



Community Profile

Rings: 1, 3, 5 mile radii

5719 MS-25, Flowood, MS 39232, USA

Latitude: 32.3517

Longitude: -90.03016

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	969	19,767	35,717
2010 Total Population	1,392	28,199	47,952
2018 Total Population	2,405	31,608	52,623
2018 Group Quarters	0	47	446
2023 Total Population	2,641	33,773	55,818
2018-2023 Annual Rate	1.89%	1.33%	1.19%
2018 Total Daytime Population	2,667	23,648	50,791
Workers	1,624	9,433	26,733
Residents	1,043	14,215	24,058
Household Summary			
2000 Households	360	7,664	13,915
2000 Average Household Size	2.68	2.57	2.54
2010 Households	566	11,585	19,478
2010 Average Household Size	2.46	2.43	2.44
2018 Households	960	12,912	21,301
2018 Average Household Size	2.51	2.44	2.45
2023 Households	1,055	13,768	22,564
2023 Average Household Size	2.50	2.45	2.45
2018-2023 Annual Rate	1.91%	1.29%	1.16%
2010 Families	411	7,941	13,466
2010 Average Family Size	2.88	2.94	2.95
2018 Families	703	8,738	14,517
2018 Average Family Size	2.92	2.97	2.98
2023 Families	769	9,271	15,297
2023 Average Family Size	2.92	2.98	2.99
2018-2023 Annual Rate	1.81%	1.19%	1.05%
Housing Unit Summary			
2000 Housing Units	404	8,270	14,829
Owner Occupied Housing Units	75.5%	71.1%	73.5%
Renter Occupied Housing Units	13.6%	21.6%	20.3%
Vacant Housing Units	10.9%	7.3%	6.2%
2010 Housing Units	640	12,278	20,666
Owner Occupied Housing Units	70.8%	74.8%	72.5%
Renter Occupied Housing Units	17.7%	19.6%	21.7%
Vacant Housing Units	11.6%	5.6%	5.7%
2018 Housing Units	1,028	13,636	22,563
Owner Occupied Housing Units	78.4%	77.5%	74.6%
Renter Occupied Housing Units	15.0%	17.2%	19.8%
Vacant Housing Units	6.6%	5.3%	5.6%
2023 Housing Units	1,131	14,557	23,945
Owner Occupied Housing Units	79.2%	78.2%	75.2%
Renter Occupied Housing Units	14.1%	16.4%	19.1%
Vacant Housing Units	6.7%	5.4%	5.8%
Median Household Income			
2018	\$80,306	\$77,004	\$76,385
2023	\$87,535	\$82,131	\$81,237
Median Home Value			
2018	\$218,037	\$198,760	\$198,438
2023	\$221,046	\$206,518	\$204,881
Per Capita Income			
2018	\$39,134	\$38,697	\$37,913
2023	\$43,134	\$42,154	\$41,265
Median Age			
2010	35.9	35.7	37.1
2018	39.0	37.5	38.6
2023	40.2	38.4	39.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	960	12,912	21,301
<\$15,000	4.7%	4.0%	4.5%
\$15,000 - \$24,999	4.4%	4.9%	5.9%
\$25,000 - \$34,999	4.3%	5.6%	6.4%
\$35,000 - \$49,999	13.5%	12.9%	13.0%
\$50,000 - \$74,999	18.9%	20.5%	18.8%
\$75,000 - \$99,999	15.8%	18.4%	18.1%
\$100,000 - \$149,999	20.3%	20.0%	19.5%
\$150,000 - \$199,999	10.1%	7.6%	7.9%
\$200,000+	8.0%	6.1%	5.9%
Average Household Income	\$102,145	\$94,753	\$93,254
2023 Households by Income			
Household Income Base	1,055	13,768	22,564
<\$15,000	3.8%	3.4%	3.7%
\$15,000 - \$24,999	3.5%	3.9%	4.7%
\$25,000 - \$34,999	3.4%	4.6%	5.3%
\$35,000 - \$49,999	12.0%	11.5%	11.7%
\$50,000 - \$74,999	17.9%	19.7%	18.5%
\$75,000 - \$99,999	16.1%	19.1%	19.0%
\$100,000 - \$149,999	23.2%	23.0%	22.4%
\$150,000 - \$199,999	11.2%	8.3%	8.5%
\$200,000+	8.7%	6.4%	6.2%
Average Household Income	\$112,563	\$103,464	\$101,707
2018 Owner Occupied Housing Units by Value			
Total	806	10,562	16,829
<\$50,000	7.1%	4.1%	4.5%
\$50,000 - \$99,999	2.5%	3.5%	4.8%
\$100,000 - \$149,999	8.3%	12.5%	13.7%
\$150,000 - \$199,999	22.3%	30.7%	28.0%
\$200,000 - \$249,999	27.2%	21.5%	19.0%
\$250,000 - \$299,999	12.9%	15.4%	14.1%
\$300,000 - \$399,999	9.1%	6.0%	8.1%
\$400,000 - \$499,999	3.0%	3.5%	4.4%
\$500,000 - \$749,999	4.5%	1.8%	2.3%
\$750,000 - \$999,999	2.4%	0.7%	0.8%
\$1,000,000 - \$1,499,999	0.4%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.5%	0.1%	0.1%
Average Home Value	\$259,181	\$223,031	\$228,145
2023 Owner Occupied Housing Units by Value			
Total	896	11,381	18,001
<\$50,000	9.3%	5.0%	5.4%
\$50,000 - \$99,999	2.8%	3.6%	5.4%
\$100,000 - \$149,999	9.4%	11.9%	13.4%
\$150,000 - \$199,999	19.3%	26.7%	24.0%
\$200,000 - \$249,999	21.9%	21.3%	17.8%
\$250,000 - \$299,999	13.1%	15.4%	13.9%
\$300,000 - \$399,999	12.1%	8.1%	10.1%
\$400,000 - \$499,999	4.1%	4.9%	6.1%
\$500,000 - \$749,999	5.4%	2.2%	2.8%
\$750,000 - \$999,999	1.9%	0.6%	0.7%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.4%	0.1%	0.1%
Average Home Value	\$260,419	\$229,640	\$234,108

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	1,393	28,202	47,953
0 - 4	7.1%	7.3%	6.8%
5 - 9	6.5%	6.8%	6.7%
10 - 14	6.5%	6.4%	6.6%
15 - 24	11.1%	10.3%	10.8%
25 - 34	17.5%	18.2%	16.0%
35 - 44	13.7%	14.8%	14.2%
45 - 54	13.3%	13.7%	13.8%
55 - 64	12.8%	11.8%	12.7%
65 - 74	6.5%	6.3%	7.1%
75 - 84	3.8%	3.3%	3.9%
85 +	1.1%	1.2%	1.5%
18 +	76.4%	76.0%	76.3%
2018 Population by Age			
Total	2,406	31,609	52,625
0 - 4	6.1%	6.6%	6.1%
5 - 9	6.0%	6.5%	6.3%
10 - 14	6.2%	6.3%	6.4%
15 - 24	10.1%	10.0%	10.9%
25 - 34	15.6%	16.4%	15.0%
35 - 44	14.0%	15.2%	13.9%
45 - 54	12.3%	12.6%	12.7%
55 - 64	13.5%	12.1%	12.5%
65 - 74	10.4%	8.9%	9.9%
75 - 84	4.4%	4.0%	4.6%
85 +	1.4%	1.4%	1.8%
18 +	78.3%	77.3%	77.8%
2023 Population by Age			
Total	2,641	33,774	55,818
0 - 4	6.0%	6.5%	6.1%
5 - 9	5.9%	6.3%	6.0%
10 - 14	6.2%	6.3%	6.3%
15 - 24	9.4%	9.8%	10.6%
25 - 34	13.8%	15.8%	14.6%
35 - 44	15.9%	15.3%	14.1%
45 - 54	12.1%	12.5%	12.5%
55 - 64	11.9%	11.4%	11.7%
65 - 74	11.5%	9.6%	10.6%
75 - 84	5.6%	5.0%	5.7%
85 +	1.6%	1.5%	1.9%
18 +	78.4%	77.5%	78.2%
2010 Population by Sex			
Males	665	13,447	22,748
Females	727	14,752	25,204
2018 Population by Sex			
Males	1,143	15,137	25,046
Females	1,262	16,471	27,577
2023 Population by Sex			
Males	1,255	16,235	26,667
Females	1,386	17,538	29,151

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	1,392	28,200	47,951
White Alone	78.4%	84.1%	82.7%
Black Alone	17.3%	11.4%	13.5%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	2.4%	2.5%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.8%	0.7%
Two or More Races	1.0%	1.1%	1.0%
Hispanic Origin	2.0%	2.2%	1.9%
Diversity Index	38.1	31.0	32.3
2018 Population by Race/Ethnicity			
Total	2,405	31,608	52,623
White Alone	76.1%	82.0%	80.7%
Black Alone	19.3%	12.8%	14.9%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	2.3%	2.9%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.8%	0.7%
Two or More Races	1.3%	1.4%	1.3%
Hispanic Origin	2.0%	2.2%	1.9%
Diversity Index	40.6	34.0	35.1
2023 Population by Race/Ethnicity			
Total	2,640	33,773	55,818
White Alone	76.2%	81.9%	80.6%
Black Alone	19.3%	12.8%	15.0%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	2.3%	2.9%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.8%	0.7%
Two or More Races	1.3%	1.4%	1.3%
Hispanic Origin	2.0%	2.2%	1.9%
Diversity Index	40.6	34.1	35.2
2010 Population by Relationship and Household Type			
Total	1,392	28,199	47,952
In Households	100.0%	99.8%	99.1%
In Family Households	86.5%	84.2%	84.1%
Householder	28.7%	28.1%	28.0%
Spouse	23.0%	22.7%	22.6%
Child	30.5%	29.5%	29.6%
Other relative	2.9%	2.6%	2.6%
Nonrelative	1.4%	1.3%	1.3%
In Nonfamily Households	13.5%	15.7%	15.0%
In Group Quarters	0.0%	0.2%	0.9%
Institutionalized Population	0.0%	0.2%	0.9%
Noninstitutionalized Population	0.0%	0.0%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	1,724	22,298	37,007
Less than 9th Grade	1.9%	0.9%	1.0%
9th - 12th Grade, No Diploma	3.7%	2.7%	3.1%
High School Graduate	12.8%	14.6%	15.2%
GED/Alternative Credential	4.1%	2.8%	2.8%
Some College, No Degree	20.7%	19.6%	21.3%
Associate Degree	8.1%	10.0%	9.9%
Bachelor's Degree	28.5%	29.8%	28.2%
Graduate/Professional Degree	20.3%	19.6%	18.4%
2018 Population 15+ by Marital Status			
Total	1,966	25,470	42,739
Never Married	20.7%	23.4%	24.4%
Married	64.9%	59.7%	59.0%
Widowed	5.0%	5.5%	6.0%
Divorced	9.5%	11.4%	10.6%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	98.3%	98.3%	97.8%
Civilian Unemployed (Unemployment Rate)	1.7%	1.7%	2.2%
2018 Employed Population 16+ by Industry			
Total	1,384	17,724	29,045
Agriculture/Mining	0.2%	0.5%	0.6%
Construction	6.9%	4.6%	4.2%
Manufacturing	7.9%	6.1%	6.3%
Wholesale Trade	5.6%	4.3%	4.0%
Retail Trade	9.3%	7.9%	8.2%
Transportation/Utilities	8.6%	5.1%	4.8%
Information	1.6%	2.0%	2.5%
Finance/Insurance/Real Estate	8.7%	10.1%	10.6%
Services	46.4%	51.7%	51.3%
Public Administration	4.8%	7.7%	7.5%
2018 Employed Population 16+ by Occupation			
Total	1,384	17,724	29,043
White Collar	76.5%	78.4%	78.3%
Management/Business/Financial	19.9%	20.5%	22.0%
Professional	29.3%	32.5%	31.0%
Sales	12.4%	11.7%	11.6%
Administrative Support	14.9%	13.7%	13.7%
Services	11.6%	11.0%	11.2%
Blue Collar	11.8%	10.5%	10.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.3%	2.6%	2.6%
Installation/Maintenance/Repair	1.4%	1.9%	2.5%
Production	4.1%	3.4%	2.9%
Transportation/Material Moving	2.0%	2.5%	2.3%
2010 Population By Urban/ Rural Status			
Total Population	1,392	28,199	47,952
Population Inside Urbanized Area	77.8%	92.0%	85.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	22.2%	8.0%	14.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	567	11,585	19,478
Households with 1 Person	22.6%	26.0%	25.9%
Households with 2+ People	77.4%	74.0%	74.1%
Family Households	72.5%	68.5%	69.1%
Husband-wife Families	58.6%	55.4%	55.8%
With Related Children	25.2%	25.4%	24.9%
Other Family (No Spouse Present)	13.9%	13.1%	13.3%
Other Family with Male Householder	4.2%	3.6%	3.5%
With Related Children	2.3%	2.2%	2.2%
Other Family with Female Householder	9.9%	9.5%	9.8%
With Related Children	6.2%	6.2%	6.3%
Nonfamily Households	4.9%	5.4%	5.0%
All Households with Children	34.1%	34.0%	33.6%
Multigenerational Households	3.9%	2.6%	2.8%
Unmarried Partner Households	3.9%	4.1%	3.8%
Male-female	3.2%	3.4%	3.1%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	566	11,584	19,477
1 Person Household	22.6%	26.0%	25.9%
2 Person Household	36.4%	35.2%	35.6%
3 Person Household	18.4%	18.1%	17.5%
4 Person Household	14.5%	13.8%	13.8%
5 Person Household	5.1%	4.7%	4.9%
6 Person Household	1.9%	1.5%	1.6%
7 + Person Household	1.1%	0.6%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	566	11,585	19,478
Owner Occupied	80.0%	79.2%	76.9%
Owned with a Mortgage/Loan	61.7%	65.1%	60.2%
Owned Free and Clear	18.4%	14.1%	16.7%
Renter Occupied	20.0%	20.8%	23.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	640	12,278	20,666
Housing Units Inside Urbanized Area	79.7%	92.8%	87.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	20.3%	7.2%	12.6%

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.

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Top 3 Tapestry Segments			
1.	Green Acres (6A)	Up and Coming Families	Up and Coming Families
2.	Up and Coming Families	Savvy Suburbanites (1D)	Comfortable Empty Nesters
3.	Savvy Suburbanites (1D)	Green Acres (6A)	Savvy Suburbanites (1D)
2018 Consumer Spending			
Apparel & Services: Total \$	\$2,514,149	\$31,866,150	\$51,798,048
Average Spent	\$2,618.91	\$2,467.95	\$2,431.72
Spending Potential Index	120	113	112
Education: Total \$	\$1,715,240	\$21,125,663	\$34,851,067
Average Spent	\$1,786.71	\$1,636.13	\$1,636.12
Spending Potential Index	123	113	113
Entertainment/Recreation: Total \$	\$3,745,675	\$46,510,798	\$75,617,376
Average Spent	\$3,901.74	\$3,602.14	\$3,549.94
Spending Potential Index	121	112	110
Food at Home: Total \$	\$5,655,514	\$70,590,375	\$115,835,791
Average Spent	\$5,891.16	\$5,467.04	\$5,438.04
Spending Potential Index	117	109	108
Food Away from Home: Total \$	\$4,077,257	\$51,508,961	\$84,007,023
Average Spent	\$4,247.14	\$3,989.23	\$3,943.81
Spending Potential Index	121	114	112
Health Care: Total \$	\$6,670,467	\$81,257,371	\$132,354,736
Average Spent	\$6,948.40	\$6,293.17	\$6,213.55
Spending Potential Index	121	110	109
HH Furnishings & Equipment: Total \$	\$2,477,361	\$30,955,274	\$50,133,160
Average Spent	\$2,580.58	\$2,397.40	\$2,353.56
Spending Potential Index	124	115	113
Personal Care Products & Services: Total \$	\$976,494	\$12,237,991	\$19,920,386
Average Spent	\$1,017.18	\$947.80	\$935.19
Spending Potential Index	123	115	113
Shelter: Total \$	\$18,975,035	\$240,729,761	\$392,732,405
Average Spent	\$19,765.66	\$18,643.88	\$18,437.28
Spending Potential Index	118	111	110
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,850,498	\$35,459,869	\$57,602,944
Average Spent	\$2,969.27	\$2,746.27	\$2,704.24
Spending Potential Index	119	110	109
Travel: Total \$	\$2,602,209	\$32,543,375	\$52,232,858
Average Spent	\$2,710.63	\$2,520.40	\$2,452.13
Spending Potential Index	126	117	114
Vehicle Maintenance & Repairs: Total \$	\$1,241,628	\$15,481,397	\$25,235,060
Average Spent	\$1,293.36	\$1,198.99	\$1,184.69
Spending Potential Index	120	111	110

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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