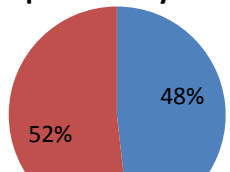




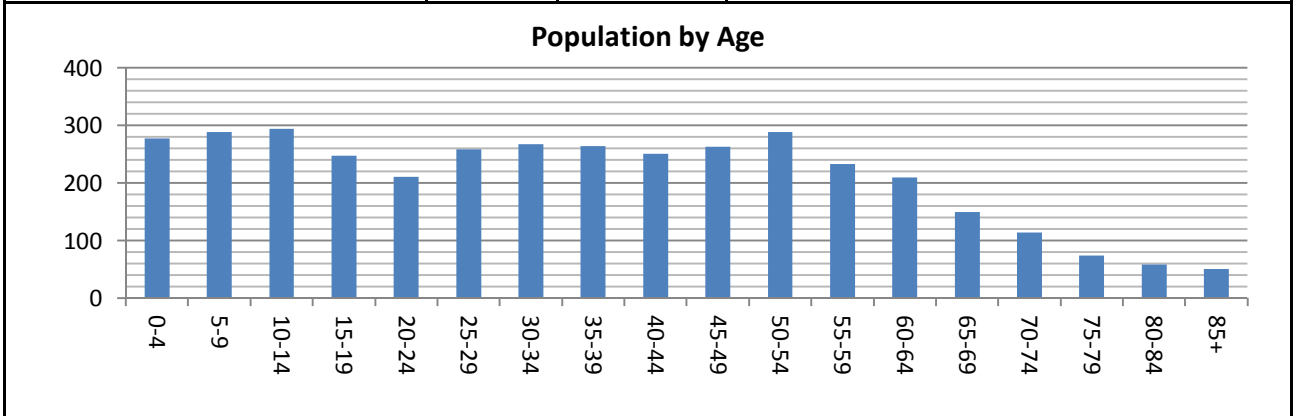
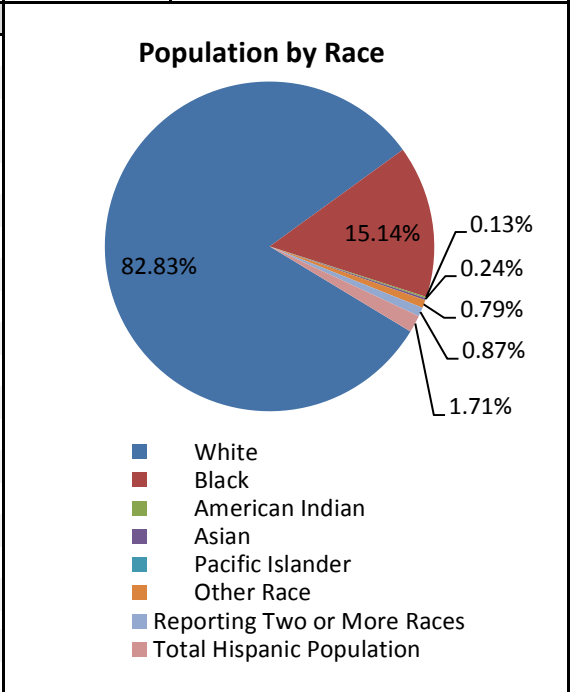
Population Summary

Florence, Rankin County, Mississippi

Population by Race	Number	Percent	Median Age	Total Population	
Reporting One Race	3,765	99.13%	---	2000	3,154
White	3,146	82.83%	45.2	2010	3,798
Black	575	15.14%	29.7	Annual Rate (%) 1.88	
American Indian	5	0.13%	32.9	<div style="text-align: center;"> Population by Sex  <p>■ Male ■ Female</p> </div>	
Asian	9	0.24%	29.9		
Pacific Islander	0	0.00%	27.5		
Other Race	30	0.79%	25.5		
Reporting Two or More Races	33	0.87%	20.0		
Total Hispanic Population	65	1.71%	25.9		

Population by Sex			
Male	1,833	48.3%	31.5
Female	1,965	51.7%	34.7

Population by Age		
0-4	277	7.29%
5-9	288	7.58%
10-14	294	7.74%
15-19	247	6.50%
20-24	211	5.56%
25-29	258	6.79%
30-34	267	7.03%
35-39	264	6.95%
40-44	251	6.61%
45-49	263	6.92%
50-54	289	7.61%
55-59	233	6.13%
60-64	210	5.53%
65-69	149	3.92%
70-74	114	3.00%
75-79	74	1.95%
80-84	58	1.53%
85+	51	1.34%
18+	2,779	73.17%
65+	446	11.74%



Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

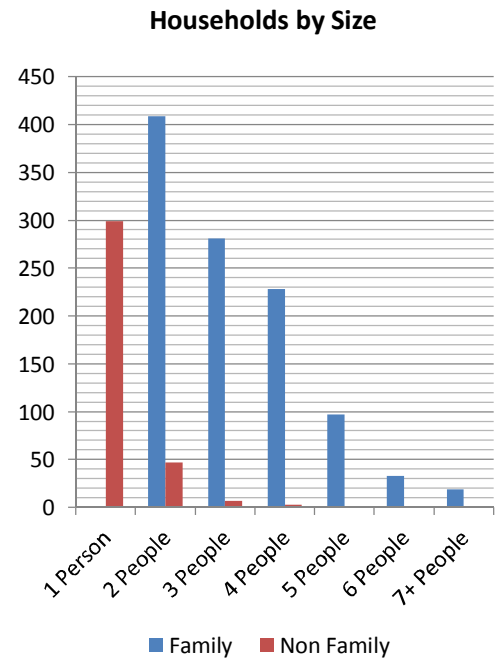
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Household Summary

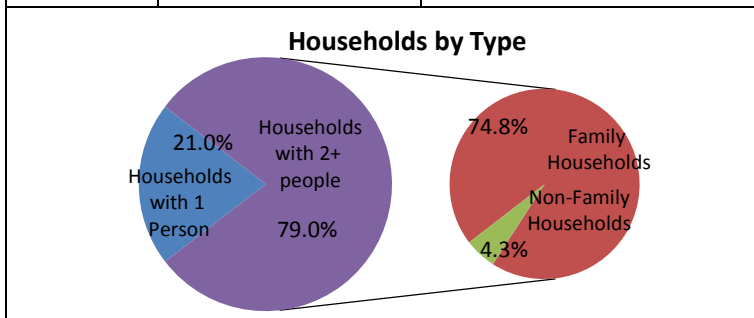
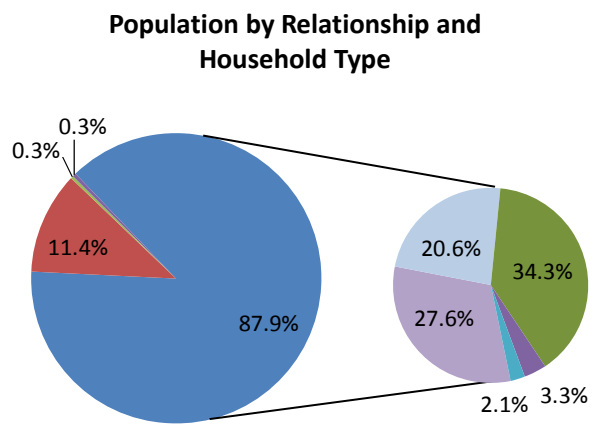
Florence, Rankin County, Mississippi

Households by Type	Number	Percent	Total Households	
Households with 1 Person	299	21.0%	2000	1,170
Households with 2+ People	1,128	79.0%	2010	1,427
Family Households	1,067	74.8%	Annual Rate (%)	2.01%
Husband-wife Families	796	55.8%	Average Size	2.64
With Own Children	361	25.3%		
Other Family (No Spouse Present)	272	19.1%		
With Own Children	147	10.3%		
Nonfamily Households	61	4.3%		
All Households with Children	580	40.6%		
Multigenerational Households	76	5.3%		
Unmarried Partner Households	84	5.9%		
Male-female	75	5.3%		
Same-sex	9	0.6%		



Population by Relationship and Household Type		
Total	3,798	100.0%
In Households	3,773	99.3%
In Family Households	3,340	87.9%
Householder	1,049	27.6%
Spouse	784	20.6%
Child	1,301	34.3%
Other relative	124	3.3%
Nonrelative	80	2.1%
In Nonfamily Households	433	11.4%
In Group Quarters	25	0.7%
Institutionalized Population	12	0.3%
Noninstitutionalized	13	0.3%

	Family		Non Family	
	Number	Percent	Number	Percent
Total	1,067	100.0%	358	100.0%
1 Person	---		299	83.5%
2 People	409	38.3%	47	13.1%
3 People	281	26.3%	7	2.0%
4 People	228	21.4%	3	0.8%
5 People	97	9.1%	1	0.3%
6 People	33	3.1%	1	0.3%
7+ People	19	1.8%	0	0.0%
Average Size	3.06		1.20	



In Family Households

- 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.

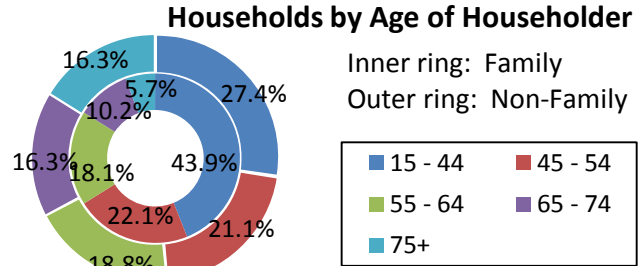
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Householder Summary

Florence, Rankin County, Mississippi

	Family		Non-Family	
	Number	Percent	Number	Percent
Total	1,067	100.0%	361	100.0%
15 - 44	468	43.9%	99	27.4%
45 - 54	236	22.1%	76	21.1%
55 - 64	193	18.1%	68	18.8%
65 - 74	109	10.2%	59	16.3%
75+	61	5.7%	59	16.3%



Householder is:	Total Households		Husband-Wife Families		Other Families (No Spouse)		Non-Family	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total	1,427	100.0%	795	100.0%	271	100.0%	360	100.0%
White	1,189	83.3%	697	87.7%	196	72.3%	296	82.2%
Black	215	15.1%	89	11.2%	69	25.5%	57	15.8%
American Indian	3	0.2%	1	0.1%	0	0.0%	1	0.3%
Asian	3	0.2%	1	0.1%	0	0.0%	2	0.6%
Pacific Islander	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Some Other Race	9	0.6%	4	0.5%	3	1.1%	2	0.6%
Two or More Races	8	0.6%	3	0.4%	3	1.1%	2	0.6%
Hispanic	19	1.3%	10	1.3%	4	1.5%	4	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.

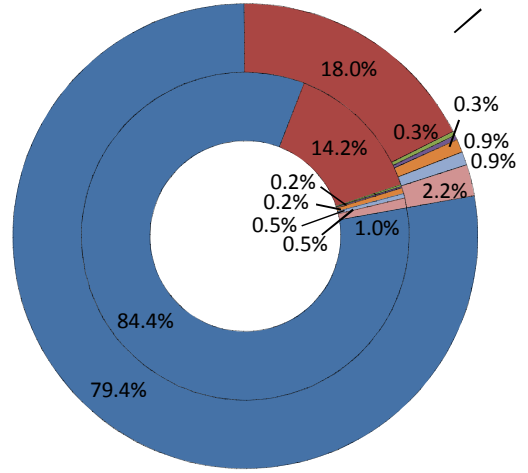


Housing Unit Summary

Florence, Rankin County, Mississippi

Total Housing Units					
2000			1,260		
2010			1,528		
Annual Rate (%)			1.95		
Total Housing Units by Occupancy		Number	Percent		
Occupied Housing Units		1,427	93.4%		
Vacant Housing Units					
For Rent		29	1.90%		
Rented, not Occupied		1	0.07%		
For Sale Only		16	1.05%		
Sold, not Occupied		3	0.20%		
For Seasonal/Recreational/Occasional Use		11	0.72%		
For Migrant Workers		0	0.00%		
Other Vacant		43	2.81%		
Total Vacancy Rate (%)			6.7%		
Households by Tenure and Mortgage Status		Number	Percent	Average Household Size	
Total		1,427	100.0%		
Owner Occupied		1,111	77.9%	2.67	
Owned with a Mortgage/Loan		762	53.4%		
Owned Free and Clear		349	24.5%		
Renter Occupied		316	22.1%	2.56	
Housing Units by Race of Householder		Owner Occupied		Renter Occupied	
	Number	Percent	Number	Percent	
Total	1,111	100.0%	316	100.0%	Average Household Size
White	938	84.4%	251	79.4%	2.63
Black	158	14.2%	57	18.0%	2.67
American Indian	2	0.2%	1	0.3%	2.33
Asian	2	0.2%	1	0.3%	2.00
Pacific Islander	0	0.0%	0	0.0%	0.00
Some Other Race	6	0.5%	3	0.9%	3.33
Two or More Races	5	0.5%	3	0.9%	3.25
Hispanic	11	1.0%	7	2.2%	3.21

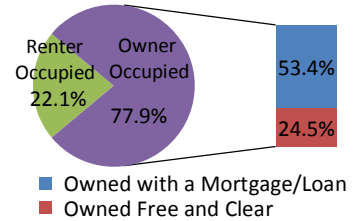
Housing Units by Race of Householder



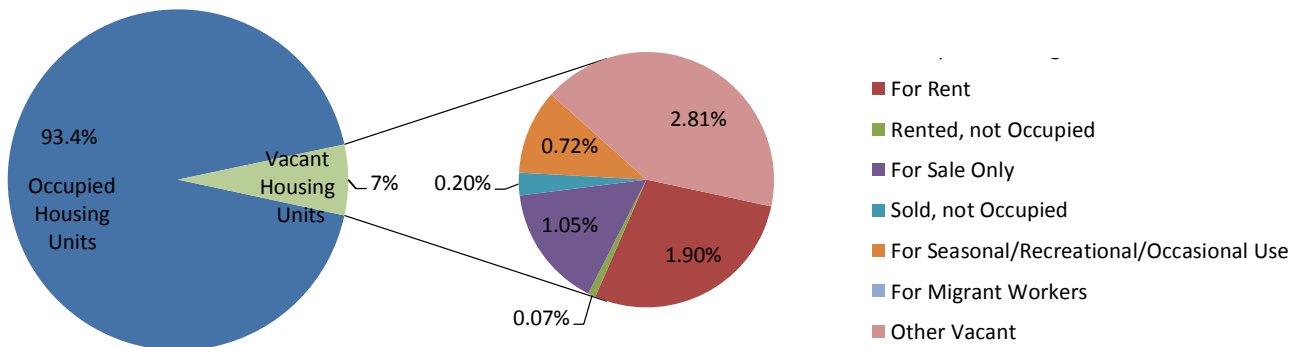
Inner ring: Owner Occupied
Outer ring: Renter Occupied

- 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



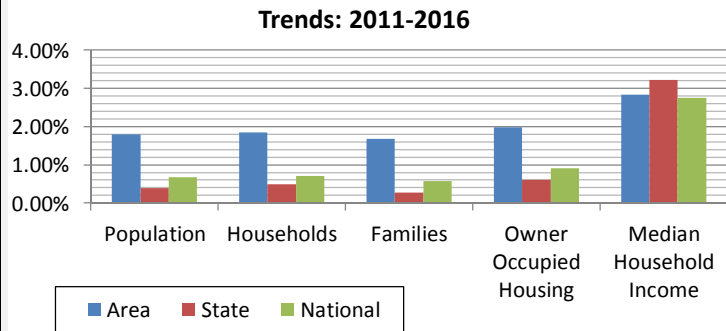
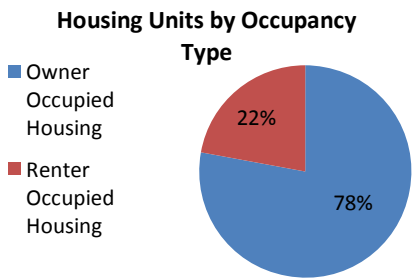
Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



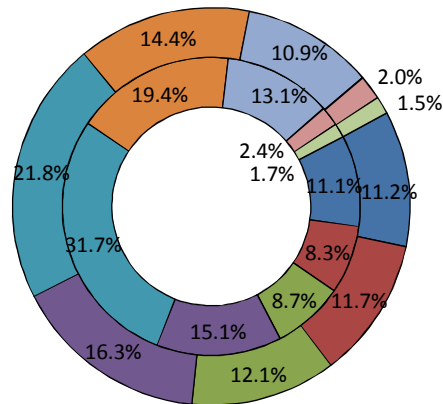
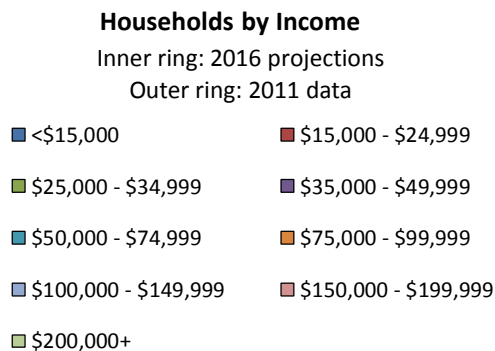
Demographic and Income Projections

Florence, Rankin County, Mississippi

Summary	2010	2011	2016	Trends 2011-2016 Rate		
				Area	State	National
Population	3,798	3,868	4,229	1.80%	0.39%	0.67%
Households	1,427	1,453	1,592	1.84%	0.49%	0.71%
Families	1,067	1,087	1,181	1.67%	0.27%	0.57%
Average Household	2.64	2.64	2.64	-	-	-
Owner Occupied Housing	1,111	1,124	1,240	1.98%	0.60%	0.91%
Renter Occupied Housing	316	329	352	-	-	-
Median Age	36.1	36.2	36.5	-	-	-
Median Household Income	-	\$49,604	\$57,058	2.84%	3.22%	2.75%



Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	160	11.2%	158	11.1%
\$15,000 - \$24,999	167	11.7%	118	8.3%
\$25,000 - \$34,999	172	12.1%	124	8.7%
\$35,000 - \$49,999	232	16.3%	216	15.1%
\$50,000 - \$74,999	311	21.8%	453	31.7%
\$75,000 - \$99,999	205	14.4%	277	19.4%
\$100,000 - \$149,999	156	10.9%	187	13.1%
\$150,000 - \$199,999	29	2.0%	34	2.4%
\$200,000+	21	1.5%	24	1.7%
Median Household Income	\$49,604		\$57,058	
Average Household Income	\$60,080		\$67,072	
Per Capita Income	\$22,400		\$25,071	



Data Note: Income is expressed in current dollars.

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



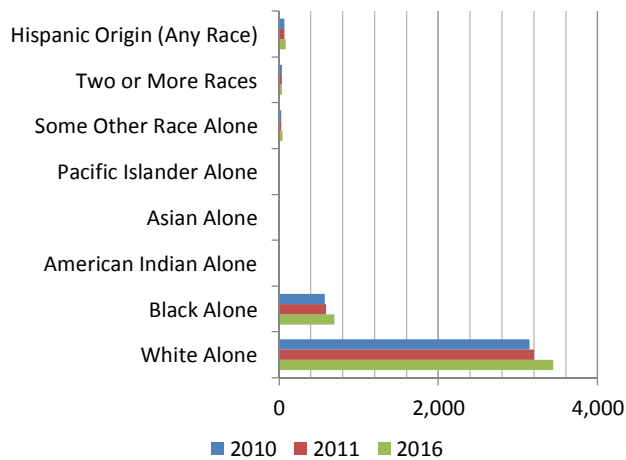
Population Summary and Projections

Florence, Rankin County, Mississippi

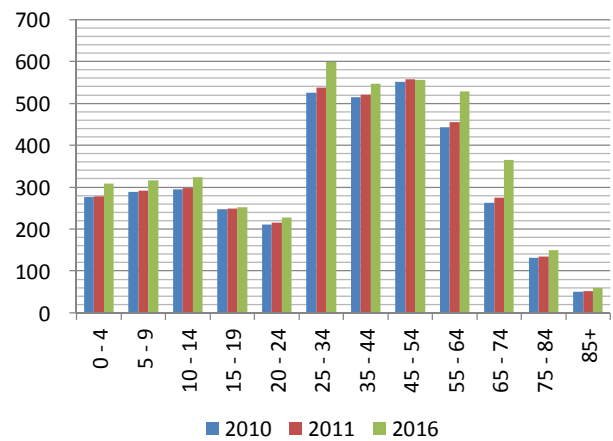
Population	2010		2011		2016	
	3,798		3,868		4,229	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	277	7.3%	278	7.2%	308	7.3%
5 - 9	288	7.6%	292	7.5%	316	7.5%
10 - 14	294	7.7%	298	7.7%	323	7.6%
15 - 19	247	6.5%	249	6.4%	252	6.0%
20 - 24	211	5.6%	216	5.6%	228	5.4%
25 - 34	525	13.8%	538	13.9%	599	14.2%
35 - 44	515	13.6%	521	13.5%	546	12.9%
45 - 54	552	14.5%	558	14.4%	556	13.1%
55 - 64	443	11.7%	455	11.8%	528	12.5%
65 - 74	263	6.9%	275	7.1%	365	8.6%
75 - 84	132	3.5%	134	3.5%	149	3.5%
85+	51	1.3%	52	1.3%	60	1.4%

Race and Ethnicity						
White Alone	3,146	82.8%	3,200	82.7%	3,442	81.4%
Black Alone	575	15.1%	589	15.2%	691	16.3%
American Indian Alone	5	0.1%	5	0.1%	7	0.2%
Asian Alone	9	0.2%	9	0.2%	11	0.3%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	30	0.8%	32	0.8%	41	1.0%
Two or More Races	33	0.9%	33	0.9%	37	0.9%
Hispanic Origin (Any Race)	65	1.7%	69	1.8%	88	2.1%


Race and Ethnicity



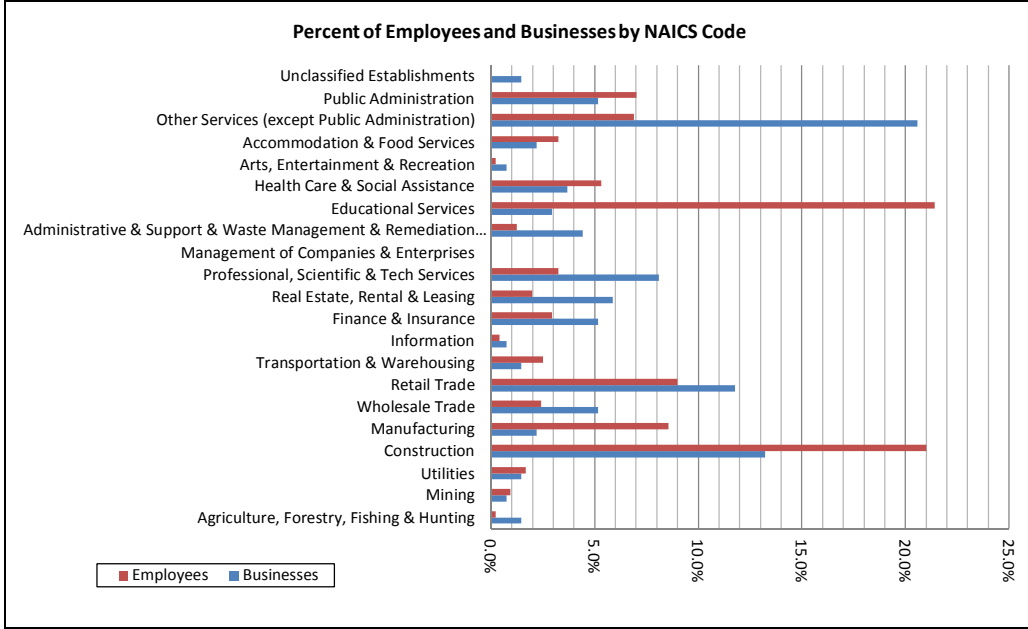
Population by Age



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

	<h2 style="margin: 0;">Business Summary by NAICS Codes</h2> <h3 style="margin: 0;">Florence, Rankin County, Mississippi</h3>
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Total Businesses	136			
Total Employees	957			
Total Residential Population	3,420			
Employee/Residential Population Ratio	0.28			
NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	1.5%	2	0.2%
Mining	1	0.7%	9	0.9%
Utilities	2	1.5%	16	1.7%
Construction	18	13.2%	201	21.0%
Manufacturing	3	2.2%	82	8.6%
Wholesale Trade	7	5.1%	23	2.4%
Retail Trade	16	11.8%	86	9.0%
Motor Vehicle & Parts Dealers	2	1.5%	4	0.4%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	3	2.2%	15	1.6%
Food & Beverage Stores	3	2.2%	32	3.3%
Health & Personal Care Stores	1	0.7%	6	0.6%
Gasoline Stations	2	1.5%	20	2.1%
Clothing & Clothing Accessories Stores	2	1.5%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	1	0.7%	4	0.4%
General Merchandise Stores	1	0.7%	2	0.2%
Miscellaneous Store Retailers	2	1.5%	3	0.3%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	2	1.5%	24	2.5%
Information	1	0.7%	4	0.4%
Finance & Insurance	7	5.1%	28	2.9%
Central Bank/Credit Intermediation & Related Activities	3	2.2%	6	0.6%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	1	0.7%	2	0.2%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	3	2.2%	20	2.1%
Real Estate, Rental & Leasing	8	5.9%	19	2.0%
Professional, Scientific & Tech Services	11	8.1%	31	3.2%
Legal Services	3	2.2%	15	1.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	6	4.4%	12	1.3%
Educational Services	4	2.9%	205	21.4%
Health Care & Social Assistance	5	3.7%	51	5.3%
Arts, Entertainment & Recreation	1	0.7%	2	0.2%
Accommodation & Food Services	3	2.2%	31	3.2%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	3	2.2%	31	3.2%
Other Services (except Public Administration)	28	20.6%	66	6.9%
Automotive Repair & Maintenance	4	2.9%	15	1.6%
Public Administration	7	5.1%	67	7.0%
Unclassified Establishments	2	1.5%	0	0.0%
Total	136	100.0%	957	100.0%



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



Business Summary by SIC Codes

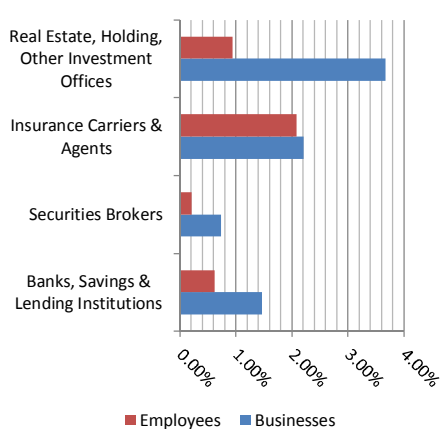
Florence, Rankin County, Mississippi

Total Businesses	136			
Total Employees	957			
Total Residential Population	3,420			
Employee/Residential Population Ratio	0.28			
SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	5	3.68%	17	1.78%
Construction	18	13.24%	199	20.79%
Manufacturing	4	2.94%	82	8.57%
Transportation	4	2.94%	27	2.82%
Communication	0	0.00%	0	0.00%
Utility	4	2.94%	20	2.09%
Wholesale Trade	7	5.15%	23	2.40%
Retail Trade Summary	20	14.71%	117	12.23%
Home Improvement	3	2.21%	15	1.57%
General Merchandise Stores	1	0.74%	2	0.21%
Food Stores	3	2.21%	32	3.34%
Auto Dealers, Gas Stations, Auto Aftermarket	4	2.94%	24	2.51%
Apparel & Accessory Stores	2	1.47%	0	0.00%
Furniture & Home Furnishings	0	0.00%	0	0.00%
Eating & Drinking Places	3	2.21%	31	3.24%
Miscellaneous Retail	4	2.94%	12	1.25%
Finance, Insurance, Real Estate Summary	11	8.09%	37	3.87%
Banks, Savings & Lending Institutions	2	1.47%	6	0.63%
Securities Brokers	1	0.74%	2	0.21%
Insurance Carriers & Agents	3	2.21%	20	2.09%
Real Estate, Holding, Other Investment Offices	5	3.68%	9	0.94%
Services Summary	53	38.97%	367	38.35%
Hotels & Lodging	0	0.00%	0	0.00%
Automotive Services	4	2.94%	15	1.57%
Motion Pictures & Amusements	1	0.74%	2	0.21%
Health Services	2	1.47%	12	1.25%
Legal Services	3	2.21%	13	1.36%
Education Institutions & Libraries	4	2.94%	207	21.63%
Other Services	39	28.68%	118	12.33%
Government	7	5.15%	67	7.00%
Other	2	1.47%	0	0.00%
Total	136		957	

Retail Trade Summary



Finance, Insurance, Real Estate Summary



Services Summary

