



Community Profile

Bay St. Louis City, MS 3
 Bay St. Louis City, MS (2803980)
 Geography: Place

Prepared by Esri

	Bay St. Louis...
Population Summary	
2000 Total Population	11,382
2010 Total Population	9,260
2020 Total Population	11,039
2020 Group Quarters	332
2025 Total Population	11,739
2020-2025 Annual Rate	1.24%
2020 Total Daytime Population	13,008
Workers	6,229
Residents	6,779
Household Summary	
2000 Households	4,655
2000 Average Household Size	2.38
2010 Households	3,886
2010 Average Household Size	2.30
2020 Households	4,679
2020 Average Household Size	2.29
2025 Households	4,988
2025 Average Household Size	2.29
2020-2025 Annual Rate	1.29%
2010 Families	2,336
2010 Average Family Size	2.90
2020 Families	2,728
2020 Average Family Size	2.93
2025 Families	2,880
2025 Average Family Size	2.95
2020-2025 Annual Rate	1.09%
Housing Unit Summary	
2000 Housing Units	5,995
Owner Occupied Housing Units	54.9%
Renter Occupied Housing Units	22.7%
Vacant Housing Units	22.4%
2010 Housing Units	5,241
Owner Occupied Housing Units	48.5%
Renter Occupied Housing Units	25.7%
Vacant Housing Units	25.9%
2020 Housing Units	6,401
Owner Occupied Housing Units	46.9%
Renter Occupied Housing Units	26.2%
Vacant Housing Units	26.9%
2025 Housing Units	6,796
Owner Occupied Housing Units	47.0%
Renter Occupied Housing Units	26.4%
Vacant Housing Units	26.6%
Median Household Income	
2020	\$40,714
2025	\$42,628
Median Home Value	
2020	\$188,785
2025	\$207,471
Per Capita Income	
2020	\$23,795
2025	\$25,642
Median Age	
2010	42.5
2020	44.3
2025	44.9

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income	
Household Income Base	4,680
<\$15,000	15.6%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	13.8%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	10.6%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	3.1%
\$200,000+	1.5%
Average Household Income	\$56,062
2025 Households by Income	
Household Income Base	4,986
<\$15,000	14.0%
\$15,000 - \$24,999	13.3%
\$25,000 - \$34,999	13.6%
\$35,000 - \$49,999	15.4%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	9.0%
\$150,000 - \$199,999	3.5%
\$200,000+	1.5%
Average Household Income	\$60,325
2020 Owner Occupied Housing Units by Value	
Total	3,003
<\$50,000	6.0%
\$50,000 - \$99,999	9.1%
\$100,000 - \$149,999	21.9%
\$150,000 - \$199,999	16.8%
\$200,000 - \$249,999	21.0%
\$250,000 - \$299,999	9.3%
\$300,000 - \$399,999	11.0%
\$400,000 - \$499,999	2.2%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	1.3%
Average Home Value	\$223,685
2025 Owner Occupied Housing Units by Value	
Total	3,195
<\$50,000	4.0%
\$50,000 - \$99,999	6.3%
\$100,000 - \$149,999	18.9%
\$150,000 - \$199,999	17.2%
\$200,000 - \$249,999	24.2%
\$250,000 - \$299,999	10.7%
\$300,000 - \$399,999	13.3%
\$400,000 - \$499,999	2.8%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	1.3%
Average Home Value	\$239,421

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	Bay St. Louis...
2010 Population by Age	
Total	9,260
0 - 4	5.6%
5 - 9	5.4%
10 - 14	5.9%
15 - 24	13.9%
25 - 34	11.0%
35 - 44	11.1%
45 - 54	15.7%
55 - 64	15.2%
65 - 74	9.4%
75 - 84	4.8%
85 +	2.1%
18 +	78.1%
2020 Population by Age	
Total	11,037
0 - 4	5.1%
5 - 9	5.3%
10 - 14	5.6%
15 - 24	11.7%
25 - 34	12.4%
35 - 44	10.7%
45 - 54	12.0%
55 - 64	14.9%
65 - 74	13.1%
75 - 84	6.9%
85 +	2.4%
18 +	80.0%
2025 Population by Age	
Total	11,741
0 - 4	5.0%
5 - 9	5.1%
10 - 14	5.7%
15 - 24	11.5%
25 - 34	11.2%
35 - 44	11.6%
45 - 54	11.4%
55 - 64	13.2%
65 - 74	14.1%
75 - 84	8.5%
85 +	2.7%
18 +	80.1%
2010 Population by Sex	
Males	4,534
Females	4,726
2020 Population by Sex	
Males	5,378
Females	5,659
2025 Population by Sex	
Males	5,712
Females	6,029

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	Bay St. Louis...
2010 Population by Race/Ethnicity	
Total	9,260
White Alone	82.7%
Black Alone	12.7%
American Indian Alone	0.3%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.9%
Two or More Races	2.1%
Hispanic Origin	3.6%
Diversity Index	34.9
2020 Population by Race/Ethnicity	
Total	11,039
White Alone	80.6%
Black Alone	14.3%
American Indian Alone	0.5%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.1%
Two or More Races	2.4%
Hispanic Origin	4.6%
Diversity Index	38.9
2025 Population by Race/Ethnicity	
Total	11,740
White Alone	79.4%
Black Alone	15.0%
American Indian Alone	0.5%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.3%
Two or More Races	2.7%
Hispanic Origin	5.3%
Diversity Index	41.3
2010 Population by Relationship and Household Type	
Total	9,260
In Households	96.4%
In Family Households	76.0%
Householder	25.2%
Spouse	16.9%
Child	27.8%
Other relative	3.3%
Nonrelative	2.8%
In Nonfamily Households	20.5%
In Group Quarters	3.6%
Institutionalized Population	0.8%
Noninstitutionalized Population	2.8%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	Bay St. Louis...
2020 Population 25+ by Educational Attainment	
Total	7,993
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	4.9%
High School Graduate	19.4%
GED/Alternative Credential	6.3%
Some College, No Degree	24.2%
Associate Degree	6.4%
Bachelor's Degree	22.5%
Graduate/Professional Degree	13.0%
2020 Population 15+ by Marital Status	
Total	9,278
Never Married	31.9%
Married	44.4%
Widowed	9.0%
Divorced	14.7%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	5,012
Population 16+ Employed	85.4%
Population 16+ Unemployment rate	14.6%
Population 16-24 Employed	11.5%
Population 16-24 Unemployment rate	27.1%
Population 25-54 Employed	64.2%
Population 25-54 Unemployment rate	13.3%
Population 55-64 Employed	17.8%
Population 55-64 Unemployment rate	10.7%
Population 65+ Employed	6.5%
Population 65+ Unemployment rate	10.9%
2020 Employed Population 16+ by Industry	
Total	4,282
Agriculture/Mining	1.9%
Construction	9.1%
Manufacturing	13.5%
Wholesale Trade	0.9%
Retail Trade	12.8%
Transportation/Utilities	5.5%
Information	0.7%
Finance/Insurance/Real Estate	7.9%
Services	45.7%
Public Administration	1.9%
2020 Employed Population 16+ by Occupation	
Total	4,284
White Collar	61.1%
Management/Business/Financial	14.0%
Professional	22.3%
Sales	10.9%
Administrative Support	13.9%
Services	14.7%
Blue Collar	24.3%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	2.8%
Production	9.5%
Transportation/Material Moving	6.6%

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	Bay St. Louis...
2010 Households by Type	
Total	3,886
Households with 1 Person	32.7%
Households with 2+ People	67.3%
Family Households	60.1%
Husband-wife Families	40.2%
With Related Children	14.6%
Other Family (No Spouse Present)	19.9%
Other Family with Male Householder	5.0%
With Related Children	2.4%
Other Family with Female Householder	14.9%
With Related Children	9.4%
Nonfamily Households	7.2%
All Households with Children	27.0%
Multigenerational Households	4.3%
Unmarried Partner Households	9.0%
Male-female	8.1%
Same-sex	0.8%
2010 Households by Size	
Total	3,886
1 Person Household	32.7%
2 Person Household	34.3%
3 Person Household	15.2%
4 Person Household	10.2%
5 Person Household	4.9%
6 Person Household	2.0%
7 + Person Household	0.8%
2010 Households by Tenure and Mortgage Status	
Total	3,886
Owner Occupied	65.4%
Owned with a Mortgage/Loan	34.3%
Owned Free and Clear	31.1%
Renter Occupied	34.6%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	133
Percent of Income for Mortgage	19.4%
Wealth Index	52
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	5,241
Housing Units Inside Urbanized Area	94.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	5.5%
2010 Population By Urban/ Rural Status	
Total Population	9,260
Population Inside Urbanized Area	96.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	3.6%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Bay St. Louis...

Top 3 Tapestry Segments

1. Midlife Constants (5E)
2. Old and Newcomers (8F)
3. Retirement Communities (9E)

2020 Consumer Spending

Apparel & Services: Total \$	\$6,140,624
Average Spent	\$1,312.38
Spending Potential Index	61
Education: Total \$	\$4,691,820
Average Spent	\$1,002.74
Spending Potential Index	56
Entertainment/Recreation: Total \$	\$9,899,898
Average Spent	\$2,115.81
Spending Potential Index	65
Food at Home: Total \$	\$16,400,868
Average Spent	\$3,505.21
Spending Potential Index	66
Food Away from Home: Total \$	\$11,006,599
Average Spent	\$2,352.34
Spending Potential Index	62
Health Care: Total \$	\$18,251,988
Average Spent	\$3,900.83
Spending Potential Index	68
HH Furnishings & Equipment: Total \$	\$6,428,232
Average Spent	\$1,373.85
Spending Potential Index	63
Personal Care Products & Services: Total \$	\$2,669,179
Average Spent	\$570.46
Spending Potential Index	62
Shelter: Total \$	\$54,829,356
Average Spent	\$11,718.18
Spending Potential Index	60
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,640,638
Average Spent	\$1,632.96
Spending Potential Index	70
Travel: Total \$	\$6,887,896
Average Spent	\$1,472.09
Spending Potential Index	61
Vehicle Maintenance & Repairs: Total \$	\$3,775,271
Average Spent	\$806.85
Spending Potential Index	70

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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