

# Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Jun 24, 2024



Latitude: 32.170264 Longitude: -80.7389

The Fresh Market Shoppes Hilton Head Island, SC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	9,196	29,755	45,381
	Population Est 23Q1	9,270	29,783	45,365
	Population Est 22Q4	9,199	29,542	45,041
	Population Est 22Q3	9,224	29,518	44,974
	Population Est 22Q2	9,114	29,205	44,642
	Population Est 22Q1	9,053	29,100	44,489
	Population Est 21Q4	9,045	28,988	44,351
	Population Est 21Q3	9,048	28,964	44,238
	Population Est 21Q2	9,108	29,060	44,284
	Population Fcst	8,736	28,209	43,277
	2010 Census Population	8,937	25,515	39,024
	2000 Census Population	8,335	21,893	33,061
	1990 Census Population	7,208	15,797	21,862
	Current Year Daytime Population	13,707	37,702	51,914
	Average Seasonal Population	21,848	42,775	49,524
	Historical Annual Growth, 1990 – 2000	1.46%	3.32%	4.22%
	Historical Annual Growth, 2000 – 2010	0.70%	1.54%	1.67%
	Estimated Annual Growth, 2010 – CY	0.22%	1.17%	1.15%
	Projected Annual Growth, CY to Y5	-1.02%	-1.06%	-0.94%
	Group Qtrs Est	49	230	390
Transient Est Average Last 4 Qtrs	16,246	20,146	21,234	
<b>Households</b>	Current Year Estimated Households	4,670	13,740	20,757
	Households Est 23Q1	4,708	13,757	20,756
	Households Est 22Q4	4,671	13,648	20,609
	Households Est 22Q3	4,683	13,642	20,582
	Households Est 22Q2	4,629	13,491	20,423
	Households Est 22Q1	4,596	13,436	20,346
	Households Est 21Q4	4,593	13,391	20,290
	Households Est 21Q3	4,592	13,383	20,244
	Households Est 21Q2	4,624	13,431	20,272
	Households Fcst	4,442	13,020	19,754
	2010 Census Households	4,322	11,236	17,035
	2000 Census Households	3,800	8,998	13,931
	1990 Census Households	3,234	6,822	9,389
	Historical Annual Growth, 1990 – 2000	1.63%	2.81%	4.02%
	Historical Annual Growth, 2000 – 2010	1.30%	2.25%	2.03%
	Estimated Annual Growth, 2010 – CY	0.59%	1.53%	1.50%
	Projected Annual Growth, CY to Y5	-1.00%	-1.07%	-0.99%
Population per Household	1.96	2.15	2.17	

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The Fresh Market Shoppes Hilton Head Island, SC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	3.7%	3.3%	3.1%
	HH Income \$250,000 to \$499,999	4.5%	3.9%	3.7%
	HH Income \$200,000 to \$249,999	10.4%	9.2%	8.7%
	HH Income \$175,000 to \$199,999	6.6%	5.4%	4.9%
	HH Income \$150,000 to \$174,999	5.0%	6.2%	6.6%
	HH Income \$100,000 to 149,999	15.3%	15.6%	16.6%
	HH Income \$75,000 to 99,999	12.6%	11.7%	12.3%
	HH Income \$50,000 to 74,999	14.2%	15.0%	15.3%
	HH Income \$35,000 to 49,999	10.0%	10.6%	9.6%
	HH Income \$25,000 to 34,999	5.9%	6.3%	6.4%
	HH Income \$15,000 to 24,999	6.1%	7.0%	7.2%
	HH Income \$0 to 14,999	5.8%	5.7%	5.6%
	Average Household Income	\$157,038	\$134,656	\$129,263
	Median Household Income	\$90,604	\$85,528	\$86,117
	Per Capita Income	\$80,008	\$62,668	\$59,633
	2000 Average HH Income	\$88,151	\$84,907	\$84,569
	2000 Median HH Income	\$63,343	\$59,964	\$61,974
	Average Disposable Income	97,045	92,832	91,815
	Median Disposable Income	77,460	74,041	74,406
	Discretionary HH Income Over \$150,000	11.2%	9.9%	9.0%
	Discretionary HH Income \$125,000 to \$149,999	10.4%	8.5%	7.6%
	Discretionary HH Income \$100,000 to \$124,999	6.4%	7.7%	8.1%
	Discretionary HH Income \$75,000 to \$99,999	9.2%	9.9%	10.5%
	Discretionary HH Income \$50,000 to \$74,999	21.3%	18.2%	18.3%
	Discretionary HH Income \$25,000 to \$49,999	20.1%	21.9%	22.5%
	Discretionary HH Income Under \$25,000	21.3%	23.9%	23.9%
	Average Discretionary HH Income	71,221	67,454	66,265
	Median Discretionary HH Income	58,899	54,647	54,012
	Householder White – Count	4,369	11,499	17,501
	Median HH Income	\$96,488	\$97,263	\$96,973
	Average HH Income	\$106,390	\$105,833	\$104,884
	Householder Black or African-American – Count	60	702	990
	Median HH Income	\$25,995	\$38,041	\$39,004
	Average HH Income	\$27,882	\$53,403	\$57,356
Householder Hispanic – Count	160	1,031	1,436	
Median HH Income	\$32,679	\$42,264	\$41,796	
Average HH Income	\$40,556	\$61,210	\$58,771	
Householder Asian or Pacific Islander – Count	23	70	86	
Median HH Income	\$39,907	\$133,061	\$144,948	
Average HH Income	\$46,388	\$114,319	\$117,841	
Householder Other or Pacific Islander – Count	58	438	744	
Median HH Income	\$30,567	\$38,192	\$43,606	
Average HH Income	\$35,485	\$63,005	\$62,817	
Gender	Male Population	4,338	14,045	21,417
	Female Population	4,857	15,710	23,963

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Total Population by Age	Count of Pop 0 to 4 years	211	911	1,401
	Count of Pop 0 to 7 years	262	1,265	1,976
	Count of Pop 5 - 13	360	1,906	2,982
	Count of Pop 14 - 18	208	1,066	1,622
	Count of Pop 19 - 22	232	1,060	1,616
	Count of Pop 22 - 25	189	769	1,179
	Count of Pop 25 - 29	299	1,098	1,713
	Count of Pop 30 - 34	274	1,036	1,585
	Count of Pop 35 - 39	294	1,119	1,662
	Count of Pop 40 - 44	302	1,196	1,804
	Count of Pop 45 - 59	1,506	5,177	7,775
	Count of Pop 60 - 74	3,096	8,600	12,958
	Count of Pop 75 - 84	1,705	4,432	6,950
	Count of Pop 85+	519	1,386	2,133
	% of Pop 0 to 4 years	2.3%	3.1%	3.1%
	% of Pop 0 to 7 years	2.9%	4.3%	4.4%
	% of Pop 5 - 13	3.9%	6.4%	6.6%
	% of Pop 14 - 18	2.3%	3.6%	3.6%
	% of Pop 19 - 22	2.5%	3.6%	3.6%
	% of Pop 22 - 25	2.1%	2.6%	2.6%
	% of Pop 25 - 29	3.3%	3.7%	3.8%
	% of Pop 30 - 34	3.0%	3.5%	3.5%
	% of Pop 35 - 39	3.2%	3.8%	3.7%
	% of Pop 40 - 44	3.3%	4.0%	4.0%
% of Pop 45 - 59	16.4%	17.4%	17.1%	
% of Pop 60 - 74	33.7%	28.9%	28.6%	
% of Pop 75 - 84	18.5%	14.9%	15.3%	
% of Pop 85+	5.6%	4.7%	4.7%	
Median Age	63.9	58.9	59.0	
Average Age	57.5	52.6	52.6	
Male Population by Age	% of Pop 0 to 4 years	2.4%	3.3%	3.3%
	% of Pop 5 - 13	4.2%	6.7%	7.0%
	% of Pop 14 - 18	2.5%	3.8%	3.9%
	% of Pop 19 - 22	2.8%	3.8%	3.8%
	% of Pop 22 - 25	2.4%	2.8%	2.8%
	% of Pop 25 - 29	3.7%	4.1%	4.1%
	% of Pop 30 - 34	3.2%	3.8%	3.7%
	% of Pop 35 - 39	3.3%	3.9%	3.8%
	% of Pop 40 - 44	3.4%	4.1%	4.1%
	% of Pop 45 - 59	15.7%	16.9%	16.8%
	% of Pop 75 - 84	18.8%	14.9%	15.3%
	% of Pop 60 - 74	32.2%	27.6%	27.1%
	% of Pop 85+	5.2%	4.3%	4.3%
	Median Age	63.3	57.7	57.6
Average Age	56.6	51.6	51.5	

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	% of Pop 22 - 25	1.7%	2.4%	2.5%
	% of Pop 25 - 29	2.9%	3.3%	3.5%
	% of Pop 30 - 34	2.8%	3.2%	3.3%
	% of Pop 35 - 39	3.1%	3.6%	3.5%
	% of Pop 40 - 44	3.2%	3.9%	3.9%
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	% of Pop 60 - 74	35.0%	30.0%	29.8%
	% of Pop 75 - 84	18.3%	14.9%	15.4%
	% of Pop 85+	6.0%	5.0%	5.1%
	Median Age	64.4	59.9	60.1
Average Age	58.4	53.4	53.5	
Race	Count of White	8,073	23,303	35,737
	Count of Black or African-American	210	1,758	2,592
	Count of Asian or Pacific Islander	79	242	364
	Count of Other races	833	4,452	6,687
	White	87.8%	78.3%	78.7%
	Black or African American	2.3%	5.9%	5.7%
	Asian	0.9%	0.8%	0.8%
	Other Races	9.1%	15.0%	14.7%
Language Spoken	Speak English at Home	92.9%	86.2%	86.9%
	Speak Spanish at Home	3.5%	11.0%	10.0%
	Speak French or French Creole at Home	0.8%	0.6%	0.5%
	Speak German at Home	0.2%	0.4%	0.5%
	Speak Other Indo-European Languages at Home	0.6%	0.5%	0.6%
	Speak Russian and Other Slavic Languages at H	0.3%	0.1%	0.1%
	Speak Chinese at Home	0.7%	0.3%	0.2%
	Speak Korean at Home	0.0%	0.0%	0.0%
	Speak Vietnamese at Home	0.0%	0.0%	0.1%
	Speak Other Asian Languages at Home	0.6%	0.2%	0.2%
	Speak Tagalog and Other Pacific Languages at H	0.1%	0.1%	0.1%
	Speak Other Language at Home	0.4%	0.5%	0.9%
Hispanic	Hispanic Population	702	4,212	6,357
	Hispanic Population Percent	7.6%	14.2%	14.0%
	Mexican	57.0%	64.4%	62.5%
	Puerto Rican	9.4%	4.7%	4.1%
	Cuban	6.1%	2.0%	1.6%
	Dominican	0.0%	0.0%	0.0%
	Central American	6.8%	15.0%	18.4%
	South American	14.6%	9.6%	9.1%
	Other Hispanic	6.2%	4.2%	4.3%
	2000 Hispanic Population Percent	5%	13%	10%
	1990 Hispanic Population Percent	1%	1%	1%

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<b>Ancestry</b>	American (percent of total population)	4.5%	4.5%	4.8%
	American	4.3%	4.4%	4.7%
	Native American (ie. Indian/Eskimo)	0.1%	0.1%	0.1%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	0.9%	0.8%	0.8%
	Chinese	0.3%	0.4%	0.3%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.0%	0.0%	0.0%
	South Central Asian (ie. Indian)	0.0%	0.0%	0.1%
	South East Asian (ie. Vietnamese)	0.4%	0.3%	0.3%
	Other Asian	0.1%	0.1%	0.1%
	European (percent of total population)	58.3%	47.4%	48.7%
	British	11.2%	9.9%	10.5%
	Dutch	0.5%	0.7%	0.8%
	French	1.9%	1.4%	1.6%
	German	14.4%	10.6%	10.4%
	Italian	5.1%	4.3%	4.6%
	Polish	1.9%	1.7%	1.8%
	Scandinavian	3.2%	2.5%	2.5%
	Scotch/Irish	15.6%	12.5%	12.3%
Other European (ie. Greek/Russian)	4.6%	3.9%	4.1%	
Middle Eastern	0.3%	0.3%	0.3%	
Other Ancestry	11.7%	15.0%	14.5%	
Unclassified Ancestry	16.8%	17.8%	16.9%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	7,996	24,044	36,579
	Elementary (0 to 8)	0.7%	2.0%	1.9%
	Some High School (9 to 11)	1.7%	3.7%	4.0%
	High School Graduate (12)	13.2%	18.2%	17.1%
	Some College (13 to 16)	15.7%	16.0%	15.9%
	Associates Degree Only	8.2%	7.2%	7.4%
	Bachelors Degree Only	33.7%	30.7%	30.9%
	Graduate Degree	26.7%	22.2%	22.8%
	% College (4+)	60.4%	52.9%	53.7%
<b>Household Type</b>	Total Households – count	4,670	13,740	20,757
	One Person HHs – count	1,444	3,959	5,754
	Family HHs – count	2,884	8,693	13,488
	Married Couple – count	2,611	7,462	11,651
	w/own children – count	272	1,072	1,735
	w/out own children – count	2,339	6,390	9,916
	Male Householder – count	33	331	502
	Female Householder – count	240	899	1,334
	Non-Family Households – count	343	1,088	1,515
	1 Person Household	30.9%	28.8%	27.7%
	2 Person Household	51.9%	48.7%	49.2%
	3 Person Household	8.0%	9.6%	10.0%
	4 Person Household	5.8%	7.4%	7.7%
	5 Person Household	1.9%	3.3%	3.3%
6 Person Household	0.9%	1.4%	1.3%	
7+ Person Household	0.5%	0.8%	0.8%	
% Households With Children	9.4%	12.8%	13.3%	

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<b>Housing</b>	Total Housing Units	10,908	25,297	34,107
	Owner Occupied Percent	33.6%	41.5%	47.0%
	Renter Occupied Percent	9.2%	12.8%	13.8%
	Vacant Housing Percent	57.2%	45.7%	39.1%
	Total Housing Units (Census 2000)	7,791	15,903	21,830
	For Rent (Census 2000)	27%	24%	23%
	For Sale (Census 2000)	1%	1%	2%
	Rented or Sold, (Census 2000)	1%	2%	2%
	Seasonal (Census 2014)	74%	74%	72%
	Other (Census 2000)	1%	1%	2%
<b>Homes Built By Year</b>	Homes Built 1990 to 2000	28%	32%	36%
	Homes Built 1980 to 1989	43%	40%	39%
	Homes Built 1970 to 1979	23%	22%	19%
	Homes Built 1960 to 1969	3%	4%	4%
	Homes Built 1950 to 1959	1%	1%	1%
	Homes Built 1940 to 1949	0%	0%	0%
	Homes Built Before 1939	0%	0%	0%
<b>Units in Structure</b>	1 Unit	56%	55%	60%
	2 - 9 Units	21%	19%	17%
	Greater than 10 Units	21%	22%	18%
	Mobilie Trailer	2%	4%	4%
	Other Units	1%	0%	0%
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	27.0%	21.8%	19.4%
	Property Value \$750,000 to \$999,999	16.0%	18.2%	18.9%
	Property Value \$500,000 to \$749,999	15.3%	18.6%	22.0%
	Property Value \$400,000 to \$499,999	5.5%	6.5%	7.8%
	Property Value \$300,000, to \$399,999	6.2%	6.1%	6.1%
	Property Value \$200,000 to \$299,999	9.3%	8.0%	6.6%
	Property Value \$150,000 to \$199,999	1.4%	2.6%	2.4%
	Property Value \$100,000 to \$149,999	2.0%	1.9%	1.8%
	Property Value \$60,000 to \$99,999	0.9%	1.2%	0.9%
	Property Value \$40,000 to \$59,999	0.0%	0.2%	0.3%
	Property Value \$0 to \$39,999	1.3%	1.3%	1.3%
	Median Home Value	\$758,884	\$707,882	\$687,933
Median Rent	\$953	\$858	\$862	
<b>Wealth per Household</b>	\$0 and under - percent	14.7%	15.3%	15.2%
	\$1 to \$4999 - percent	6.5%	7.0%	6.9%
	\$5k to \$9999 - percent	3.7%	3.9%	3.8%
	\$10k to \$24999 - percent	5.6%	5.8%	5.8%
	\$25k to \$49999 - percent	6.5%	6.6%	6.6%
	\$50k to \$99999 - percent	10.2%	10.3%	10.3%
	\$100k to \$249999 - percent	19.4%	19.2%	19.2%
	\$250k to \$499999 - percent	15.2%	14.7%	14.8%
	\$500k+ - percent	18.2%	17.4%	17.5%
	Median HH Wealth	\$121,692	\$109,564	\$111,338
	Avg HH Wealth	\$284,498	\$273,889	\$275,405

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<b>Economic Viability</b>	Economic Viability Local	232	226	228
	Economic Viability Indexed	106	103	105
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	4,227	13,544	20,507
	Managerial/Executive	28.0%	22.5%	21.0%
	Professional Specialty	18.6%	20.0%	20.1%
	Healthcare Support	1.3%	1.1%	1.8%
	Sales	13.5%	13.1%	11.8%
	Office & Administrative Support	11.3%	10.4%	10.7%
	Protective Service	0.7%	0.9%	1.4%
	Food Preparation	12.3%	10.7%	10.4%
	Building Maintenance & Cleaning	2.0%	4.4%	4.3%
	Personal Care	3.6%	3.6%	3.7%
	Farming, Fishing, & Forestry	0.0%	0.2%	0.1%
	Construction	4.2%	6.8%	7.5%
	Production & Transportation	4.4%	6.4%	7.0%
	Percent White Collar Workers	72.7%	67.2%	65.5%
Percent Blue Collar Workers	27.3%	32.8%	34.5%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	6.5%	8.0%	8.4%
	Manufacturing	5.9%	5.8%	5.3%
	Transportation	1.0%	3.1%	3.5%
	Information	0.7%	1.2%	1.5%
	Wholesale/Retail	15.9%	13.2%	13.3%
	Finance, Insurance, Real Estate	13.8%	11.9%	10.3%
	Professional Services	12.8%	9.2%	9.6%
	Management Services	0.1%	0.0%	0.0%
	Administrative/Waste Services	4.7%	6.6%	6.7%
	Educational Services	11.7%	15.2%	16.2%
	Entertainment Services	23.7%	20.6%	19.1%
Other Professional Services	2.9%	4.3%	4.8%	
Public Administration	0.2%	0.9%	1.3%	
<b>Transportation To Work</b>	Drive to Work Alone	80.7%	75.2%	77.1%
	Drive to Work Carpool	9.3%	13.8%	12.9%
	Travel to Work by Public Transportation	1.3%	2.0%	1.6%
	Drive to Work on Motorcycle	0.0%	0.0%	0.1%
	Drive to Work on Bicycle	0.7%	1.4%	1.1%
	Walked to Work	1.9%	2.3%	1.8%
	Other Means	0.2%	0.4%	0.6%
	Work at Home	5.9%	4.8%	4.7%

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	Travel to Work in Less than 5 Minutes	6.2%	4.7%	4.0%
	Travel to Work in 5 to 9 Minutes	23.1%	20.1%	17.7%
	Travel to Work in 10 to 14 Minutes	26.1%	25.8%	24.7%
	Travel to Work in 15 to 19 Minutes	21.8%	21.3%	22.4%
	Travel to Work in 20 to 29 Minutes	11.6%	15.3%	16.6%
	Travel to Work in 30 to 44 Minutes	3.5%	6.3%	8.1%
	Travel to Work in 45 to 59 Minutes	3.3%	2.2%	2.7%
	Travel to Work in 60 Minutes or more	3.9%	4.0%	3.5%
	Average Travel Time to Work	15	16	16
<b>Vehicles per HH</b>	No Vehicles	4.0%	4.7%	4.6%
	1 Vehicle	42.4%	37.1%	35.3%
	2 Vehicles	35.1%	39.5%	41.9%
	3 or more vehicles	18.5%	18.7%	18.2%
	Average Number of Vehicles	1.71	1.76	1.78
<b>Change</b>	Births (last 12 months)	54	220	338
	Deaths (last 12 months)	260	697	1,074
	Migration (last 12 months)	289	1,034	1,483
<b>Work place</b>	Workplace Establishments	949	2,005	2,638
	Workplace Employees (FTE)	7,544	15,368	19,843