

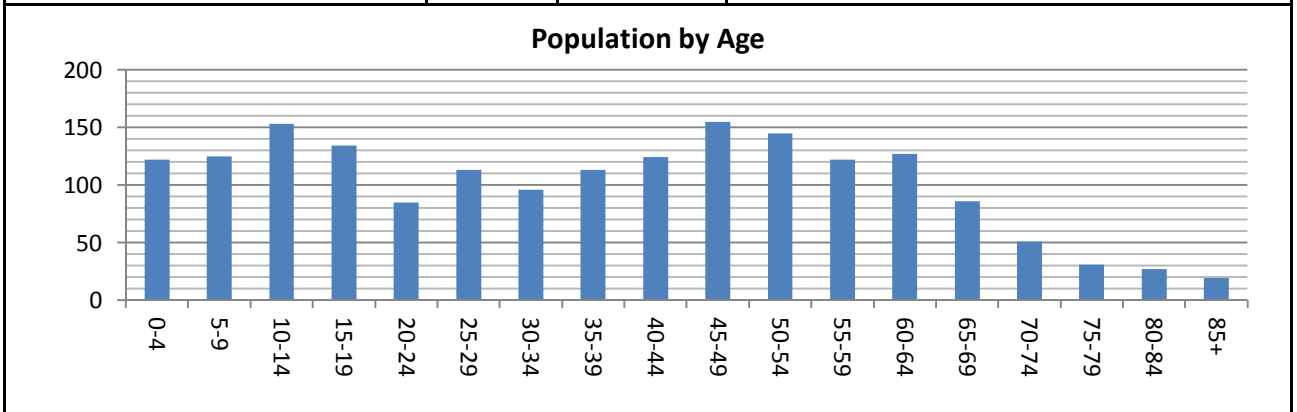
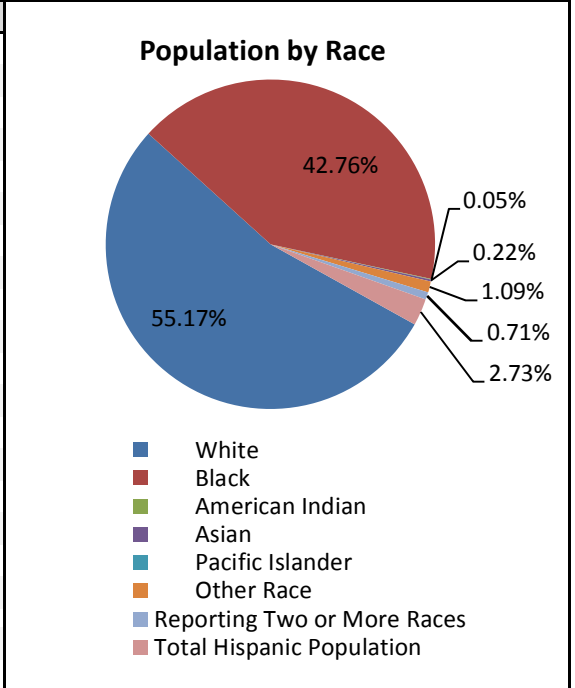


Population Summary

Flora, Madison County, Mississippi

| Population by Race | Number | Percent | Median Age | Total Population | |
|-----------------------------|--------|---------|------------|------------------------------|-------|
| Reporting One Race | 1,816 | 99.29% | --- | 2000 | 1,609 |
| White | 1,009 | 55.17% | 45.2 | 2010 | 1,829 |
| Black | 782 | 42.76% | 29.7 | Annual Rate (%) 1.29 | |
| American Indian | 1 | 0.05% | 32.9 | Population by Sex | |
| Asian | 4 | 0.22% | 29.9 | | |
| Pacific Islander | 0 | 0.00% | 27.5 | | |
| Other Race | 20 | 1.09% | 25.5 | | |
| Reporting Two or More Races | 13 | 0.71% | 20.0 | | |
| Total Hispanic Population | 50 | 2.73% | 25.9 | | |
| Population by Sex | | | | | |
| Male | 894 | 48.9% | 31.5 | | |
| Female | 935 | 51.1% | 34.7 | | |

| Population by Age | Number | Percent |
|-------------------|--------|---------|
| 0-4 | 122 | 6.67% |
| 5-9 | 125 | 6.83% |
| 10-14 | 153 | 8.37% |
| 15-19 | 134 | 7.33% |
| 20-24 | 85 | 4.65% |
| 25-29 | 113 | 6.18% |
| 30-34 | 96 | 5.25% |
| 35-39 | 113 | 6.18% |
| 40-44 | 124 | 6.78% |
| 45-49 | 155 | 8.47% |
| 50-54 | 145 | 7.93% |
| 55-59 | 122 | 6.67% |
| 60-64 | 127 | 6.94% |
| 65-69 | 86 | 4.70% |
| 70-74 | 51 | 2.79% |
| 75-79 | 31 | 1.69% |
| 80-84 | 27 | 1.48% |
| 85+ | 19 | 1.04% |
| 18+ | 1,346 | 73.59% |
| 65+ | 214 | 11.70% |



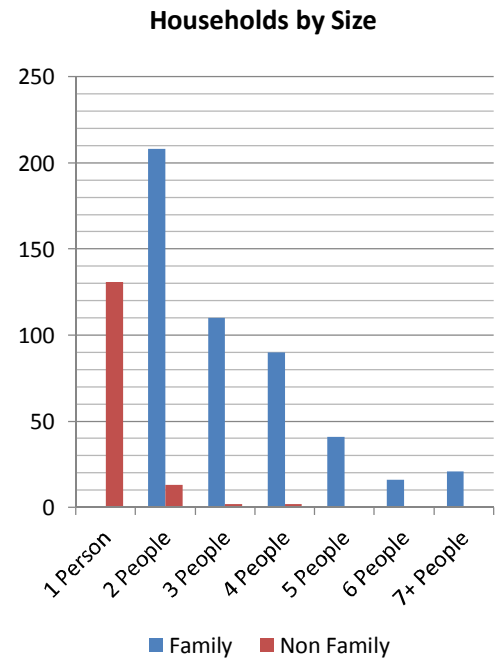
Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Household Summary

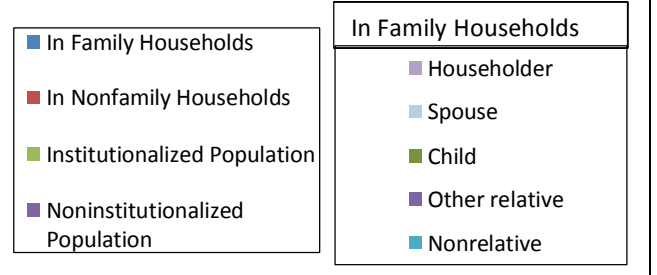
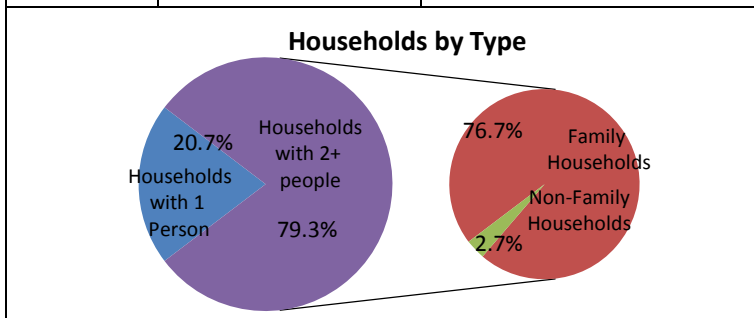
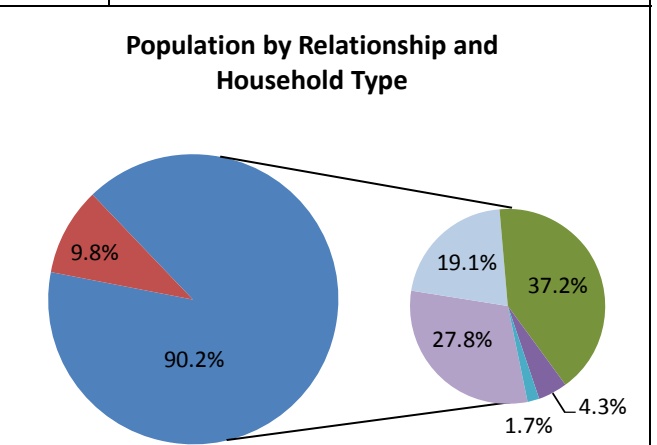
Flora, Madison County, Mississippi

| Households by Type | Number | Percent | Total Households | |
|----------------------------------|--------|---------|------------------|-------|
| Households with 1 Person | 131 | 20.7% | 2000 | 554 |
| Households with 2+ People | 503 | 79.3% | 2010 | 634 |
| Family Households | 486 | 76.7% | Annual Rate (%) | 1.36% |
| Husband-wife Families | 336 | 53.0% | Average Size | 2.88 |
| With Own Children | 121 | 19.1% | | |
| Other Family (No Spouse Present) | 151 | 23.8% | | |
| With Own Children | 64 | 10.1% | | |
| Nonfamily Households | 17 | 2.7% | | |
| All Households with Children | 231 | 36.4% | | |
| Multigenerational Households | 43 | 6.8% | | |
| Unmarried Partner Households | 29 | 4.6% | | |
| Male-female | 25 | 3.9% | | |
| Same-sex | 4 | 0.6% | | |



| Population by Relationship and Household Type | | |
|---|-------|--------|
| Total | 1,829 | 100.0% |
| In Households | 1,829 | 100.0% |
| In Family Households | 1,650 | 90.2% |
| Householder | 509 | 27.8% |
| Spouse | 349 | 19.1% |
| Child | 680 | 37.2% |
| Other relative | 79 | 4.3% |
| Nonrelative | 32 | 1.7% |
| In Nonfamily Households | 179 | 9.8% |
| In Group Quarters | 0 | 0.0% |
| Institutionalized Population | 0 | 0.0% |
| Noninstitutionalized | 0 | 0.0% |

| Households by Size | Family | | Non Family | |
|--------------------|--------|---------|------------|---------|
| | Number | Percent | Number | Percent |
| Total | 486 | 100.0% | 148 | 100.0% |
| 1 Person | --- | | 131 | 88.5% |
| 2 People | 208 | 42.8% | 13 | 8.8% |
| 3 People | 110 | 22.6% | 2 | 1.4% |
| 4 People | 90 | 18.5% | 2 | 1.4% |
| 5 People | 41 | 8.4% | 0 | 0.0% |
| 6 People | 16 | 3.3% | 0 | 0.0% |
| 7+ People | 21 | 4.3% | 0 | 0.0% |
| Average Size | 3.33 | | 1.21 | |



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.

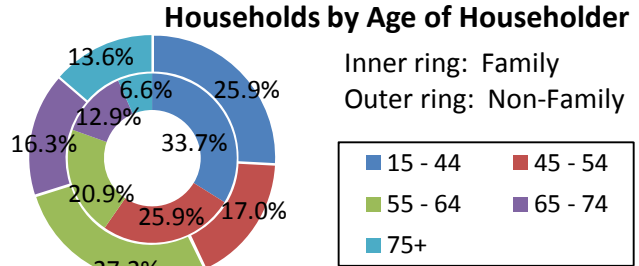
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Householder Summary

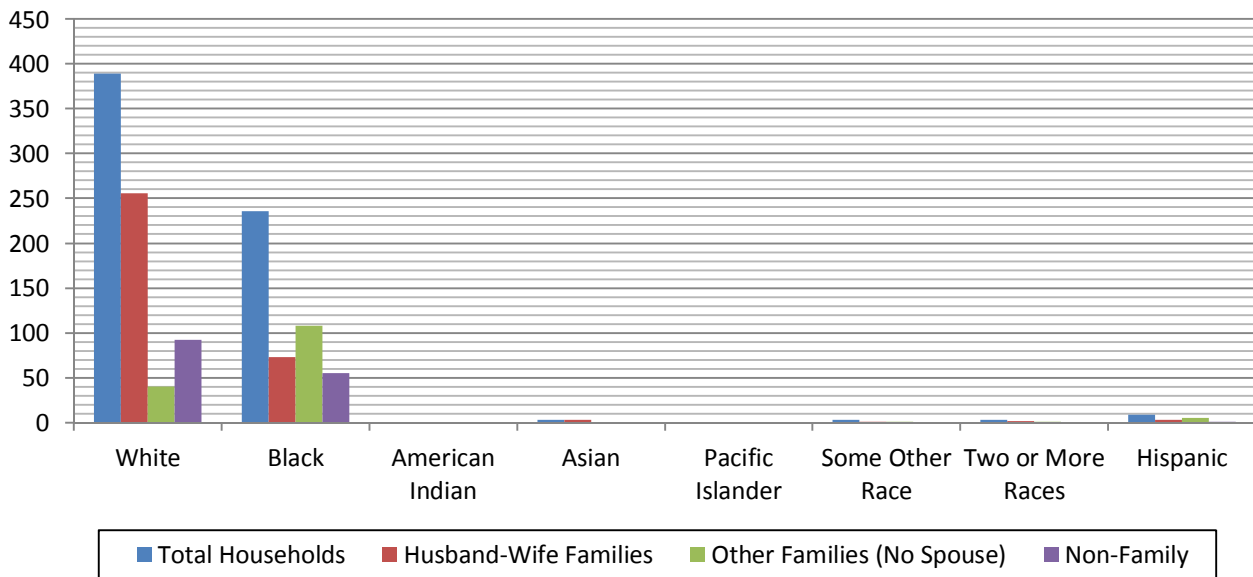
Flora, Madison County, Mississippi

| Households by Age of Householder | | | | |
|----------------------------------|--------|---------|------------|---------|
| | Family | | Non-Family | |
| | Number | Percent | Number | Percent |
| Total | 487 | 100.0% | 147 | 100.0% |
| 15 - 44 | 164 | 33.7% | 38 | 25.9% |
| 45 - 54 | 126 | 25.9% | 25 | 17.0% |
| 55 - 64 | 102 | 20.9% | 40 | 27.2% |
| 65 - 74 | 63 | 12.9% | 24 | 16.3% |
| 75+ | 32 | 6.6% | 20 | 13.6% |



| 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 | 634 | 100.0% | 335 | 100.0% | 150 | 100.0% | 147 | 100.0% |
| White | 389 | 61.4% | 256 | 76.4% | 40 | 26.7% | 92 | 62.6% |
| Black | 236 | 37.2% | 73 | 21.8% | 108 | 72.0% | 55 | 37.4% |
| American Indian | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Asian | 3 | 0.5% | 3 | 0.9% | 0 | 0.0% | 0 | 0.0% |
| Pacific Islander | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Some Other Race | 3 | 0.5% | 1 | 0.3% | 1 | 0.7% | 0 | 0.0% |
| Two or More Races | 3 | 0.5% | 2 | 0.6% | 1 | 0.7% | 0 | 0.0% |
| Hispanic | 9 | 1.4% | 3 | 0.9% | 5 | 3.3% | 1 | 0.7% |

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.

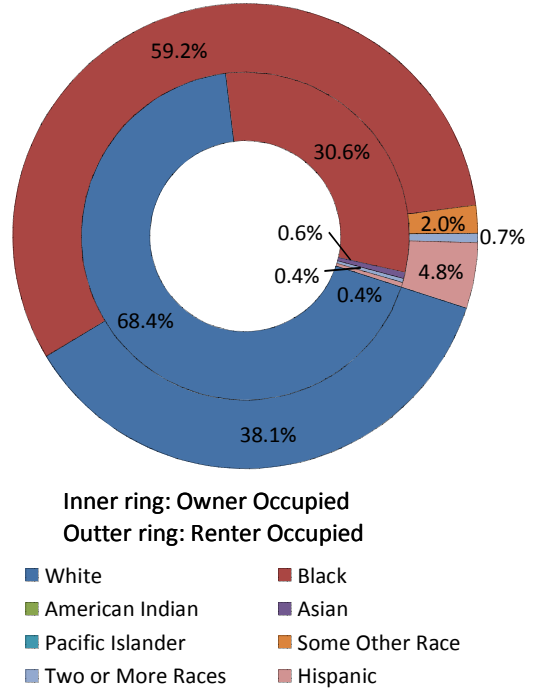


Housing Unit Summary

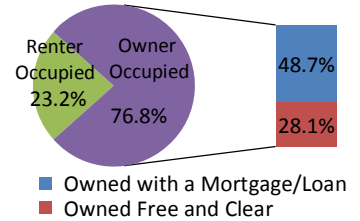
Flora, Madison County, Mississippi

| Total Housing Units | | | | | |
|--|--------|----------------|---------|------------------------|------------------------|
| 2000 | | | 579 | | |
| 2010 | | | 674 | | |
| Annual Rate (%) | | | 1.53 | | |
| Total Housing Units by Occupancy | | Number | Percent | | |
| Occupied Housing Units | | 634 | 94.1% | | |
| Vacant Housing Units | | | | | |
| For Rent | | 5 | 0.74% | | |
| Rented, not Occupied | | 1 | 0.15% | | |
| For Sale Only | | 8 | 1.19% | | |
| Sold, not Occupied | | 1 | 0.15% | | |
| For Seasonal/Recreational/Occasional Use | | 8 | 1.19% | | |
| For Migrant Workers | | 0 | 0.00% | | |
| Other Vacant | | 25 | 3.71% | | |
| Total Vacancy Rate (%) | | | 7.1% | | |
| Households by Tenure and Mortgage Status | | Number | Percent | Average Household Size | |
| Total | | 634 | 100.0% | | |
| Owner Occupied | | 487 | 76.8% | 2.74 | |
| Owned with a Mortgage/Loan | | 309 | 48.7% | | |
| Owned Free and Clear | | 178 | 28.1% | | |
| Renter Occupied | | 147 | 23.2% | 3.36 | |
| Housing Units by Race of Householder | | Owner Occupied | | Renter Occupied | |
| | Number | Percent | Number | Percent | |
| Total | 487 | 100.0% | 147 | 100.0% | Average Household Size |
| White | 333 | 68.4% | 56 | 38.1% | 2.59 |
| Black | 149 | 30.6% | 87 | 59.2% | 3.32 |
| American Indian | 0 | 0.0% | 0 | 0.0% | 0.00 |
| Asian | 3 | 0.6% | 0 | 0.0% | 2.67 |
| Pacific Islander | 0 | 0.0% | 0 | 0.0% | 0.00 |
| Some Other Race | 0 | 0.0% | 3 | 2.0% | 5.33 |
| Two or More Races | 2 | 0.4% | 1 | 0.7% | 4.00 |
| Hispanic | 2 | 0.4% | 7 | 4.8% | 4.78 |

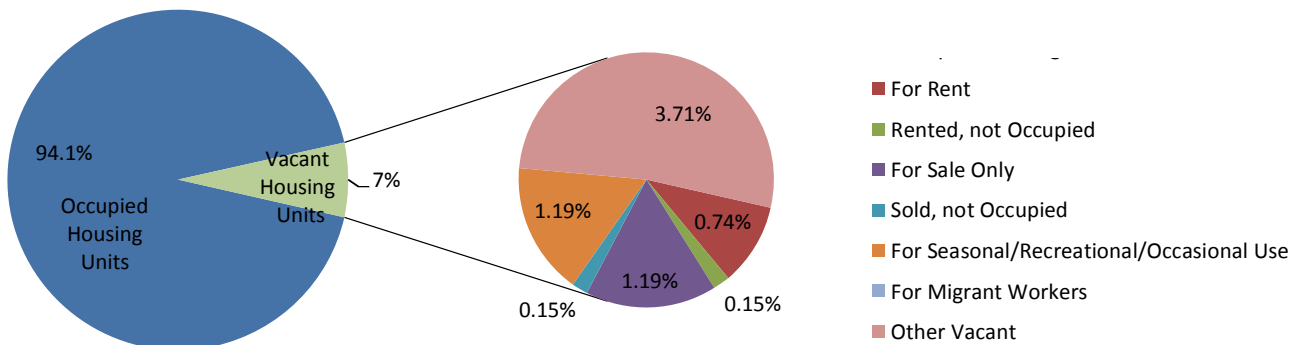
Housing Units by Race of Householder



Households by Tenure and Mortgage Status



Total Housing Units by Occupancy



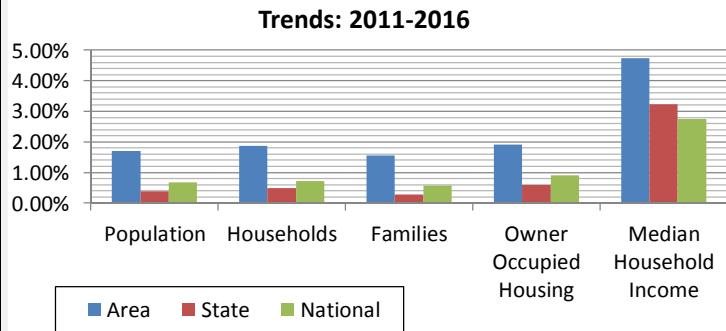
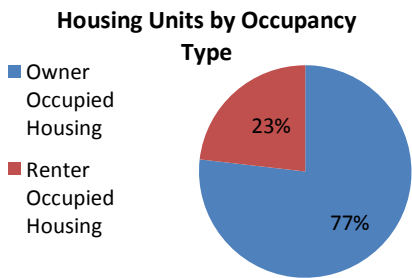
Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



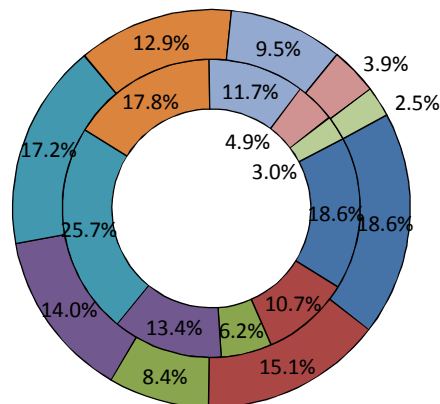
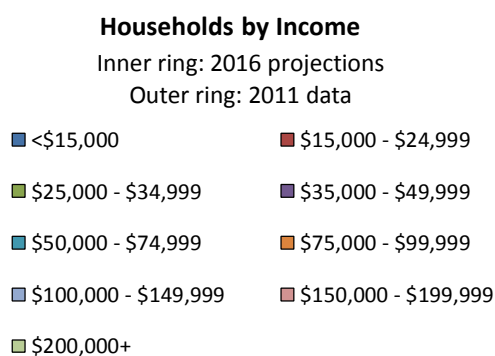
Demographic and Income Projections

Flora, Madison County, Mississippi

| Summary | 2010 | 2011 | 2016 | Trends 2011-2016 Rate | | |
|-------------------------|-------|----------|----------|-----------------------|-------|----------|
| | | | | Area | State | National |
| Population | 1,829 | 1,865 | 2,029 | 1.70% | 0.39% | 0.67% |
| Households | 634 | 647 | 710 | 1.88% | 0.49% | 0.71% |
| Families | 486 | 497 | 537 | 1.56% | 0.27% | 0.57% |
| Average Household | 2.88 | 2.88 | 2.86 | - | - | - |
| Owner Occupied Housing | 487 | 491 | 540 | 1.92% | 0.60% | 0.91% |
| Renter Occupied Housing | 147 | 157 | 170 | - | - | - |
| Median Age | 38.8 | 38.8 | 39.4 | - | - | - |
| Median Household Income | - | \$43,493 | \$54,843 | 4.75% | 3.22% | 2.75% |



| Households by Income | 2011 | | 2016 | |
|--------------------------|----------|---------|----------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 118 | 18.6% | 118 | 18.6% |
| \$15,000 - \$24,999 | 96 | 15.1% | 68 | 10.7% |
| \$25,000 - \$34,999 | 53 | 8.4% | 39 | 6.2% |
| \$35,000 - \$49,999 | 89 | 14.0% | 85 | 13.4% |
| \$50,000 - \$74,999 | 109 | 17.2% | 163 | 25.7% |
| \$75,000 - \$99,999 | 82 | 12.9% | 113 | 17.8% |
| \$100,000 - \$149,999 | 60 | 9.5% | 74 | 11.7% |
| \$150,000 - \$199,999 | 25 | 3.9% | 31 | 4.9% |
| \$200,000+ | 16 | 2.5% | 19 | 3.0% |
| Median Household Income | \$43,493 | | \$54,843 | |
| Average Household Income | \$59,212 | | \$67,726 | |
| Per Capita Income | \$21,432 | | \$24,701 | |



Data Note: Income is expressed in current dollars.

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

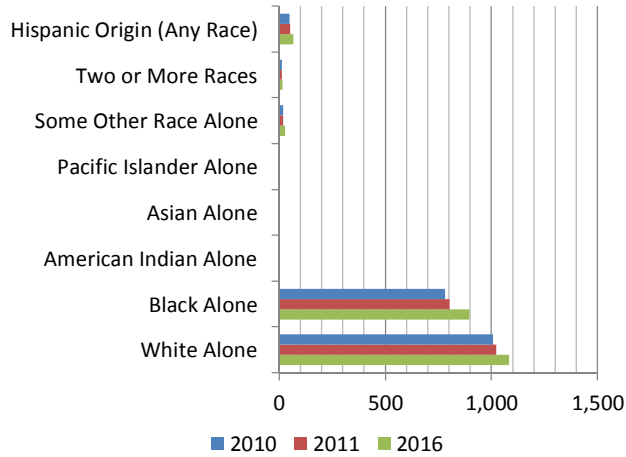


Population Summary and Projections Flora, Madison County, Mississippi

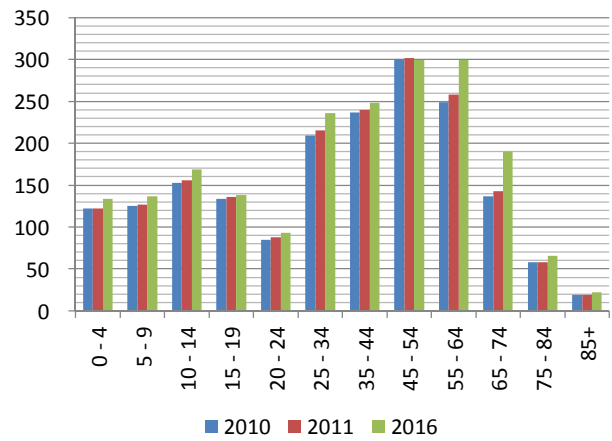
| Population | 2010 | | 2011 | | 2016 | |
|-------------------|--------|---------|--------|---------|--------|---------|
| | 1,829 | | 1,865 | | 2,029 | |
| Population by Age | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 122 | 6.7% | 122 | 6.5% | 134 | 6.6% |
| 5 - 9 | 125 | 6.8% | 127 | 6.8% | 137 | 6.8% |
| 10 - 14 | 153 | 8.4% | 156 | 8.4% | 169 | 8.3% |
| 15 - 19 | 134 | 7.3% | 136 | 7.3% | 138 | 6.8% |
| 20 - 24 | 85 | 4.6% | 88 | 4.7% | 93 | 4.6% |
| 25 - 34 | 209 | 11.4% | 215 | 11.5% | 236 | 11.6% |
| 35 - 44 | 237 | 13.0% | 240 | 12.9% | 248 | 12.2% |
| 45 - 54 | 300 | 16.4% | 302 | 16.2% | 299 | 14.7% |
| 55 - 64 | 249 | 13.6% | 258 | 13.8% | 299 | 14.7% |
| 65 - 74 | 137 | 7.5% | 143 | 7.7% | 190 | 9.4% |
| 75 - 84 | 58 | 3.2% | 58 | 3.1% | 66 | 3.3% |
| 85+ | 19 | 1.0% | 19 | 1.0% | 22 | 1.1% |

| Race and Ethnicity | | | | | | |
|----------------------------|-------|-------|-------|-------|-------|-------|
| White Alone | 1,009 | 55.2% | 1,024 | 54.9% | 1,083 | 53.4% |
| Black Alone | 782 | 42.8% | 802 | 43.0% | 897 | 44.2% |
| American Indian Alone | 1 | 0.1% | 1 | 0.1% | 1 | 0.0% |
| Asian Alone | 4 | 0.2% | 4 | 0.2% | 5 | 0.2% |
| Pacific Islander Alone | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Some Other Race Alone | 20 | 1.1% | 21 | 1.1% | 28 | 1.4% |
| Two or More Races | 13 | 0.7% | 13 | 0.7% | 16 | 0.8% |
| Hispanic Origin (Any Race) | 50 | 2.7% | 54 | 2.9% | 69 | 3.4% |


Race and Ethnicity



Population by Age



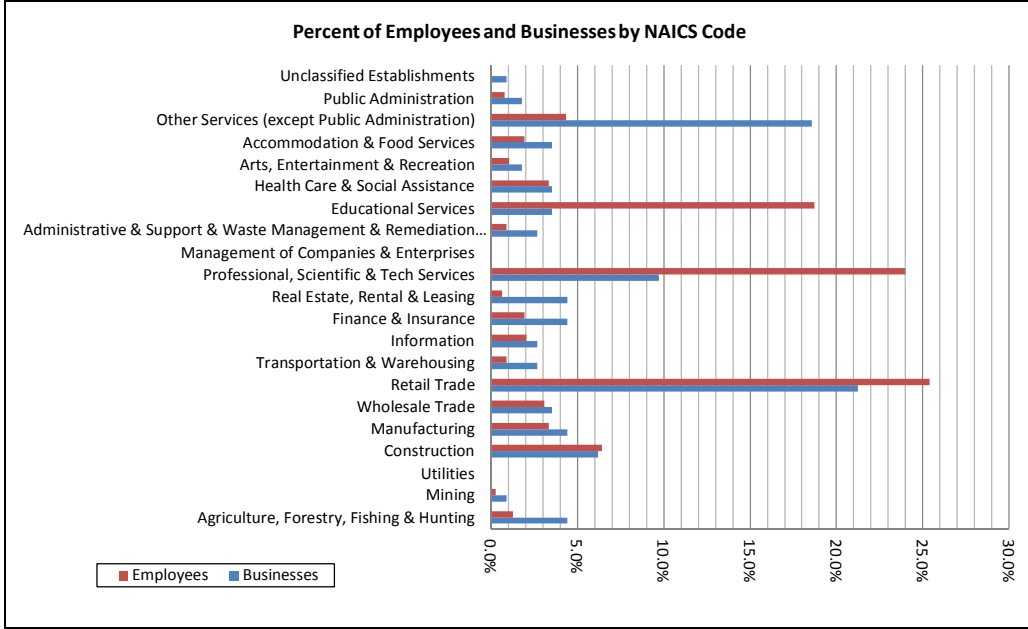
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Business Summary by NAICS Codes

Flora, Madison County, Mississippi

| Total Businesses | 113 | | | |
|--|------------|---------------|------------|---------------|
| Total Employees | 780 | | | |
| Total Residential Population | 1,662 | | | |
| Employee/Residential Population Ratio | 0.47 | | | |
| NAICS Codes | Businesses | | Employees | |
| | Number | Percent | Number | Percent |
| Agriculture, Forestry, Fishing & Hunting | 5 | 4.4% | 10 | 1.3% |
| Mining | 1 | 0.9% | 2 | 0.3% |
| Utilities | 0 | 0.0% | 0 | 0.0% |
| Construction | 7 | 6.2% | 50 | 6.4% |
| Manufacturing | 5 | 4.4% | 26 | 3.3% |
| Wholesale Trade | 4 | 3.5% | 24 | 3.1% |
| Retail Trade | 24 | 21.2% | 198 | 25.4% |
| Motor Vehicle & Parts Dealers | 2 | 1.8% | 3 | 0.4% |
| Furniture & Home Furnishings Stores | 0 | 0.0% | 0 | 0.0% |
| Electronics & Appliance Stores | 1 | 0.9% | 2 | 0.3% |
| Bldg Material & Garden Equipment & Supplies Dealers | 2 | 1.8% | 2 | 0.3% |
| Food & Beverage Stores | 5 | 4.4% | 46 | 5.9% |
| Health & Personal Care Stores | 1 | 0.9% | 0 | 0.0% |
| Gasoline Stations | 2 | 1.8% | 16 | 2.1% |
| Clothing & Clothing Accessories Stores | 2 | 1.8% | 1 | 0.1% |
| Sport Goods, Hobby, Book, & Music Stores | 3 | 2.7% | 113 | 14.5% |
| General Merchandise Stores | 1 | 0.9% | 11 | 1.4% |
| Miscellaneous Store Retailers | 4 | 3.5% | 4 | 0.5% |
| Nonstore Retailers | 0 | 0.0% | 0 | 0.0% |
| Transportation & Warehousing | 3 | 2.7% | 7 | 0.9% |
| Information | 3 | 2.7% | 16 | 2.1% |
| Finance & Insurance | 5 | 4.4% | 15 | 1.9% |
| Central Bank/Credit Intermediation & Related Activities | 2 | 1.8% | 12 | 1.5% |
| Securities, Commodity Contracts & Other Financial Investments & Other Related Activities | 0 | 0.0% | 0 | 0.0% |
| Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles | 4 | 3.5% | 3 | 0.4% |
| Real Estate, Rental & Leasing | 5 | 4.4% | 5 | 0.6% |
| Professional, Scientific & Tech Services | 11 | 9.7% | 187 | 24.0% |
| Legal Services | 2 | 1.8% | 2 | 0.3% |
| Management of Companies & Enterprises | 0 | 0.0% | 0 | 0.0% |
| Administrative & Support & Waste Management & Remediation Services | 3 | 2.7% | 7 | 0.9% |
| Educational Services | 4 | 3.5% | 146 | 18.7% |
| Health Care & Social Assistance | 4 | 3.5% | 26 | 3.3% |
| Arts, Entertainment & Recreation | 2 | 1.8% | 8 | 1.0% |
| Accommodation & Food Services | 4 | 3.5% | 15 | 1.9% |
| Accommodation | 0 | 0.0% | 0 | 0.0% |
| Food Services & Drinking Places | 4 | 3.5% | 15 | 1.9% |
| Other Services (except Public Administration) | 21 | 18.6% | 34 | 4.4% |
| Automotive Repair & Maintenance | 1 | 0.9% | 4 | 0.5% |
| Public Administration | 2 | 1.8% | 6 | 0.8% |
| Unclassified Establishments | 1 | 0.9% | 0 | 0.0% |
| Total | 113 | 100.0% | 780 | 100.0% |



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

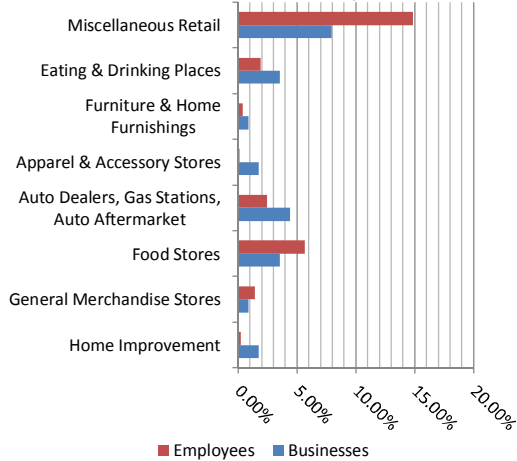


Business Summary by SIC Codes

Flora, Madison County, Mississippi

| Total Businesses | 113 | | | |
|--|------------|---------|------------|---------|
| Total Employees | 780 | | | |
| Total Residential Population | 1,662 | | | |
| Employee/Residential Population Ratio | 0.47 | | | |
| SIC Codes | Businesses | | Employees | |
| | Number | Percent | Number | Percent |
| Agriculture & Mining | 10 | 8.85% | 15 | 1.92% |
| Construction | 7 | 6.19% | 50 | 6.41% |
| Manufacturing | 5 | 4.42% | 26 | 3.33% |
| Transportation | 3 | 2.65% | 8 | 1.03% |
| Communication | 2 | 1.77% | 13 | 1.67% |
| Utility | 0 | 0.00% | 0 | 0.00% |
| Wholesale Trade | 4 | 3.54% | 24 | 3.08% |
| Retail Trade Summary | 28 | 24.78% | 213 | 27.31% |
| Home Improvement | 2 | 1.77% | 2 | 0.26% |
| General Merchandise Stores | 1 | 0.88% | 11 | 1.41% |
| Food Stores | 4 | 3.54% | 44 | 5.64% |
| Auto Dealers, Gas Stations, Auto Aftermarket | 5 | 4.42% | 19 | 2.44% |
| Apparel & Accessory Stores | 2 | 1.77% | 1 | 0.13% |
| Furniture & Home Furnishings | 1 | 0.88% | 3 | 0.38% |
| Eating & Drinking Places | 4 | 3.54% | 15 | 1.92% |
| Miscellaneous Retail | 9 | 7.96% | 116 | 14.87% |
| Finance, Insurance, Real Estate Summary | 9 | 7.96% | 18 | 2.31% |
| Banks, Savings & Lending Institutions | 2 | 1.77% | 12 | 1.54% |
| Securities Brokers | 0 | 0.00% | 0 | 0.00% |
| Insurance Carriers & Agents | 4 | 3.54% | 3 | 0.38% |
| Real Estate, Holding, Other Investment Offices | 3 | 2.65% | 3 | 0.38% |
| Services Summary | 43 | 38.05% | 408 | 52.31% |
| Hotels & Lodging | 0 | 0.00% | 0 | 0.00% |
| Automotive Services | 2 | 1.77% | 4 | 0.51% |
| Motion Pictures & Amusements | 2 | 1.77% | 7 | 0.90% |
| Health Services | 2 | 1.77% | 8 | 1.03% |
| Legal Services | 2 | 1.77% | 2 | 0.26% |
| Education Institutions & Libraries | 4 | 3.54% | 148 | 18.97% |
| Other Services | 32 | 28.32% | 238 | 30.51% |
| Government | 2 | 1.77% | 6 | 0.77% |
| Other | 1 | 0.88% | 0 | 0.00% |
| Total | 113 | | 780 | |

Retail Trade Summary



Finance, Insurance, Real Estate Summary



Services Summary

