

2004 Demographics

Geographic Area: Hernando, MS

2004 Demographics: Hernando, Mississippi

radius:	1 mile	3 miles	5 miles	7 miles	10 miles
Total Population	886	6,538	31,728	77,283	143,819
Total Households	349	2,523	12,367	29,505	53,503
% Female	51.2%	50.9%	50.4%	50.6%	51.6%
% Male	48.8%	49.1%	49.6%	49.4%	48.4%
Population Density (per sq.m.)	281.1	231.2	404.0	502.0	457.8
<i>Daytime Population:</i>					
Total Employees	589	3,095	3,818	5,471	19,154
<i>Business Counts:</i>					
Total Establishments	73	437	546	729	2,062
Average Household Income	\$74,221	\$68,222	\$68,622	\$65,475	\$59,906
Median Household Income	\$67,470	\$57,757	\$51,302	\$49,539	\$47,353
Per Capita Income	\$27,562	\$25,920	\$26,867	\$25,053	\$22,321
Average Household Annual Expenditure					
Total Average					
Per Household Expenditures	\$49,401	\$47,185	\$48,233	\$46,560	\$45,154
<i>Selected Categories:</i>					
Apparel	\$2,701	\$2,557	\$2,615	\$2,526	\$2,479
Books and Supplies	\$133	\$126	\$130	\$125	\$122
Computer Hdware and Software	\$443	\$419	\$428	\$413	\$403
Cosmetics and Perfume	\$108	\$102	\$104	\$101	\$98
Entertainment	\$2,626	\$2,481	\$2,533	\$2,443	\$2,373
Food Away from Home	\$2,830	\$2,674	\$2,727	\$2,632	\$2,543
Furniture	\$502	\$473	\$480	\$462	\$447
Gifts	\$1,483	\$1,405	\$1,437	\$1,387	\$1,342
Housewares and Sml Appliances	\$1,058	\$999	\$1,020	\$983	\$954
Jewelry	\$125	\$118	\$120	\$115	\$112
Records/Tapes/CD Purchases	\$129	\$123	\$126	\$121	\$119
Recreational Equipt & Supplies	\$1,013	\$955	\$974	\$939	\$904
Video and Audio Equipment	\$958	\$907	\$928	\$896	\$882

2009 Demographics

Geographic Area: Hernando, MS

2009 Demographics: Hernando, Mississippi (Projected)

	radius:	1 mile	3 miles	5 miles	7 miles	10 miles
Total Population		1,221	8,528	41,226	92,806	162,194
Total Households		499	3,399	16,641	36,703	62,713
% Female		51.0%	50.7%	50.2%	50.3%	51.2%
% Male		49.0%	49.3%	49.8%	49.7%	48.8%

Average Household Income		\$80,886	\$74,539	\$73,396	\$71,311	\$66,162
Median Household Income		\$76,368	\$65,078	\$56,775	\$55,488	\$53,375
Per Capita Income		\$31,048	\$29,257	\$29,927	\$28,248	\$25,612

Average Household Annual Expenditure

Total Average

Per Household Expenditures	%52,825	\$50,151	\$50,646	\$48,944	\$47,645
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Selected Categories:

Apparel		\$2,861	\$2,719	\$2,748	\$2,657	\$2,618
Books and Supplies		\$141	\$134	\$136	\$132	\$129
Computer Hdware and Software		\$457	\$445	\$450	\$434	\$425
Cosmetics and Perfume		\$115	\$109	\$110	\$106	\$104
Entertainment		\$2,782	\$2,639	\$2,661	\$2,570	\$2,506
Food Away from Home		\$2,997	\$2,843	\$2,866	\$2,769	\$2,686
Furniture		\$534	\$504	\$506	\$487	\$473
Gifts		\$1,570	\$1,493	\$1,510	\$1,458	\$1,416
Housewares and Sml Appliances		\$1,121	\$1,063	\$1,072	\$1,035	\$1,007
Jewelry		\$133	\$125	\$126	\$122	\$118
Records/Tapes/CD Purchases		\$137	\$130	\$132	\$128	\$125
Recreational Equipt and Supplies		\$1,073	\$1,016	\$1,024	\$988	\$955
Video and Audio Equipment		\$1,014	\$964	\$975	\$943	\$931

Demographic Information provided by the Mississippi Development Authority and
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