

# Chapter 1 – Demographics



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## Introduction

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In choosing what demographic data to include in this profile of the Greater Hansville Area (GHA) we asked a number of questions about the nature of our community.

- How has the population changed in the following categories: total number of residents, their age, sex, ethnicity, economic status and education?
- Do the residents own their own homes or do they rent?
- Are they full-time or seasonal members of the community?
- How long have they resided in the GHA?
- Is the local population growth due to in-migration or due to local growth?
- Where do people work? In what fields? How do they get to work?
- How do the GHA results compare to Kitsap County as a whole?

U.S. Census demographic data are only available for the 98340 zip code for 1990 and 2000 at <http://factfinder.census.gov>. As a result, this chapter only reports official data for the 98340 zip code area. While the “official census data” does not cover the entire GHA defined for this study, we have tried to extrapolate at least total population for the entire area from GIS data available from Kitsap County.

### KEY FACTS

In the year 2000:

- The total population for the 98340 zip code area in 2000 was 1,980, and as much as 3,154 for the entire GHA based on county data available in 2004 (see Note 2 on Page 3).
- The GHA is predominately white (95%) with only small numbers of other races.
- The median household income of the GHA was \$56,646.
- Approximately half the households received their income from wages and salaries, with one-quarter each from Social Security and retirement income.
- 44% of the residents had a college education, either an associate or higher degree.
- The average length of time people have lived in their homes was only 5 to 10 years, compared to 10 to 20 years in 1990, indicating that many people are recent arrivals into the area.

### KEY TRENDS

Between 1990 and 2000:

- Population of the GHA increased by 48%, or 4.8% per year – twice the rate of Kitsap County.
- The population between the ages of 10 to 19 and 40 to 60 increased the most, whereas for Kitsap County the largest increases were in the 50 to 59 and 85+ brackets.
- Even though the overall population increased 48%, the number of children under the age of 20 increased by 69% and in 2000 the age distribution peaked at about 11-12 years old.
- Median household income rose by 55%, while that of the county rose by 46%. Most of the income gains came from incomes of \$50,000 or more.
- There was a significant increase in owner-occupied residences vs. renters.

- Employment patterns remained stable for the most part in the GHA and Kitsap County.
- Increasing numbers of workers shifted from driving alone to work to using carpools and public transportation.

### FOOD FOR THOUGHT

- Despite common wisdom, most people have lived in this community for 10 years or less. What does this mean in terms of building a sense of membership in our community?
- What are the consequences of increasing numbers of young people in the GHA? What are their needs and what is being done to address those needs?
- What is the impact of moving from a community oriented toward vacation and seasonal use, with some rental, to one in which most of the homeowners are full-time residents.
- Younger homeowners and residents do not seem to be involved in community activities. How can they be involved and what are implications for traditional community events if younger and newer residents do not participate and, ultimately, provide leadership?

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## Where Have We Been?

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**General** – If you were a typical Hansville resident, there was an equally likely chance that you were a man or a woman. In 1990 – fifteen years ago now – a Hansville resident was one of 1,336 people. The community was comprised of 465 families in 593 households; and the average family size was 2.6 persons. Only 17% of the population were less than 20 years old and 47% were 50 years old or older. The median household income was \$36,494 (median family income of \$43,312) compared to \$32,043 in Kitsap County. His neighbors tended to have been residents for 10 to 20 years, indicating a stable population with relatively small influx rates. They were predominately white with only 17 individuals of Native American background.

**Education** – A total of 223 residents were enrolled in school, 19% in a preschool, 59% in an elementary school or high school, and 22% in college. On the balance, the population is well educated. Of the 1,060 people 25 years or older, 33% had at least a high school diploma, 32% had an associate degree or higher, and 24% had some college but no degree. Eighty nine percent had a high school diploma or higher, and 25% had a bachelor's degree or higher.

**Housing** – Over half lived in the same house for 5 years or more. Of the 870 housing units, 25% were built before 1,960, 47% between 1960 and 1980, and 28% after 1980. Most units had at least two bedrooms.

**Employment** – Of the 1,136 people 16 years or older, about equal numbers were in the labor force or either not employed or retired. More men than women were in the labor force (350 compared to 203). Of course, if one considers a homemaker as a member of the labor force these numbers might well be revised. Of those who commuted to work (542), 80% drove alone, 10% carpooled, 6% used public transportation, and 8% walked or worked at home.

One can draw a picture of the typical occupations of Hansville residents. Twenty one percent worked in administrative, executive, managerial or other professional occupations, while 38% worked in support or service occupations. Manufacturing, precision repair, etc. occupied 26% of the labor force, whereas transportation, handlers, helpers, etc. employed 15% of our residents. The largest single category of industry employing Hansville residents was the wholesale/retail

trade, followed by public administration, health services, educational services, construction, transportation and manufacturing. Sixty percent were private wage and salary workers, whereas 32% were government workers and 8% were self-employed.

**Income** – Of the 563 households that reported income, 24% had less than \$25,000, 46% between \$25,000 and \$50,000, and 30% were

\$50,000 or greater. The median household income was \$36,494. Sixty seven percent of the residents had incomes derived from wages and salaries, 19% from self employment, 67% from interest and/or dividends, 39% from Social Security, 32% from retirement income, and 1% from public assistance. It is clear that a mixed source of income is typical for most residents. Less than 6% of the residents were below the poverty level.

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## Where Are We Now?

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***Note 1:** “Now” is a relative term and will be taken to mean between the year 2000 and the present (2005). Most of the data will come from the 2000 census, supplemented by more recent information when available. In other chapters such as Housing, Land Use, Human Services, etc. data provided by various departments of Kitsap County may be used that differs from numbers presented here. This is due to different geographical boundaries used to define the GHA. It is important to keep in mind that the study area for this chapter is just the 98340 zip code region, and not the larger area used by the county.*

**General** – The population as measured by the census was 1,980 in 2000 (see note below); 2% more are women than men, with a median age of 47 years (compared to 36 in Kitsap County). The average household size is 2.3, while the average family size is 2.67. There are 861 occupied housing units and 629 families. Twenty three percent of the households are single residents. Twenty one percent of the population are 20 years old or less, 45% are 50 years or older, with 34% falling in between. The median household income has risen to \$58,646 (median family income of \$64,964) compared to median household income of \$46,840 in Kitsap County. Seventy three percent of the residents moved into their homes between 1990 and

2000; 14% in the last year alone. It is a slightly more diverse community with 3% of the population non-white.

***Note 2:** The total population for the 98340 zip code area in 2000 was 1,980, with 861 households and 629 families reported. Dividing the total population by the number of households means there was an average of 2.3 persons per house. County GIS data indicates there were 1799 homes in the entire GHA in 2004. Using the factors of 2.3 persons per house and a 23% vacancy rate yields an estimated population of 3,186 persons for the entire GHA in 2004. While the GHA study area is larger than the 98340 zip code area used by the census, there is an obvious disparity between the two population figures that cannot be reconciled here. The true population of the GHA study area is likely somewhere in between.*

**Education** – Nineteen percent of the population (381) are now enrolled in school; 52 (14%) in preschool, 251 (66%) in elementary or high school, and 78 (20%) in college. Of the population 25 years old or older (1,466), 22% have at least a high school education, 44% an associate degree or higher, and 29% some college experience but no degree. Ninety five percent have a high

school diploma or higher and 38% have a bachelor's degree or higher.

**Housing** – Of the 1,124 housing units, 861 (77%) are occupied. Only 13% were built before 1960, 34% between 1960 and 1980, and the remaining 53% in the last 20 years since 1980. Owners occupy 88% of the homes with 12% occupied by renters and 23% of the housing units vacant.

**Employment** – Members of the labor force 16 years or older total 717, or 46% of the population. Women comprise 40% of the labor force. Commuters driving alone to work total 68%, while 15% carpool, 8% use public transportation, and the remainder walk or work at home.

What were the occupations reported in the 2000 census? Managerial and other professional occupations account for 41% of the careers, while service occupations are 11%, sales and office workers 24%, construction 15%, and transportation and

production 10%. In terms of industry, the combined wholesale/retail trade sector vies with the professional, scientific, management and administrative sector at 14% each. Public administration, education and health sectors each accounted for 11%, while other industries are all less than 10% each. Private-sector wage and salary workers account for 60% of the occupied residents; government workers 24%; and the remaining 15% were self-employed.

**Income** – Of the 821 households that reported income, 19% had less than \$25,000, 25% between \$25,000 and \$50,000, with 56% earning more than \$50,000. More than 13% had incomes over \$100,000. The median household income was \$58,646; 66% derived their income from earnings; 39% from Social Security, 33% from retirement sources, and 2% from public assistance. Again, a mixed source of income is typical for many residents. A little more than 8% of the individuals fell below the poverty line.

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## Trends

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In the discussion that follows, the summary tables referred to are found in the Background section, and the detailed data from the 1990 and 2000 censuses is found in an ancillary publication of Data Sources for the Hansville Community Profile.

### **GHA is growing faster than the county...**

Table 1 shows the trends in the GHA population compared to Kitsap County. Not only did the population of the GHA increase by 48% between 1990 and 2000, but it also is increasing as a percentage of the total population of the county. Basically, the GHA grew at twice the rate of Kitsap County.

### **Age distribution is changing...**

Table 1 also shows some significant changes in the age distribution of the population. The GHA's population of those under 20 years old is growing at a much greater rate than that of Kitsap County. The 30 to 50 year old bracket is also growing at a greater rate than the county. However, one should be careful in interpreting the percent changes since the overall growth rate for the GHA was 48%, which should be used as a baseline. The 10 to 19-year-old population and the 40 to 59-year-olds increased greater than the baseline rate, but the 20-40 and 60+ groups decreased. A detailed breakdown of the population distribution by age can be found in the supplemental data listed in the sources at the end of this chapter. The average household

size and family size remained constant at 2.3 and 2.6 persons, indicating a balanced growth rate vis-a-vis the typical family composition.

### **More rely on Social Security and retirement income...**

Table 2 compares the source of income for both Hansville and Kitsap County for 1990 and 2000. While 54% of income in the GHA came from wages and salaries in 1990, 66% was derived from this source in 2000. This could mean that more of the population moving into the GHA is employed or that residents are working past an earlier retirement age to supplement their income. Only 25% of the income in 1990 was derived from Social Security, but in 2000 this increased to 39%. In 1990 20% derived some income from retirement sources, while 33% did so in 2000. The number receiving public assistance doubled but still amounted to only a few individuals. In 1990 people tended to derive their income from a single source, whereas in 2000 they used multiple sources to provide a living.

In Kitsap County 64% derived income from wages and salaries in 1990, compared to 62% in 2000; 15% derived income from Social Security in 1990, compared to 17% in 2000; public assistance declined between 1990 and 2000 from 5% to 3%; and use of retirement income was 16% in 1990, compared to 19% in 2000. The county figures show a much more stable pattern with little change in percentage amounts; however residents of the GHA showed increasing reliance on Social Security and retirement income.

### **More have incomes of at least \$50,000...**

Table 3 shows the distribution of income by age group in the GHA and the county. Between 1990 and 2000 there was a significant increase in GHA residents with incomes \$50,000 or more, and a decrease in those earning less than \$50,000. In fact the

percentage of those having incomes of more than \$50,000 almost doubled from 30% to 56%. However, data from Table 4 (Per Capita Income Growth and Change, 1969-2003 for Kitsap County) reveals that the non-indexed per-capita income also increased by 56% during this period. Therefore, a 56% increase in income would move all those earning \$31,000 or more into the bracket of "greater than \$50,000."

### **Education level is rising...**

The number of people, of appropriate age, with at least a high school education increased from 89% to 95%, while those with a bachelor's degree or higher increased from 25% to 38%. The number of residents with a bachelor degree doubled and the number with a graduate degree increased by 150%.

### **More are living full-time in the GHA...**

Table 6 shows that the number of owner-occupied units almost doubled between 1990 and 2000 the number of renter occupied units remained constant. Within Kitsap County the change was much smaller for owner-occupied units and also quite modest for renter units. This may reflect both the increased building activity in the GHA and more owners choosing to become full-time residents and not renting out their properties.

Seasonal use of housing units in the GHA dropped from 33% in 1990 to 22% in 2000, meaning more homeowners are choosing to live full-time in the GHA as the area shifts from a vacation and fishing-resort orientation.

Table 7 shows the pattern of residency for both the GHA and Kitsap County. More people remained in their own homes in the decade between 1990 and 2000 in the GHA with fewer in-county moves and in-migration from other states.

Table 8 shows the length of time homeowners have lived in their residences. For the GHA, the majority of householders have lived in their homes for 2 to 20 years and this is true for Kitsap County as well. The dramatic increase in the 20-30 year category for the GHA seems anomalous but reflects the actual census data, which may be flawed.

**High percentage moved in recently...**

In 1990 the largest percentage in the GHA had lived in their homes for 10 to 20 years, compared to just 2 to 5 years in 2000 – a rather dramatic difference. The same shift is seen in the Kitsap County data, probably reflecting the more mobile nature of our populations in recent years, the effect of new home construction, or both.

**Employment shifted to finance and professional areas...**

Table 9 breaks down the various employment categories by industry. In the areas of most change for the GHA (Finance et al. and Professional et al.) the county did not change

as strongly. In the areas of most change for the county (Education et al. and Arts et al.) the GHA only changed slightly or in the opposite direction. It is difficult to draw any definitive conclusions from this data on a broad basis, but it probably indicates the shifting nature of employment from manufacturing toward service.

Table 10 shows the distribution of classes of work for both the GHA and Kitsap County. Both show a shift from public to private employers of 5% and 9%, respectively. Interestingly, the self-employed workers remained a constant percentage of the overall worker population.

Table 11 shows the commuting patterns of workers in both the GHA and Kitsap County. This table indicates a shift (in raw numbers) to carpooling and public transportation and a de-emphasis on driving alone, especially in the GHA. However, the percentage change is not much different than the county, as described in the Transportation chapter.

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**Background**

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Table 1 Greater Hansville Area and Kitsap County Populations						
Ages	Greater Hansville Area			Kitsap County		
	1990	2000	% Change	1990	2000	% Change
0-9	144	220	53	31,140	33,004	6
10-19	81	194	140	27,159	35,364	30
20-29	133	108	-19	30,678	29,123	-4
30-39	213	266	25	33,300	35,039	5
40-49	143	293	105	25,876	38,415	48
50-59	186	315	69	14,701	28,282	92
60-69	237	291	23	13,117	14,715	12
70-79	141	215	52	9,533	11,309	19
80+	58	78	34	4,227	6,718	59
<b>Total</b>	<b>1336</b>	<b>1980</b>	<b>48</b>	<b>189,731</b>	<b>231,969</b>	<b>22</b>

Source	Greater Hansville Area			Kitsap County		
	1990	2000	% Change	1990	2000	% Change
Wage and Salary	482	542	12	63,799	69,995	10
Social Security	218	287	32	14,699	18,754	28
Public Assistance	7	16	129	4,535	3,275	-28
Retirement	179	271	51	16,314	20,907	28

Income (\$1,000s)	Greater Hansville Area			Kitsap County		
	1990	2000	% Change	1990	2000	% Change
<= 10	49	47	-4	770	5,352	-31
10-15	39	34	-13	4,848	4,368	-10
15-25	55	74	35	12,695	9,715	-23
25-35	129	93	-28	12,929	10,975	-15
35-50	132	111	-16	14,772	15,815	7
50- 75	122	178	46	11,412	19,337	69
75-100	42	170	305	3,211	10,780	236
100-150	8	79	888	1,085	6,988	544
150+	17	35	106	766	3,063	300

**Table 4  
Per Capita Income Growth and Change, 1969-2003 (see attached PDF file)**

Attainment	Greater Hansville Area			Kitsap County		
	1990	2000	% Change	1990	2000	% Change
Less than 9th Grade	13	0	-100	4,362	3,242	-26
9th to 12th Grade	103	73	-29	11,353	10,489	-8
High School Graduate	355	321	-10	34,533	37,804	-9
Some College	253	429	70	33,913	46,047	36
Associate Degree	71	85	20	9,648	13,455	39
Bachelor's Degree	198	394	99	16,212	25,276	56
Graduate Degree	67	164	145	7,000	12,391	77

Nature of Tenure	Greater Hansville Area			Kitsap County		
	1990	2000	% Change	1990	2000	% Change
Owner Occupied	460	761	65	44,530	58,252	31
Renter Occupied	96	100	4	24,737	28,164	14

	Greater Hansville Area			Kitsap County		
Place of Residency	1990	2000	% Change	1990	2000	% Change
Same House	624	1,057	69	76,307	105,448	38
Same County	355	293	-17	41,930	50,795	21
Same State	223	217	-3	19,701	56,900	189

	Greater Hansville Area			Kitsap County		
Duration in Years	1990	2000	% Change	1990	2000	% Change
0-1	93	119	28	19,268	19,655	2
2-5	162	291	80	20,500	26,496	29
5-10	115	212	84	9,447	15,273	62
10-20	136	126	-7	11,793	13,304	13
20-30	5	92	1740	4,111	7,288	77
30+	45	12	-73	4,148	4,400	6

	Greater Hansville Area			Kitsap County		
Industry	1990	2000	% Change	1990	2000	% Change
Natural Resources	7	4	-43	1,602	925	-42
Construction	0	53	(X)	5,438	7,552	39
Manufacturing	59	85	44	12,976	10,759	-17
Transportation	21	41	95	2,856	4,179	46
Trade	54	104	93	16,897	14,282	-15
Finance, Realty, and Insurance	104	27	-74	4,279	5,609	31
Professional, Scientific, Management	55	94	71	4,996	10,252	10
Educational, Health, Social Services	66	75	14	11,503	19,373	68
Arts, Entertainment, Recreation	54	26	-52	1,046	8,534	716
Other Services	28	24	-14	6,335	4,675	-26
Public Administration	68	75	10	9,846	9,301	-6

	Greater Hansville Area			Kitsap County		
Class of Worker	1990	2000	% Change	1990	2000	% Change
Private Wage and Salary Workers	336	432	29	43,511	62,644	44
Government Workers	178	174	-2	28,942	27,083	-6
Self-Employed Workers	49	60	22	6,122	8,170	33

Commuting Method	Greater Hansville Area			Kitsap County		
	1990	2000	% Change	1990	2000	% Change
Drove Alone	434	455	5	5,5697	70,841	27
Carpooled	55	99	80	1,3111	15,322	17
Public Transportation	31	56	81	7,253	9,314	28
Other Means	0	8	(X)	2,126	2,413	13
Walked/Worked at Home	42	52	24	9,957	8,987	-10

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## Sources of Information

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The primary source for the demographic data reported in this chapter is the U.S. Census Factfinder Web site: [factfinder.census.gov](http://factfinder.census.gov). Detailed tables comparing the 98340 Hansville zip code and Kitsap County are included in the ancillary publication of Data Sources for the Hansville Community Profile.