


**Rainbow Plaza Shopping Center**   
3225 Rainbow Drive  
Rainbow City, AL 35906  
County: Etowah

For more information, click to  
email:  
**Jason Stinson** (256) 549-1499

**Commercial Realty Services  
Of Alabama, Inc.**

Population	1-mi.	3-mi.	5-mi.
2004 Male Population	1,811	5,976	18,647
2004 Female Population	2,065	6,632	20,710
% 2004 Male Population	46.72%	47.40%	47.38%
% 2004 Female Population	53.28%	52.60%	52.62%
2004 Age 0-5	282	884	2,969
2004 Age 6-13	365	1,234	4,026
2004 Age 14-17	185	602	1,999
2004 Age 18-20	125	425	1,516
2004 Age 21-24	215	567	2,142
2004 Age 25-29	263	747	2,548
2004 Age 30-34	243	832	2,698
2004 Age 35-39	259	843	2,586
2004 Age 40-44	281	936	2,812
2004 Age 45-49	257	930	2,731
2004 Age 50-54	274	990	2,730
2004 Age 55-59	240	772	2,082
2004 Age 60-64	203	665	1,840
2004 Age 65-69	180	544	1,610
2004 Age 70-74	179	565	1,675
2004 Age 75-79	152	474	1,447
2004 Age 80-84	88	302	1,047
2004 Age 85+	86	295	898
% 2004 Age 0-5	7.27%	7.01%	7.54%
% 2004 Age 6-13	9.41%	9.79%	10.23%
% 2004 Age 14-17	4.77%	4.78%	5.08%
% 2004 Age 18-20	3.22%	3.37%	3.85%
% 2004 Age 21-24	5.55%	4.50%	5.44%
% 2004 Age 25-29	6.78%	5.93%	6.47%
% 2004 Age 30-34	6.27%	6.60%	6.86%
% 2004 Age 35-39	6.68%	6.69%	6.57%
% 2004 Age 40-44	7.25%	7.42%	7.15%
% 2004 Age 45-49	6.63%	7.38%	6.94%
% 2004 Age 50-54	7.07%	7.85%	6.94%
% 2004 Age 55-59	6.19%	6.12%	5.29%
% 2004 Age 60-64	5.24%	5.27%	4.68%
% 2004 Age 65-69	4.64%	4.32%	4.09%
% 2004 Age 70-74	4.62%	4.48%	4.26%
% 2004 Age 75-79	3.92%	3.76%	3.68%
% 2004 Age 80-84	2.27%	2.40%	2.66%

% 2004 Age 85+	2.22%	2.34%	2.28%
2004 White Population	3,570	11,916	30,905
2004 Black Population	162	358	7,077
2004 Asian/Hawaiian/Pacific Islander	68	153	342
2004 American Indian/Alaska Native	10	29	132
2004 Other Population (Incl 2+ Races)	67	152	900
2004 Hispanic Population	78	160	1,024
2004 Non-Hispanic Population	3,798	12,448	38,333
% 2004 White Population	92.08%	94.51%	78.53%
% 2004 Black Population	4.18%	2.84%	17.98%
% 2004 Asian/Hawaiian/Pacific Islander	1.75%	1.21%	0.87%
% 2004 American Indian/Alaska Native	0.26%	0.23%	0.34%
% 2004 Other Population (Incl 2+ Races)	1.73%	1.21%	2.29%
% 2004 Hispanic Population	2.01%	1.27%	2.60%
% 2004 Non-Hispanic Population	97.99%	98.73%	97.40%
2000 Non-Hispanic White	3,568	11,839	30,734
2000 Non-Hispanic Black	137	314	6,814
2000 Non-Hispanic Amer Indian/Alaska Native	21	39	141
2000 Non-Hispanic Asian	40	127	223
2000 Non-Hispanic Hawaiian/Pacific Islander	3	6	69
2000 Non-Hispanic Some Other Race	n/a	n/a	17
2000 Non-Hispanic Two or More Races	15	101	672
% 2000 Non-Hispanic White	94.29%	95.28%	79.48%
% 2000 Non-Hispanic Black	3.62%	2.53%	17.62%
% 2000 Non-Hispanic Amer Indian/Alaska Native	0.55%	0.31%	0.36%
% 2000 Non-Hispanic Asian	1.06%	1.02%	0.58%
% 2000 Non-Hispanic Hawaiian/Pacific Islander	0.08%	0.05%	0.18%
% 2000 Non-Hispanic Some Other Race	0.00%	0.00%	0.04%

<b>Population Change</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
Total Employees	1,490	6,312	21,117
Total Establishemnts	216	815	2,486
2004 Total Population	3,876	12,608	39,357
2004 Total Households	1,734	5,224	15,994
Population Change 1990-2004	385	705	687
Household Change 1990-2004	316	702	655
% Population Change 1990-2004	11.03%	5.92%	1.78%
% Household Change 1990-2004	22.28%	15.52%	4.27%
Population Change 2000-2004	-1	15	-123
Household Change 2000-2004	7	25	-63
% Population Change 2000-2004	-0.03%	0.12%	-0.31%
% Households Change 2000-2004	0.41%	0.48%	-0.39%

<b>Housing</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
2000 Total Housing Units	1,812	5,541	17,893
2000 Occupied Housing Units	1,719	5,204	16,133

2000 Owner Occupied Housing Units	1,104	3,880	11,087
2000 Renter Occupied Housing Units	616	1,324	5,045
2000 Vacant Housing Units	93	337	1,760
% 2000 Occupied Housing Units	94.87%	93.92%	90.16%
% 2000 Owner Occupied Housing Units	60.89%	70.02%	61.97%
% 2000 Renter Occupied Housing Units	33.98%	23.89%	28.20%
% 2000 Vacant Housing Units	5.13%	6.08%	9.84%

<b>Income</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
2004 Median Household Income	\$42,939	\$48,488	\$34,771
2004 Per Capita Income	\$24,048	\$27,624	\$21,087
2004 Household Income < \$10,000	125	318	1,999
2004 Household Income \$10,000-\$14,999	118	321	1,477
2004 Household Income \$15,000-\$19,999	119	321	1,443
2004 Household Income \$20,000-\$24,999	119	315	1,232
2004 Household Income \$25,000-\$29,999	90	282	969
2004 Household Income \$30,000-\$34,999	137	306	920
2004 Household Income \$35,000-\$39,999	106	271	854
2004 Household Income \$40,000-\$44,999	91	281	851
2004 Household Income \$45,000-\$49,999	101	283	797
2004 Household Income \$50,000-\$59,999	190	531	1,366
2004 Household Income \$60,000-\$74,999	205	540	1,218
2004 Household Income \$75,000-\$99,999	175	685	1,388
2004 Household Income \$100,000-\$124,999	75	327	621
2004 Household Income \$125,000-\$149,999	37	175	332
2004 Household Income \$150,000-\$199,999	38	138	258
2004 Household Income \$200,000-\$249,999	4	36	69
2004 Household Income \$250,000-\$499,999	5	92	192
2004 Household Income \$500,000+	n/a	3	10
2004 Household Income \$200,000+	8	131	271
% 2004 Household Income < \$10,000	7.20%	6.09%	12.50%
% 2004 Household Income \$10,000-\$14,999	6.80%	6.14%	9.23%
% 2004 Household Income \$15,000-\$19,999	6.86%	6.14%	9.02%
% 2004 Household Income \$20,000-\$24,999	6.86%	6.03%	7.70%
% 2004 Household Income \$25,000-\$29,999	5.19%	5.40%	6.06%
% 2004 Household Income \$30,000-\$34,999	7.90%	5.86%	5.75%
% 2004 Household Income \$35,000-\$39,999	6.11%	5.19%	5.34%
% 2004 Household Income \$40,000-\$44,999	5.24%	5.38%	5.32%
% 2004 Household Income \$45,000-\$49,999	5.82%	5.42%	4.98%
% 2004 Household Income \$50,000-\$59,999	10.95%	10.16%	8.54%
% 2004 Household Income \$60,000-\$74,999	11.82%	10.33%	7.61%
% 2004 Household Income \$75,000-\$99,999	10.09%	13.11%	8.68%
% 2004 Household Income \$100,000-\$124,999	4.32%	6.26%	3.88%
% 2004 Household Income \$125,000-\$149,999	2.13%	3.35%	2.08%
% 2004 Household Income \$150,000-\$199,999	2.19%	2.64%	1.61%
% 2004 Household Income \$200,000-\$249,999	0.23%	0.69%	0.43%

% 2004 Household Income \$250,000-\$499,999	0.29%	1.76%	1.20%
% 2004 Household Income \$500,000+	0.00%	0.06%	0.06%
% 2004 Household Income \$200,000+	0.46%	2.51%	1.69%

