



Community Profile

Diamondhead City, MS
 Diamondhead City, MS (2819100)
 Geography: Place

Prepared by Esri

	Diamondhead c...
Population Summary	
2000 Total Population	5,539
2010 Total Population	7,799
2020 Total Population	8,762
2020 Group Quarters	99
2025 Total Population	9,195
2020-2025 Annual Rate	0.97%
2020 Total Daytime Population	7,730
Workers	2,332
Residents	5,398
Household Summary	
2000 Households	2,402
2000 Average Household Size	2.29
2010 Households	3,332
2010 Average Household Size	2.30
2020 Households	3,762
2020 Average Household Size	2.30
2025 Households	3,953
2025 Average Household Size	2.30
2020-2025 Annual Rate	1.00%
2010 Families	2,316
2010 Average Family Size	2.77
2020 Families	2,572
2020 Average Family Size	2.79
2025 Families	2,685
2025 Average Family Size	2.80
2020-2025 Annual Rate	0.86%
Housing Unit Summary	
2000 Housing Units	2,905
Owner Occupied Housing Units	75.5%
Renter Occupied Housing Units	7.2%
Vacant Housing Units	17.3%
2010 Housing Units	4,010
Owner Occupied Housing Units	73.3%
Renter Occupied Housing Units	9.8%
Vacant Housing Units	16.9%
2020 Housing Units	4,600
Owner Occupied Housing Units	71.7%
Renter Occupied Housing Units	10.1%
Vacant Housing Units	18.2%
2025 Housing Units	4,815
Owner Occupied Housing Units	71.9%
Renter Occupied Housing Units	10.2%
Vacant Housing Units	17.9%
Median Household Income	
2020	\$68,065
2025	\$74,231
Median Home Value	
2020	\$180,044
2025	\$192,445
Per Capita Income	
2020	\$35,942
2025	\$40,079
Median Age	
2010	48.6
2020	49.8
2025	50.0

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	
<\$15,000	3,762
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	7.0%
\$35,000 - \$49,999	8.3%
\$50,000 - \$74,999	10.3%
\$75,000 - \$99,999	22.1%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	17.1%
\$200,000+	5.4%
Average Household Income	4.4%
	\$83,569

2025 Households by Income

Household Income Base	
<\$15,000	3,953
\$15,000 - \$24,999	6.2%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	7.4%
\$50,000 - \$74,999	9.6%
\$75,000 - \$99,999	20.7%
\$100,000 - \$149,999	18.8%
\$150,000 - \$199,999	18.7%
\$200,000+	6.5%
Average Household Income	5.5%
	\$93,077

2020 Owner Occupied Housing Units by Value

Total	
<\$50,000	3,300
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	21.8%
\$200,000 - \$249,999	27.3%
\$250,000 - \$299,999	19.0%
\$300,000 - \$399,999	8.8%
\$400,000 - \$499,999	6.0%
\$500,000 - \$749,999	2.5%
\$750,000 - \$999,999	2.8%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$199,894

2025 Owner Occupied Housing Units by Value

Total	
<\$50,000	3,461
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	7.2%
\$150,000 - \$199,999	18.4%
\$200,000 - \$249,999	27.8%
\$250,000 - \$299,999	22.4%
\$300,000 - \$399,999	10.2%
\$400,000 - \$499,999	7.4%
\$500,000 - \$749,999	3.1%
\$750,000 - \$999,999	2.7%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$212,374

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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2010 Population by Age		
Total		7,799
0 - 4		5.2%
5 - 9		5.5%
10 - 14		5.6%
15 - 24		8.2%
25 - 34		8.8%
35 - 44		11.5%
45 - 54		14.3%
55 - 64		14.7%
65 - 74		14.4%
75 - 84		9.5%
85 +		2.3%
18 +		80.0%
2020 Population by Age		
Total		8,762
0 - 4		4.7%
5 - 9		5.4%
10 - 14		6.1%
15 - 24		9.0%
25 - 34		8.2%
35 - 44		10.7%
45 - 54		12.6%
55 - 64		14.7%
65 - 74		13.6%
75 - 84		10.9%
85 +		4.2%
18 +		80.4%
2025 Population by Age		
Total		9,196
0 - 4		4.7%
5 - 9		5.3%
10 - 14		6.0%
15 - 24		9.2%
25 - 34		8.5%
35 - 44		10.8%
45 - 54		11.9%
55 - 64		14.2%
65 - 74		13.7%
75 - 84		11.1%
85 +		4.6%
18 +		80.3%
2010 Population by Sex		
Males		3,737
Females		4,062
2020 Population by Sex		
Males		4,196
Females		4,566
2025 Population by Sex		
Males		4,420
Females		4,776

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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2010 Population by Race/Ethnicity		
Total		7,799
White Alone		94.0%
Black Alone		2.9%
American Indian Alone		0.4%
Asian Alone		1.0%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.3%
Two or More Races		1.2%
Hispanic Origin		3.3%
Diversity Index		17.2
2020 Population by Race/Ethnicity		
Total		8,763
White Alone		93.3%
Black Alone		3.2%
American Indian Alone		0.6%
Asian Alone		1.0%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.4%
Two or More Races		1.4%
Hispanic Origin		4.2%
Diversity Index		19.9
2025 Population by Race/Ethnicity		
Total		9,196
White Alone		92.8%
Black Alone		3.4%
American Indian Alone		0.7%
Asian Alone		1.0%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.5%
Two or More Races		1.5%
Hispanic Origin		4.8%
Diversity Index		21.6
2010 Population by Relationship and Household Type		
Total		7,799
In Households		98.3%
In Family Households		83.3%
Householder		29.7%
Spouse		25.4%
Child		25.0%
Other relative		2.2%
Nonrelative		1.0%
In Nonfamily Households		15.0%
In Group Quarters		1.7%
Institutionalized Population		1.6%
Noninstitutionalized Population		0.1%

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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2020 Population 25+ by Educational Attainment	
Total	6,558
Less than 9th Grade	1.0%
9th - 12th Grade, No Diploma	1.7%
High School Graduate	15.5%
GED/Alternative Credential	1.4%
Some College, No Degree	24.3%
Associate Degree	15.1%
Bachelor's Degree	26.6%
Graduate/Professional Degree	14.5%
2020 Population 15+ by Marital Status	
Total	7,345
Never Married	17.9%
Married	66.2%
Widowed	7.0%
Divorced	8.9%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	3,621
Population 16+ Employed	90.5%
Population 16+ Unemployment rate	9.5%
Population 16-24 Employed	8.6%
Population 16-24 Unemployment rate	11.6%
Population 25-54 Employed	59.4%
Population 25-54 Unemployment rate	9.8%
Population 55-64 Employed	21.9%
Population 55-64 Unemployment rate	7.9%
Population 65+ Employed	10.0%
Population 65+ Unemployment rate	9.6%
2020 Employed Population 16+ by Industry	
Total	3,276
Agriculture/Mining	0.5%
Construction	4.0%
Manufacturing	11.7%
Wholesale Trade	0.8%
Retail Trade	9.9%
Transportation/Utilities	3.0%
Information	0.5%
Finance/Insurance/Real Estate	11.5%
Services	53.0%
Public Administration	5.0%
2020 Employed Population 16+ by Occupation	
Total	3,276
White Collar	77.5%
Management/Business/Financial	22.9%
Professional	35.4%
Sales	11.6%
Administrative Support	7.6%
Services	12.5%
Blue Collar	10.0%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	0.9%
Installation/Maintenance/Repair	4.9%
Production	0.7%
Transportation/Material Moving	3.1%

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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2010 Households by Type	
Total	3,332
Households with 1 Person	26.4%
Households with 2+ People	73.6%
Family Households	69.5%
Husband-wife Families	59.5%
With Related Children	20.0%
Other Family (No Spouse Present)	10.1%
Other Family with Male Householder	3.2%
With Related Children	1.6%
Other Family with Female Householder	6.9%
With Related Children	4.1%
Nonfamily Households	4.1%
All Households with Children	26.0%
Multigenerational Households	2.3%
Unmarried Partner Households	4.2%
Male-female	3.7%
Same-sex	0.5%
2010 Households by Size	
Total	3,332
1 Person Household	26.4%
2 Person Household	42.6%
3 Person Household	14.1%
4 Person Household	10.9%
5 Person Household	4.4%
6 Person Household	1.1%
7 + Person Household	0.5%
2010 Households by Tenure and Mortgage Status	
Total	3,332
Owner Occupied	88.2%
Owned with a Mortgage/Loan	57.5%
Owned Free and Clear	30.6%
Renter Occupied	11.8%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	232
Percent of Income for Mortgage	11.1%
Wealth Index	117
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	4,010
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	94.7%
Rural Housing Units	5.3%
2010 Population By Urban/ Rural Status	
Total Population	7,799
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	93.2%
Rural Population	6.8%

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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Top 3 Tapestry Segments

1. Comfortable Empty Nesters (5A)
2. The Great Outdoors (6C)
- 3.

2020 Consumer Spending

Apparel & Services: Total \$	\$7,177,956
Average Spent	\$1,908.02
Spending Potential Index	89
Education: Total \$	\$6,143,186
Average Spent	\$1,632.96
Spending Potential Index	91
Entertainment/Recreation: Total \$	\$11,424,543
Average Spent	\$3,036.83
Spending Potential Index	93
Food at Home: Total \$	\$18,208,366
Average Spent	\$4,840.08
Spending Potential Index	91
Food Away from Home: Total \$	\$12,680,134
Average Spent	\$3,370.58
Spending Potential Index	89
Health Care: Total \$	\$21,047,473
Average Spent	\$5,594.76
Spending Potential Index	97
HH Furnishings & Equipment: Total \$	\$7,721,897
Average Spent	\$2,052.60
Spending Potential Index	94
Personal Care Products & Services: Total \$	\$3,185,476
Average Spent	\$846.75
Spending Potential Index	92
Shelter: Total \$	\$65,367,373
Average Spent	\$17,375.70
Spending Potential Index	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,906,893
Average Spent	\$2,367.60
Spending Potential Index	101
Travel: Total \$	\$8,779,105
Average Spent	\$2,333.63
Spending Potential Index	97
Vehicle Maintenance & Repairs: Total \$	\$4,059,953
Average Spent	\$1,079.20
Spending Potential Index	93

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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