



Counties: Hancock, MS

Demographic	2008 Estimate	2013 Estimate
Population:		
Population	39,008	41,835
Persons in Group	311	311
Households:		
Households	15,818	17,126
Family Households	10,813	11,526
Average Household Size	2.45	2.42
Population by Race and Ethnicity:		
Total	39,008	41,835
White	35,159	37,707
Black	2,546	2,731
American Indian/Alaska Native	258	277
Asian	320	343
Pacific Islander	19	20
Other Race	168	180
Two or More Races	538	577
Hispanic Population	899	965
Population by Sex:		
Male	19,343	20,766
Female	19,665	21,069
Income:		
Median Household Income	\$36,684	\$39,058
Average Household Income	\$48,874	\$51,010
Median Family Income	\$41,287	\$42,591
Average Family Income	\$55,281	\$57,292
Per Capita Income	\$19,898	\$20,966
Median Disposable Income	\$30,773	-
Average Disposable Income	\$40,772	-
Net Worth:		
Median Net Worth	52,909	-
Housing Units:		
Owner-Occupied	12,614	13,519
Renter-Occupied	3,204	3,607

Source: ESRI forecasts for 2008 and 2013.



Counties: Hancock, MS

Population by Age	2008		2013	
	Number	Percent	Number	Percent
Total	39,008	100.0%	41,835	100.0%
0 - 4	2,498	6.4%	2,619	6.3%
5 - 9	2,353	6.0%	2,452	5.9%
10 - 14	2,406	6.2%	2,490	6.0%
15 - 19	2,450	6.3%	2,412	5.8%
20 - 24	2,270	5.8%	2,311	5.5%
25 - 29	2,358	6.0%	2,516	6.0%
30 - 34	2,117	5.4%	2,309	5.5%
35 - 39	2,405	6.2%	2,284	5.5%
40 - 44	2,742	7.0%	2,609	6.2%
45 - 49	2,998	7.7%	3,017	7.2%
50 - 54	2,992	7.7%	3,333	8.0%
55 - 59	2,915	7.5%	3,476	8.3%
60 - 64	2,520	6.5%	3,077	7.4%
65 - 69	1,966	5.0%	2,385	5.7%
70 - 74	1,516	3.9%	1,732	4.1%
75 - 79	1,127	2.9%	1,230	2.9%
80 - 84	780	2.0%	823	2.0%
85+	595	1.5%	760	1.8%
Median Age	41.2	-	42.9	-

Population by Age - Males

Total	19,343	100.0%	20,766	100.0%
0 - 4	1,323	6.8%	1,387	6.7%
5 - 9	1,245	6.4%	1,295	6.2%
10 - 14	1,254	6.5%	1,317	6.3%
15 - 19	1,249	6.5%	1,251	6.0%
20 - 24	1,128	5.8%	1,147	5.5%
25 - 29	1,183	6.1%	1,262	6.1%
30 - 34	1,038	5.4%	1,144	5.5%
35 - 39	1,173	6.1%	1,127	5.4%
40 - 44	1,353	7.0%	1,283	6.2%
45 - 49	1,455	7.5%	1,452	7.0%
50 - 54	1,458	7.5%	1,622	7.8%
55 - 59	1,432	7.4%	1,695	8.2%
60 - 64	1,248	6.5%	1,491	7.2%
65 - 69	975	5.0%	1,202	5.8%
70 - 74	746	3.9%	855	4.1%
75 - 79	532	2.8%	586	2.8%
80 - 84	332	1.7%	361	1.7%
85+	219	1.1%	289	1.4%
Median Age	40.3	-	41.8	-

Source: ESRI forecasts for 2008 and 2013.



Counties: Hancock, MS

Population by Age - Females	2008		2013	
	Number	Percent	Number	Percent
Total	19,665	100.0%	21,069	100.0%
0 - 4	1,175	6.0%	1,232	5.8%
5 - 9	1,108	5.6%	1,157	5.5%
10 - 14	1,152	5.9%	1,173	5.6%
15 - 19	1,201	6.1%	1,161	5.5%
20 - 24	1,142	5.8%	1,164	5.5%
25 - 29	1,175	6.0%	1,254	6.0%
30 - 34	1,079	5.5%	1,165	5.5%
35 - 39	1,232	6.3%	1,157	5.5%
40 - 44	1,389	7.1%	1,326	6.3%
45 - 49	1,543	7.8%	1,565	7.4%
50 - 54	1,534	7.8%	1,711	8.1%
55 - 59	1,483	7.5%	1,781	8.5%
60 - 64	1,272	6.5%	1,586	7.5%
65 - 69	991	5.0%	1,183	5.6%
70 - 74	770	3.9%	877	4.2%
75 - 79	595	3.0%	644	3.1%
80 - 84	448	2.3%	462	2.2%
85+	376	1.9%	471	2.2%
Median Age	42.0	-	44.0	-

Households by Household Income:

Total	15,818	100.0%	17,126	100.0%
< \$10,000	2,178	13.8%	2,184	12.8%
\$10,000 - \$14,999	1,193	7.5%	1,196	7.0%
\$15,000 - \$19,999	1,035	6.5%	1,193	7.0%
\$20,000 - \$24,999	1,071	6.8%	1,063	6.2%
\$25,000 - \$29,999	968	6.1%	988	5.8%
\$30,000 - \$34,999	1,100	7.0%	1,090	6.4%
\$35,000 - \$39,999	993	6.3%	1,023	6.0%
\$40,000 - \$44,999	904	5.7%	942	5.5%
\$45,000 - \$49,999	827	5.2%	924	5.4%
\$50,000 - \$59,999	1,290	8.2%	1,367	8.0%
\$60,000 - \$74,999	1,679	10.6%	2,147	12.5%
\$75,000 - \$99,999	1,283	8.1%	1,515	8.8%
\$100,000 - \$124,999	593	3.7%	661	3.9%
\$125,000 - \$149,999	236	1.5%	307	1.8%
\$150,000 - \$199,999	199	1.3%	227	1.3%
\$200,000 - \$249,999	105	0.7%	120	0.7%
\$250,000 - \$499,999	130	0.8%	135	0.8%
\$500,000+	34	0.2%	44	0.3%

Source: ESRI forecasts for 2008 and 2013.



Counties: Hancock, MS

Families by Family Income:	2008		2013	
	Number	Percent	Number	Percent
Total	10,813	100.0%	11,526	100.0%
< \$10,000	1,051	9.7%	1,120	9.7%
\$10,000 - \$14,999	620	5.7%	746	6.5%
\$15,000 - \$19,999	641	5.9%	704	6.1%
\$20,000 - \$24,999	671	6.2%	637	5.5%
\$25,000 - \$29,999	771	7.1%	739	6.4%
\$30,000 - \$34,999	743	6.9%	768	6.7%
\$35,000 - \$39,999	702	6.5%	684	5.9%
\$40,000 - \$44,999	734	6.8%	667	5.8%
\$45,000 - \$49,999	589	5.4%	687	6.0%
\$50,000 - \$59,999	1,043	9.6%	1,044	9.1%
\$60,000 - \$74,999	1,059	9.8%	1,303	11.3%
\$75,000 - \$99,999	1,074	9.9%	1,151	10.0%
\$100,000 - \$124,999	507	4.7%	532	4.6%
\$125,000 - \$149,999	204	1.9%	270	2.3%
\$150,000 - \$199,999	165	1.5%	195	1.7%
\$200,000 - \$249,999	94	0.9%	123	1.1%
\$250,000 - \$499,999	115	1.1%	125	1.1%
\$500,000+	30	0.3%	31	0.3%

Households by Disposable Income:		
Total	15,818	100.0%
<\$15,000	3,831	24.2%
\$15,000 - \$24,999	2,393	15.1%
\$25,000 - \$34,999	2,577	16.3%
\$35,000 - \$49,999	2,865	18.1%
\$50,000 - \$74,999	2,592	16.4%
\$75,000 - \$99,999	797	5.0%
\$100,000 - \$149,999	487	3.1%
\$150,000 - \$199,999	121	0.8%
\$200,000+	155	1.0%

Households by Net Worth:		
Total	15,818	100.0%
<\$15,000	5,400	34.1%
\$15,000 - \$34,999	1,502	9.5%
\$35,000 - \$49,999	856	5.4%
\$50,000 - \$74,999	1,022	6.5%
\$75,000 - \$99,999	983	6.2%
\$100,000 - \$149,999	1,265	8.0%
\$150,000 - \$249,999	1,430	9.0%
\$250,000 - \$499,999	1,670	10.6%
\$500,000 - \$999,999	1,029	6.5%
\$1,000,000+	661	4.2%

Source: ESRI forecasts for 2008 and 2013.



Counties: Hancock, MS

Consumer Expenditures (2008)	Total
Retail Summary:	
Retail Expenditures: Total	\$290,250,926
Apparel:	
Apparel and Services: Total	\$23,005,099
Men's Apparel: Total	\$4,303,417
Women's Apparel: Total	\$7,768,589
Children's Apparel: Total	\$3,922,331
Infant Apparel (Under 2 Years): Total	\$1,021,665
Footwear	\$3,413,182
Watches & Jewelry	\$2,273,809
Other Apparel and Services	\$1,323,771
Education:	
Education: Total	\$13,026,497
School Books & Supplies: Total	\$2,064,904
Transportation (Local):	
Gasoline and Motor Oil: Total	\$28,653,631
Vehicle Maintenance & Repairs: Total	\$10,813,168
Vehicle Insurance: Total	\$15,201,343
Entertainment/Recreation:	
Entertainment & Recreation: Total	\$40,626,286
Fees and Admissions: Total	\$6,064,289
Membership Fees for Social/Recreation/Civic Clubs: Total	\$1,759,356
Fees for Participant Sports, excl. Trips: Total	\$1,122,911
Admission to Movie/Theatre/Opera/Ballet: Total	\$1,394,867
Admission to Sporting Events, excl. Trips: Total	\$616,009
Fees for Recreational Lessons: Total	\$1,165,628
TV/Video/Sound Equipment: Total	\$15,052,402
Community Antenna or Cable Television	\$8,111,886
Televisions: Total	\$2,937,388
VCRs, Video Cameras, and DVD Players: Total	\$350,378
Video Cassettes and DVDs: Total	\$675,395
Video Game Hardware and Software: Total	\$358,691
Satellite Dishes: Total	\$13,991
Rental of Video Cassettes and DVDs: Total	\$523,122
Sound Equipment: Total	\$2,015,809
Rental of TV/VCR/Radio/Sound Equipment: Total	\$11,618
Repair of TV/Radio/Sound Equipment: Total	\$46,987
Pets: Total	\$5,391,063
Toys and Games: Total	\$1,570,213
Recreational Vehicles and Fees: Total	\$6,045,713
Sports/Recreation/Exercise Equipment: Total	\$2,095,017
Photo Equipment and Supplies: Total	\$1,342,808
Film Processing: Total	\$327,000
Reading: Total	\$3,064,781

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008.



Counties: Hancock, MS

Consumer Expenditures (2008)	Total
<u>Life Insurance/Pensions:</u>	
Life/Other Personal Insurance: Total	\$6,511,383
<u>Health Care:</u>	
Health Care: Total	\$48,678,511
Health Insurance: Total	\$23,870,012
Nonprescription Drugs	\$1,367,455
Prescription Drugs	\$7,150,859
Eyeglasses and Contact Lenses: Total	\$878,319
<u>Food Services:</u>	
Food at Home	\$52,255,009
Bakery and Cereal Products	\$7,223,323
Meat, Poultry, Fish, and Eggs	\$13,109,782
Dairy Products	\$5,961,812
Fruits and Vegetables	\$8,601,812
Snacks and Other Food at Home	\$17,358,280
Nonalcoholic Beverages at Home	\$4,843,540
Food Away from Home - Meals at Restaurants/Other: Total	\$32,888,060
Alcoholic Beverages	\$5,798,743
<u>Housing:</u>	
Shelter: Total	\$151,129,346
Mortgage Payment & Basics: Total	\$93,886,545
Owned Dwellings	
Maintenance & Remodeling Services: Total	\$21,398,192
Maintenance & Remodeling Materials: Total	\$5,025,787
Paint/Wallpaper/Supplies: Total	\$258,142
Rented Dwellings	
Maintenance & Remodeling Services: Total	\$434,056
Maintenance & Remodeling Materials: Total	\$125,705
Paint/Wallpaper/Supplies: Total	\$12,162
Utilities/Fuel/Public Services: Total	\$50,927,090
Telephone Services: Total	\$16,483,118
Insurance - Owners & Renters: Total	\$5,874,971
<u>Household Goods:</u>	
Household Textiles: Total	\$1,457,317
Furniture: Total	\$6,592,444
Floor Coverings: Total	\$1,025,079
Major Appliances: Total	\$3,384,445
Housewares: Total	\$948,823
Small Appliances: Total	\$378,687
Luggage: Total	\$95,825
Telephones and Accessories: Total	\$371,309
Housekeeping Supplies: Total	\$8,445,549
Computer & Hardware for Home Use: Total	\$2,111,886
Software & Accessories for Home Use: Total	\$287,492

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008.



Counties: Hancock, MS

Consumer Expenditures (2008)	Total
<u>Personal Care:</u>	
Personal Care Products: Total	\$4,603,064
Personal Care Services: Total	\$3,548,741
<u>Financial:</u>	
Investments: Total	\$9,921,832
Vehicle Loans: Total	\$65,891,125
<u>Household Services:</u>	
Computer Information Services	\$2,299,411
Child Care	\$3,842,735
Lawn & Garden	\$4,878,545
Moving/Storage/Freight Express	\$571,672
Housekeeping Services	\$1,371,982
<u>Transportation (Local):</u>	
Vehicle Insurance: Total	\$15,201,343
Vehicle Purchases (Net Outlay): Total	\$57,265,641
Gasoline: Total	\$27,904,026
Motor Oil: Total	\$174,145
Vehicle Maintenance and Repairs: Total	\$10,813,168
<u>Travel:</u>	
Travel: Total	\$19,540,468
Airline Fares: Total	\$4,074,125
Lodging on Trips: Total	\$4,458,180
Auto/Truck/Van Rental on Trips: Total	\$368,658
Food and Drink on Trips: Total	\$4,958,420
<u>Miscellaneous Expenses:</u>	
Smoking Products: Total	\$5,180,736

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008.



Counties: Hancock, MS

<u>Tapestry Segmentation System (2008):</u>	<u>Total</u>
L1. High Society	0
01 Top Rung	0
02 Suburban Splendor	0
03 Connoisseurs	0
04 Boomburbs	0
05 Wealthy Seaboard Suburbs	0
06 Sophisticated Squires	0
07 Exurbanites	0
L2. Upscale Avenues	0
09 Urban Chic	0
10 Pleasant-Ville	0
11 Pacific Heights	0
13 In Style	0
16 Enterprising Professionals	0
17 Green Acres	0
18 Cozy and Comfortable	0
L3. Metropolis	289
20 City Lights	0
22 Metropolitans	0
45 City Strivers	0
51 Metro City Edge	289
54 Urban Rows	0
62 Modest Income Homes	0
L4. Solo Acts	0
08 Laptops and Lattes	0
23 Trendsetters	0
27 Metro Renters	0
36 Old and Newcomers	0
39 Young and Restless	0
L5. Senior Styles	2,727
14 Prosperous Empty Nesters	0
15 Silver and Gold	2,473
29 Rustbelt Retirees	254
30 Retirement Communities	0
43 The Elders	0
49 Senior Sun Seekers	0
50 Heartland Communities	0
57 Simple Living	0
65 Social Security Set	0
L6. Scholars & Patriots	0
40 Military Proximity	0
55 College Towns	0
63 Dorms to Diplomas	0

Source: ESRI forecasts for 2008 and 2013.



Counties: Hancock, MS

<u>Tapestry Segmentation System (2008):</u>	Total
L7. High Hopes	0
28 Aspiring Young Families	0
48 Great Expectations	0
L8. Global Roots	0
35 International Marketplace	0
38 Industrious Urban Fringe	0
44 Urban Melting Pot	0
47 Las Casas	0
52 Inner City Tenants	0
58 NeWest Residents	0
60 City Dimensions	0
61 High Rise Renters	0
L9. Family Portrait	0
12 Up and Coming Families	0
19 Milk and Cookies	0
21 Urban Villages	0
59 Southwestern Families	0
64 City Commons	0
L10. Traditional Living	3,746
24 Main Street, USA	0
32 Rustbelt Traditions	849
33 Midlife Junction	2,897
34 Family Foundations	0
L11. Factories & Farms	781
25 Salt of the Earth	0
37 Prairie Living	0
42 Southern Satellites	0
53 Home Town	0
56 Rural Bypasses	781
L12. American Quilt	8,275
26 Midland Crowd	2,452
31 Rural Resort Dwellers	2,393
41 Crossroads	2,886
46 Rooted Rural	544
66 Unclassified	0

Source: ESRI forecasts for 2008 and 2013.



Counties: Hancock, MS

2000 Population 25+ by Educational Attainment

Total	28,840
Less than 9th Grade	7.9%
9th - 12th Grade, No Diploma	14.3%
High School Graduate	29.3%
Some College, No Degree	24.7%
Associate Degree	6.6%
Bachelor's Degree	10.9%
Master's/Prof/Doctorate Degree	6.4%

2000 Households by Type

Total	16,897
Family Households	70.0%
Married-couple Family	53.9%
With Related Children	23.8%
Other Family (No Spouse)	16.1%
With Related Children	11.0%
Nonfamily Households	30.0%
Householder Living Alone	24.7%
Householder Not Living Alone	5.3%
Households with Related Children	34.8%
Households with Persons 65+	25.8%

Source: ESRI forecasts for 2008 and 2013.