	12.5%
45 - 54	455	12.0%	473	12.5%	457	12.2%
55 - 64	447	11.8%	437	11.5%	437	11.6%
65 - 74	347	9.2%	398	10.5%	407	10.8%
75 - 84	222	5.9%	245	6.5%	278	7.4%
85+	76	2.0%	108	2.9%	110	2.9%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,182	83.9%	3,087	81.5%	2,993	79.7%
Black Alone	387	10.2%	423	11.2%	438	11.7%
American Indian Alone	16	0.4%	18	0.5%	19	0.5%
Asian Alone	104	2.7%	126	3.3%	144	3.8%
Pacific Islander Alone	1	0.0%	2	0.1%	2	0.1%
Some Other Race Alone	50	1.3%	63	1.7%	76	2.0%
Two or More Races	52	1.4%	69	1.8%	83	2.2%
Hispanic Origin (Any Race)	135	3.6%	174	4.6%	207	5.5%

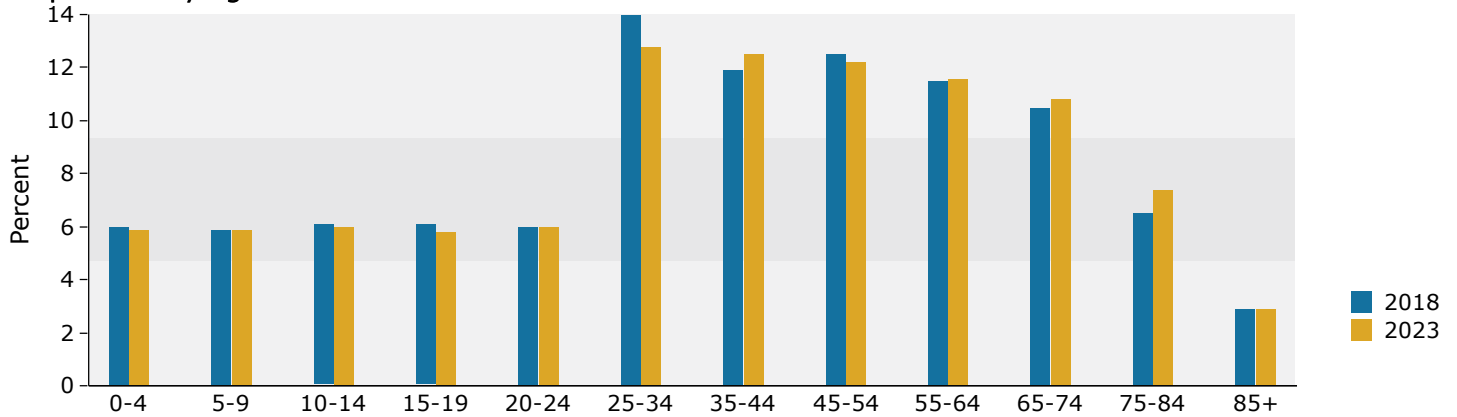
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

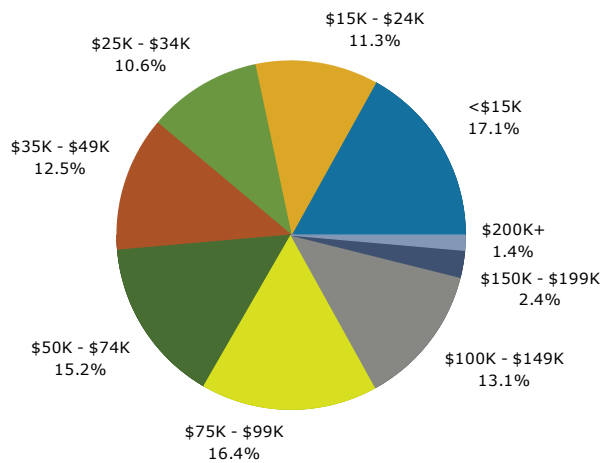
Trends 2018-2023



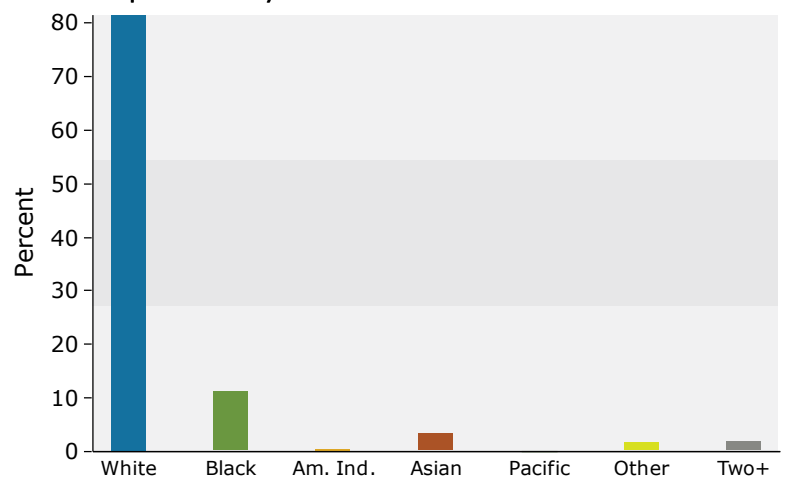
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 4.6%

Shoppes at Rainbow Landing
 Lat.: 33.955192 Long.: -86.043148
 Ring: 3 mile radius

IRC Demographics
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Summary	Census 2010	2018	2023
Population	14,055	14,117	14,012
Households	5,943	5,989	5,948
Families	4,066	4,018	3,962
Average Household Size	2.32	2.31	2.31
Owner Occupied Housing Units	4,226	4,103	4,138
Renter Occupied Housing Units	1,717	1,886	1,811
Median Age	41.8	44.3	45.5
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	-0.15%	0.42%	0.83%
Households	-0.14%	0.44%	0.79%
Families	-0.28%	0.29%	0.71%
Owner HHs	0.17%	0.72%	1.16%
Median Household Income	2.70%	2.38%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	682	11.4%	594	10.0%
\$15,000 - \$24,999	616	10.3%	521	8.8%
\$25,000 - \$34,999	655	10.9%	572	9.6%
\$35,000 - \$49,999	709	11.8%	657	11.0%
\$50,000 - \$74,999	939	15.7%	929	15.6%
\$75,000 - \$99,999	992	16.6%	1,071	18.0%
\$100,000 - \$149,999	944	15.8%	1,110	18.7%
\$150,000 - \$199,999	224	3.7%	254	4.3%
\$200,000+	228	3.8%	242	4.1%
Median Household Income	\$56,870		\$64,964	
Average Household Income	\$74,462		\$82,696	
Per Capita Income	\$31,302		\$34,753	

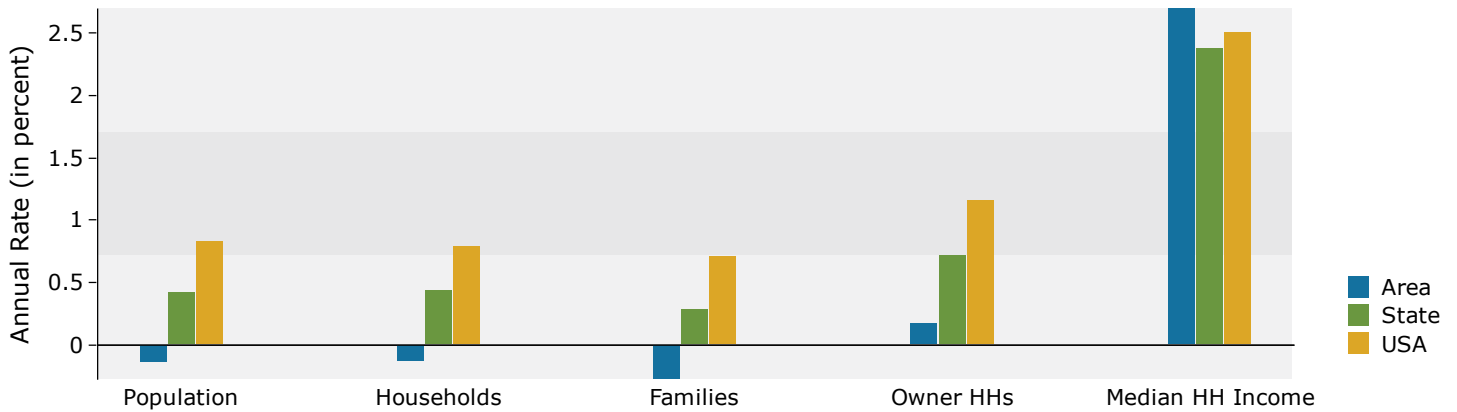
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	784	5.6%	721	5.1%	694	5.0%
5 - 9	931	6.6%	789	5.6%	762	5.4%
10 - 14	951	6.8%	875	6.2%	840	6.0%
15 - 19	834	5.9%	850	6.0%	808	5.8%
20 - 24	716	5.1%	700	5.0%	655	4.7%
25 - 34	1,521	10.8%	1,556	11.0%	1,431	10.2%
35 - 44	1,909	13.6%	1,691	12.0%	1,722	12.3%
45 - 54	1,924	13.7%	1,926	13.6%	1,856	13.2%
55 - 64	1,954	13.9%	1,886	13.4%	1,865	13.3%
65 - 74	1,364	9.7%	1,712	12.1%	1,765	12.6%
75 - 84	840	6.0%	974	6.9%	1,147	8.2%
85+	329	2.3%	438	3.1%	464	3.3%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	12,609	89.7%	12,434	88.1%	12,158	86.8%
Black Alone	846	6.0%	929	6.6%	969	6.9%
American Indian Alone	45	0.3%	50	0.4%	52	0.4%
Asian Alone	291	2.1%	361	2.6%	416	3.0%
Pacific Islander Alone	4	0.0%	8	0.1%	11	0.1%
Some Other Race Alone	106	0.8%	130	0.9%	158	1.1%
Two or More Races	153	1.1%	205	1.5%	248	1.8%
Hispanic Origin (Any Race)	295	2.1%	386	2.7%	458	3.3%

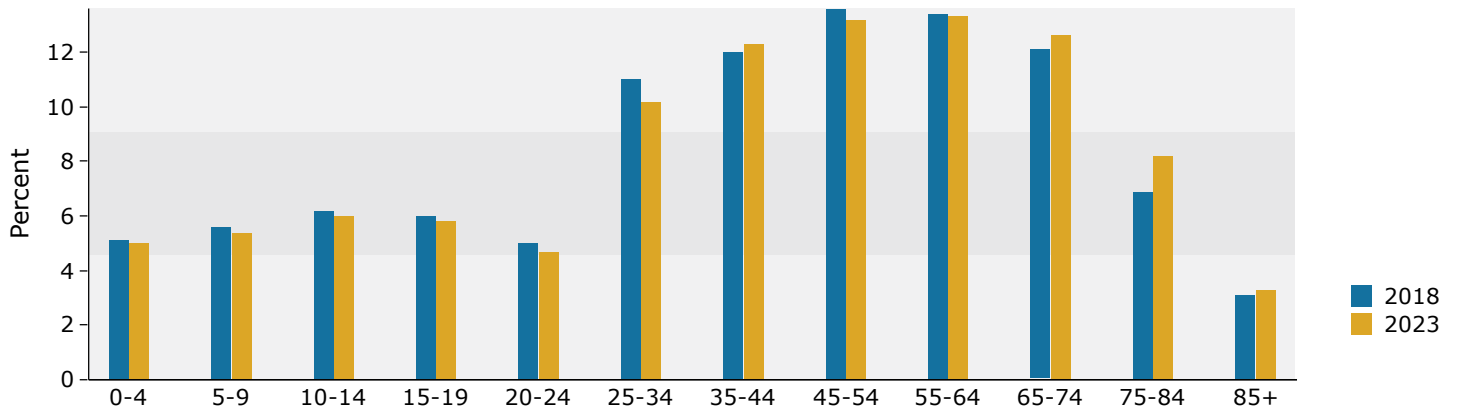
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

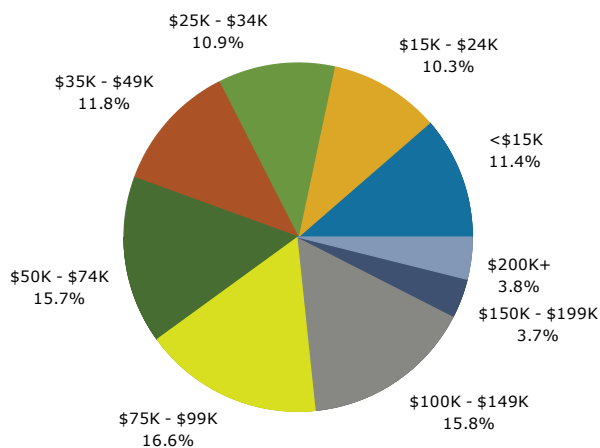
Trends 2018-2023



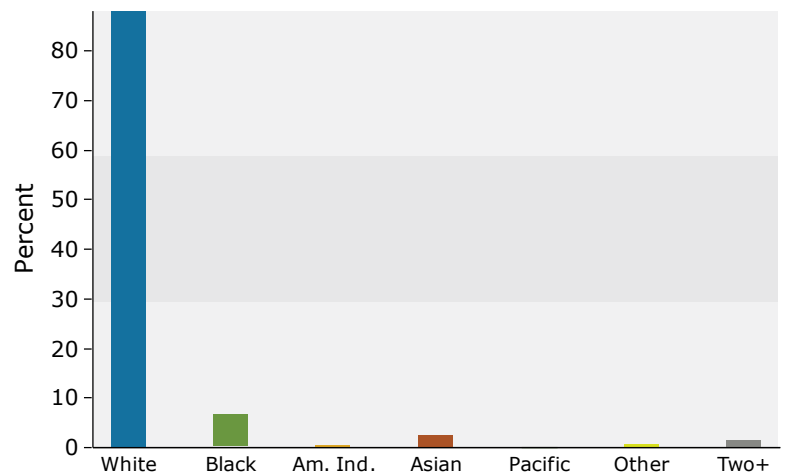
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 2.7%

Shoppes at Rainbow Landing
 Lat.: 33.955192 Long.: -86.043148
 Ring: 5 mile radius

IRC Demographics
 Latitude: 33.95519
 Longitude: -86.04315

Summary	Census 2010	2018	2023
Population	43,487	42,726	42,105
Households	17,512	17,206	16,955
Families	11,428	11,013	10,773
Average Household Size	2.39	2.39	2.39
Owner Occupied Housing Units	11,436	10,800	10,840
Renter Occupied Housing Units	6,076	6,405	6,115
Median Age	39.4	41.4	42.7
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	-0.29%	0.42%	0.83%
Households	-0.29%	0.44%	0.79%
Families	-0.44%	0.29%	0.71%
Owner HHs	0.07%	0.72%	1.16%
Median Household Income	2.73%	2.38%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	2,834	16.5%	2,501	14.8%
\$15,000 - \$24,999	2,613	15.2%	2,279	13.4%
\$25,000 - \$34,999	1,989	11.6%	1,790	10.6%
\$35,000 - \$49,999	2,367	13.8%	2,239	13.2%
\$50,000 - \$74,999	2,656	15.4%	2,697	15.9%
\$75,000 - \$99,999	1,980	11.5%	2,184	12.9%
\$100,000 - \$149,999	1,823	10.6%	2,197	13.0%
\$150,000 - \$199,999	481	2.8%	561	3.3%
\$200,000+	462	2.7%	506	3.0%
Median Household Income	\$41,215		\$47,151	
Average Household Income	\$60,258		\$67,773	
Per Capita Income	\$24,954		\$27,994	

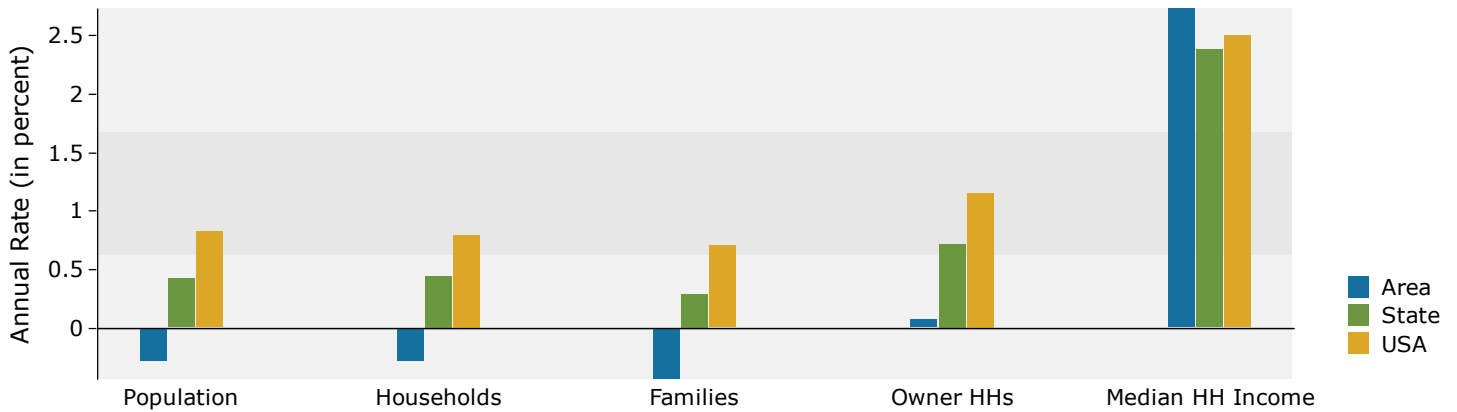
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,670	6.1%	2,390	5.6%	2,262	5.4%
5 - 9	2,764	6.4%	2,517	5.9%	2,406	5.7%
10 - 14	2,850	6.6%	2,583	6.0%	2,550	6.1%
15 - 19	2,854	6.6%	2,523	5.9%	2,485	5.9%
20 - 24	2,705	6.2%	2,450	5.7%	2,190	5.2%
25 - 34	5,266	12.1%	5,453	12.8%	4,916	11.7%
35 - 44	5,911	13.6%	5,341	12.5%	5,477	13.0%
45 - 54	6,066	13.9%	5,671	13.3%	5,457	13.0%
55 - 64	5,629	12.9%	5,615	13.1%	5,387	12.8%
65 - 74	3,552	8.2%	4,661	10.9%	5,009	11.9%
75 - 84	2,291	5.3%	2,414	5.7%	2,852	6.8%
85+	930	2.1%	1,105	2.6%	1,113	2.6%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	31,319	72.0%	30,169	70.6%	29,167	69.3%
Black Alone	9,575	22.0%	9,489	22.2%	9,385	22.3%
American Indian Alone	168	0.4%	186	0.4%	197	0.5%
Asian Alone	497	1.1%	602	1.4%	689	1.6%
Pacific Islander Alone	135	0.3%	115	0.3%	111	0.3%
Some Other Race Alone	1,065	2.4%	1,257	2.9%	1,493	3.5%
Two or More Races	727	1.7%	908	2.1%	1,063	2.5%
Hispanic Origin (Any Race)	1,934	4.4%	2,268	5.3%	2,615	6.2%

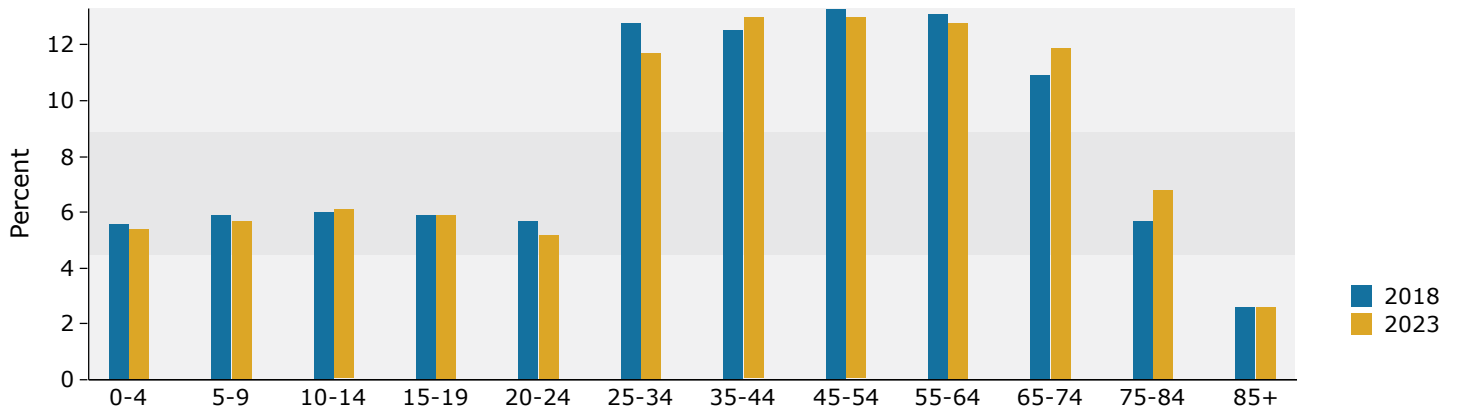
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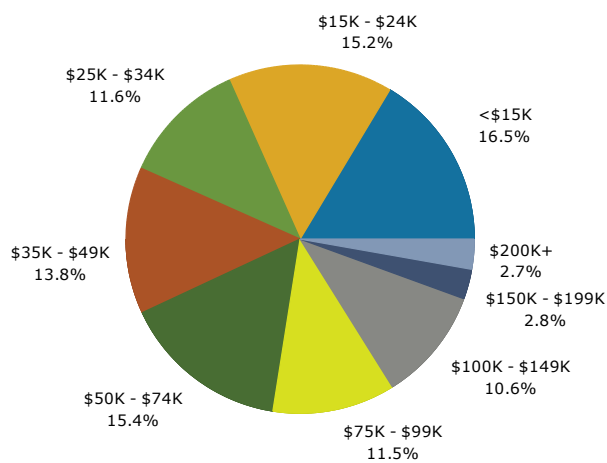
Trends 2018-2023



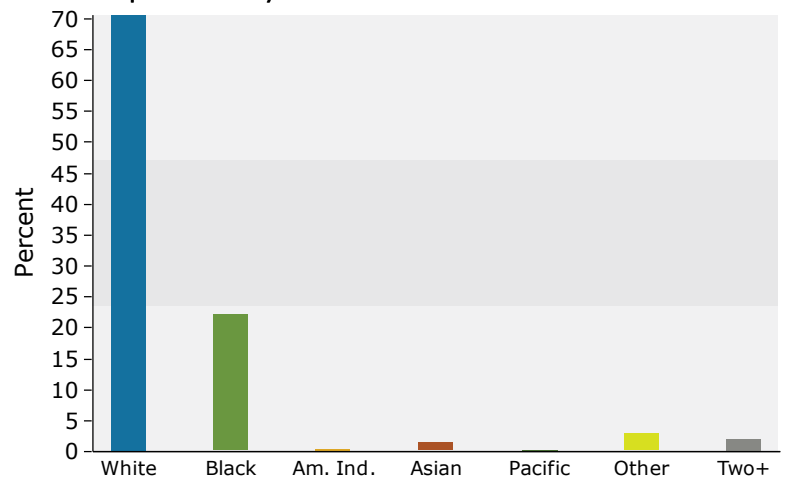
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 5.3%