

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	1,718	16,078	33,671
	Population Est 23Q1	1,740	16,142	33,694
	Population Est 22Q4	1,722	16,026	33,429
	Population Est 22Q3	1,731	16,030	33,393
	Population Est 22Q2	1,705	15,895	33,090
	Population Est 22Q1	1,698	15,828	32,996
	Population Est 21Q4	1,696	15,813	32,893
	Population Est 21Q3	1,691	15,796	32,825
	Population Est 21Q2	1,706	15,872	32,899
	Population Fcst	1,693	14,916	31,690
	2010 Census Population	1,675	14,593	28,739
	2000 Census Population	1,417	11,857	24,720
	1990 Census Population	1,054	9,183	17,270
	Current Year Daytime Population	1,847	18,935	42,312
	Average Seasonal Population	3,307	25,195	43,594
	Historical Annual Growth, 1990 – 2000	3.01%	2.59%	3.65%
	Historical Annual Growth, 2000 – 2010	1.68%	2.10%	1.52%
	Estimated Annual Growth, 2010 – CY	0.19%	0.73%	1.20%
	Projected Annual Growth, CY to Y5	-0.29%	-1.49%	-1.21%
	Group Qtrs Est	0	83	342
Transient Est Average Last 4 Qtrs	3,154	17,183	20,876	
Households	Current Year Estimated Households	874	7,688	15,460
	Households Est 23Q1	885	7,721	15,474
	Households Est 22Q4	876	7,664	15,354
	Households Est 22Q3	880	7,670	15,341
	Households Est 22Q2	867	7,606	15,196
	Households Est 22Q1	864	7,570	15,147
	Households Est 21Q4	863	7,562	15,104
	Households Est 21Q3	860	7,554	15,077
	Households Est 21Q2	867	7,592	15,116
	Households Fcst	864	7,153	14,548
	2010 Census Households	773	6,610	12,598
	2000 Census Households	697	5,024	10,235
	1990 Census Households	472	4,040	7,416
	Historical Annual Growth, 1990 – 2000	3.98%	2.21%	3.28%
	Historical Annual Growth, 2000 – 2010	1.03%	2.78%	2.10%
	Estimated Annual Growth, 2010 – CY	0.93%	1.15%	1.56%
	Projected Annual Growth, CY to Y5	-0.22%	-1.43%	-1.21%
Population per Household	1.97	2.08	2.16	

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The Fresh Market Shoppes Hilton Head Island, SC		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	3.7%	3.5%	3.2%
	HH Income \$250,000 to \$499,999	4.5%	4.2%	3.9%
	HH Income \$200,000 to \$249,999	10.5%	9.7%	9.1%
	HH Income \$175,000 to \$199,999	10.8%	6.8%	5.1%
	HH Income \$150,000 to \$174,999	7.3%	6.1%	6.1%
	HH Income \$100,000 to 149,999	16.3%	16.5%	15.6%
	HH Income \$75,000 to 99,999	14.8%	12.7%	12.2%
	HH Income \$50,000 to 74,999	11.8%	14.5%	15.5%
	HH Income \$35,000 to 49,999	7.9%	10.1%	10.1%
	HH Income \$25,000 to 34,999	4.2%	5.2%	6.7%
	HH Income \$15,000 to 24,999	3.4%	5.9%	6.6%
	HH Income \$0 to 14,999	4.7%	4.8%	5.7%
	Average Household Income	\$186,589	\$146,962	\$132,041
	Median Household Income	\$107,983	\$93,179	\$84,805
	Per Capita Income	\$94,924	\$70,526	\$61,209
	2000 Average HH Income	\$78,675	\$92,299	\$83,282
	2000 Median HH Income	\$60,410	\$62,928	\$59,536
	Average Disposable Income	107,094	97,229	92,314
	Median Disposable Income	90,049	79,352	73,370
	Discretionary HH Income Over \$150,000	13.7%	9.7%	9.3%
	Discretionary HH Income \$125,000 to \$149,999	12.0%	10.8%	8.5%
	Discretionary HH Income \$100,000 to \$124,999	8.8%	8.0%	7.6%
	Discretionary HH Income \$75,000 to \$99,999	11.2%	9.4%	9.6%
	Discretionary HH Income \$50,000 to \$74,999	25.5%	21.1%	18.6%
	Discretionary HH Income \$25,000 to \$49,999	15.8%	21.6%	22.5%
	Discretionary HH Income Under \$25,000	13.0%	19.4%	23.8%
	Average Discretionary HH Income	81,725	71,336	66,872
	Median Discretionary HH Income	71,918	60,814	54,002
	Householder White – Count	849	6,980	13,012
	Median HH Income	\$111,358	\$97,767	\$95,202
	Average HH Income	\$115,653	\$105,856	\$104,528
	Householder Black or African-American – Count	8	185	797
	Median HH Income	\$6,368	\$38,253	\$40,025
	Average HH Income	\$7,151	\$56,448	\$57,248
Householder Hispanic – Count	6	341	1,070	
Median HH Income	\$49,509	\$48,035	\$45,486	
Average HH Income	\$85,249	\$79,113	\$63,565	
Householder Asian or Pacific Islander – Count	7	43	68	
Median HH Income	\$39,902	\$87,029	\$128,259	
Average HH Income	\$39,430	\$103,742	\$113,471	
Householder Other or Pacific Islander – Count	4	140	513	
Median HH Income	\$27,888	\$41,650	\$41,046	
Average HH Income	\$29,687	\$77,760	\$65,450	
Gender	Male Population	800	7,637	15,868
	Female Population	919	8,441	17,803

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The Fresh Market Shoppes Hilton Head Island, SC		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Total Population by Age	Count of Pop 0 to 4 years	36	455	1,031
	Count of Pop 0 to 7 years	45	624	1,442
	Count of Pop 5 - 13	60	890	2,179
	Count of Pop 14 - 18	36	485	1,219
	Count of Pop 19 - 22	43	496	1,209
	Count of Pop 22 - 25	36	376	874
	Count of Pop 25 - 29	53	569	1,235
	Count of Pop 30 - 34	41	559	1,169
	Count of Pop 35 - 39	45	601	1,249
	Count of Pop 40 - 44	47	635	1,345
	Count of Pop 45 - 59	276	2,857	5,856
	Count of Pop 60 - 74	627	4,893	9,582
	Count of Pop 75 - 84	344	2,489	5,069
	Count of Pop 85+	73	774	1,654
	% of Pop 0 to 4 years	2.1%	2.8%	3.1%
	% of Pop 0 to 7 years	2.6%	3.9%	4.3%
	% of Pop 5 - 13	3.5%	5.5%	6.5%
	% of Pop 14 - 18	2.1%	3.0%	3.6%
	% of Pop 19 - 22	2.5%	3.1%	3.6%
	% of Pop 22 - 25	2.1%	2.3%	2.6%
	% of Pop 25 - 29	3.1%	3.5%	3.7%
	% of Pop 30 - 34	2.4%	3.5%	3.5%
	% of Pop 35 - 39	2.6%	3.7%	3.7%
% of Pop 40 - 44	2.7%	3.9%	4.0%	
% of Pop 45 - 59	16.1%	17.8%	17.4%	
% of Pop 60 - 74	36.5%	30.4%	28.5%	
% of Pop 75 - 84	20.0%	15.5%	15.1%	
% of Pop 85+	4.3%	4.8%	4.9%	
Median Age	64.9	60.4	58.9	
Average Age	58.6	54.0	52.6	
Male Population by Age	% of Pop 0 to 4 years	2.2%	3.0%	3.3%
	% of Pop 5 - 13	3.7%	5.8%	6.8%
	% of Pop 14 - 18	2.7%	3.2%	3.9%
	% of Pop 19 - 22	3.1%	3.3%	3.8%
	% of Pop 22 - 25	2.6%	2.6%	2.8%
	% of Pop 25 - 29	3.6%	3.9%	4.1%
	% of Pop 30 - 34	2.3%	3.7%	3.7%
	% of Pop 35 - 39	2.2%	4.0%	3.9%
	% of Pop 40 - 44	2.6%	4.2%	4.1%
	% of Pop 45 - 59	14.9%	17.4%	17.0%
	% of Pop 75 - 84	21.3%	15.7%	15.0%
	% of Pop 60 - 74	34.5%	29.0%	27.2%
	% of Pop 85+	4.2%	4.5%	4.4%
Median Age	64.8	59.4	57.6	
Average Age	57.9	53.2	51.6	

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	% of Pop 0 to 4 years	2.0%	2.7%	2.9%
	% of Pop 5 - 13	3.3%	5.3%	6.2%
	% of Pop 14 - 18	1.7%	2.9%	3.4%
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	% of Pop 35 - 39	2.9%	3.5%	3.6%
	% of Pop 40 - 44	2.9%	3.7%	3.9%
	% of Pop 45 - 59	17.1%	18.1%	17.7%
	% of Pop 60 - 74	38.2%	31.8%	29.6%
	% of Pop 75 - 84	18.9%	15.3%	15.1%
	% of Pop 85+	4.3%	5.1%	5.4%
	Median Age	64.9	61.1	60.0
Average Age	59.1	54.8	53.6	
Race	Count of White	1,585	13,322	26,207
	Count of Black or African-American	25	784	2,181
	Count of Asian or Pacific Islander	12	128	263
	Count of Other races	96	1,844	5,020
	White	92.2%	82.9%	77.8%
	Black or African American	1.5%	4.9%	6.5%
	Asian	0.7%	0.8%	0.8%
	Other Races	5.6%	11.5%	14.9%
Language Spoken	Speak English at Home	95.2%	90.9%	86.4%
	Speak Spanish at Home	0.9%	6.4%	10.7%
	Speak French or French Creole at Home	0.0%	0.5%	0.6%
	Speak German at Home	0.2%	0.1%	0.5%
	Speak Other Indo-European Languages at Home	0.5%	0.7%	0.6%
	Speak Russian and Other Slavic Languages at H	0.4%	0.2%	0.1%
	Speak Chinese at Home	1.2%	0.4%	0.3%
	Speak Korean at Home	0.0%	0.0%	0.0%
	Speak Vietnamese at Home	0.0%	0.0%	0.0%
	Speak Other Asian Languages at Home	0.9%	0.4%	0.2%
	Speak Tagalog and Other Pacific Languages at H	0.0%	0.1%	0.1%
	Speak Other Language at Home	0.8%	0.2%	0.4%
Hispanic	Hispanic Population	73	1,686	4,775
	Hispanic Population Percent	4.2%	10.5%	14.2%
	Mexican	32.4%	67.2%	64.5%
	Puerto Rican	12.3%	7.2%	4.3%
	Cuban	8.4%	3.7%	1.8%
	Dominican	0.0%	0.0%	0.0%
	Central American	2.3%	8.1%	14.8%
	South American	42.7%	10.3%	10.5%
	Other Hispanic	1.8%	3.6%	4.2%
	2000 Hispanic Population Percent	3%	8%	12%
	1990 Hispanic Population Percent	0%	1%	1%

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The Fresh Market Shoppes Hilton Head Island, SC		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Ancestry	American (percent of total population)	4.4%	4.7%	4.5%
	American	4.2%	4.5%	4.4%
	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)	0.7%	0.8%	0.8%
	Chinese	0.2%	0.3%	0.3%
	Japanese	0.2%	0.1%	0.1%
	Korean	0.0%	0.0%	0.0%
	South Central Asian (ie. Indian)	0.0%	0.0%	0.0%
	South East Asian (ie. Vietnamese)	0.3%	0.3%	0.3%
	Other Asian	0.0%	0.1%	0.1%
	European (percent of total population)	63.2%	50.7%	47.5%
	British	11.5%	9.9%	9.8%
	Dutch	0.5%	0.5%	0.7%
	French	1.8%	1.5%	1.5%
	German	16.2%	12.0%	10.5%
	Italian	5.5%	4.6%	4.4%
	Polish	1.8%	1.8%	1.7%
	Scandinavian	4.3%	2.9%	2.4%
	Scotch/Irish	16.5%	13.7%	12.4%
Other European (ie. Greek/Russian)	5.0%	3.9%	4.0%	
Middle Eastern	0.2%	0.3%	0.3%	
Other Ancestry	9.9%	12.8%	15.7%	
Unclassified Ancestry	17.4%	20.2%	17.0%	
Education (Age 25+)	Adult Population (25 Years or Older)	1,507	13,377	27,159
	Elementary (0 to 8)	0.0%	2.0%	2.0%
	Some High School (9 to 11)	0.7%	3.2%	4.2%
	High School Graduate (12)	8.9%	17.4%	17.7%
	Some College (13 to 16)	14.7%	16.1%	16.2%
	Associates Degree Only	10.2%	7.7%	7.1%
	Bachelors Degree Only	35.8%	30.5%	30.4%
	Graduate Degree	29.6%	23.2%	22.3%
	% College (4+)	65.4%	53.7%	52.7%
Household Type	Total Households – count	874	7,688	15,460
	One Person HHs – count	234	2,314	4,474
	Family HHs – count	590	4,700	9,825
	Married Couple – count	541	4,137	8,427
	w/own children – count	61	639	1,258
	w/out own children – count	480	3,498	7,169
	Male Householder – count	0	130	363
	Female Householder – count	49	433	1,035
	Non-Family Households – count	50	675	1,160
	1 Person Household	26.7%	30.1%	28.9%
	2 Person Household	57.2%	49.3%	48.3%
	3 Person Household	8.2%	9.5%	9.7%
	4 Person Household	5.2%	6.6%	7.5%
	5 Person Household	1.7%	2.6%	3.4%
	6 Person Household	0.7%	1.3%	1.3%
7+ Person Household	0.3%	0.6%	0.8%	
% Households With Children	10.8%	12.3%	13.1%	

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Housing	Total Housing Units	2,012	14,874	27,246
	Owner Occupied Percent	33.8%	40.2%	43.8%
	Renter Occupied Percent	9.6%	11.5%	12.9%
	Vacant Housing Percent	56.6%	48.3%	43.3%
	Total Housing Units (Census 2000)	1,345	9,465	17,147
	For Rent (Census 2000)	35%	25%	24%
	For Sale (Census 2000)	1%	1%	2%
	Rented or Sold, (Census 2000)	1%	1%	2%
	Seasonal (Census 2014)	74%	74%	73%
	Other (Census 2000)	1%	1%	1%
Homes Built By Year	Homes Built 1990 to 2000	28%	33%	33%
	Homes Built 1980 to 1989	46%	40%	40%
	Homes Built 1970 to 1979	24%	21%	21%
	Homes Built 1960 to 1969	1%	3%	4%
	Homes Built 1950 to 1959	1%	2%	1%
	Homes Built 1940 to 1949	0%	0%	0%
	Homes Built Before 1939	0%	0%	0%
Units in Structure	1 Unit	51%	57%	56%
	2 - 9 Units	32%	19%	19%
	Greater than 10 Units	15%	19%	21%
	Mobilie Trailer	1%	4%	4%
	Other Units	1%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	34.1%	23.5%	20.1%
	Property Value \$750,000 to \$999,999	17.8%	17.4%	18.9%
	Property Value \$500,000 to \$749,999	19.6%	17.7%	19.6%
	Property Value \$400,000 to \$499,999	2.6%	6.6%	6.9%
	Property Value \$300,000, to \$399,999	5.3%	5.8%	6.4%
	Property Value \$200,000 to \$299,999	3.7%	9.9%	7.8%
	Property Value \$150,000 to \$199,999	1.4%	1.8%	2.6%
	Property Value \$100,000 to \$149,999	1.1%	1.7%	1.9%
	Property Value \$60,000 to \$99,999	1.0%	1.5%	1.2%
	Property Value \$40,000 to \$59,999	0.0%	0.0%	0.4%
	Property Value \$0 to \$39,999	0.9%	1.6%	1.2%
	Median Home Value	\$864,520	\$709,757	\$692,415
Median Rent	\$993	\$926	\$865	
Wealth per Household	\$0 and under - percent	14.3%	15.1%	15.2%
	\$1 to \$4999 - percent	6.0%	6.8%	7.0%
	\$5k to \$9999 - percent	3.4%	3.8%	3.9%
	\$10k to \$24999 - percent	5.4%	5.7%	5.8%
	\$25k to \$49999 - percent	6.4%	6.5%	6.6%
	\$50k to \$99999 - percent	10.2%	10.3%	10.3%
	\$100k to \$249999 - percent	19.5%	19.3%	19.2%
	\$250k to \$499999 - percent	15.6%	14.9%	14.7%
	\$500k+ - percent	19.2%	17.7%	17.4%
	Median HH Wealth	\$133,181	\$114,057	\$110,059
	Avg HH Wealth	\$296,002	\$277,701	\$274,166

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Economic Viability	Economic Viability Local	227	227	228
	Economic Viability Indexed	104	104	104
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	768	7,585	15,347
	Managerial/Executive	32.3%	24.1%	21.9%
	Professional Specialty	21.6%	20.8%	19.6%
	Healthcare Support	0.5%	1.0%	1.1%
	Sales	7.4%	15.4%	12.5%
	Office & Administrative Support	13.9%	9.7%	10.5%
	Protective Service	0.1%	1.2%	1.3%
	Food Preparation	13.5%	12.2%	10.2%
	Building Maintenance & Cleaning	0.4%	2.9%	4.2%
	Personal Care	3.6%	3.1%	3.7%
	Farming, Fishing, & Forestry	0.0%	0.3%	0.2%
	Construction	2.8%	4.7%	7.4%
	Production & Transportation	4.0%	4.6%	7.3%
	Percent White Collar Workers	75.7%	71.0%	65.7%
Percent Blue Collar Workers	24.3%	29.0%	34.3%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	5.2%	6.3%	8.5%
	Manufacturing	6.3%	6.1%	5.4%
	Transportation	0.7%	2.7%	3.9%
	Information	0.0%	1.3%	1.3%
	Wholesale/Retail	12.2%	14.1%	13.4%
	Finance, Insurance, Real Estate	14.6%	12.3%	11.3%
	Professional Services	15.6%	10.5%	9.1%
	Management Services	0.0%	0.1%	0.0%
	Administrative/Waste Services	6.7%	6.0%	7.1%
	Educational Services	11.4%	14.4%	14.9%
	Entertainment Services	25.8%	22.7%	19.6%
Other Professional Services	1.4%	3.1%	4.4%	
Public Administration	0.1%	0.5%	1.1%	
Transportation To Work	Drive to Work Alone	82.2%	77.5%	75.5%
	Drive to Work Carpool	6.0%	12.5%	13.9%
	Travel to Work by Public Transportation	0.9%	1.6%	1.9%
	Drive to Work on Motorcycle	0.0%	0.0%	0.0%
	Drive to Work on Bicycle	0.0%	0.8%	1.3%
	Walked to Work	1.4%	1.8%	2.1%
	Other Means	0.0%	0.3%	0.6%
	Work at Home	9.5%	5.4%	4.7%

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	Travel to Work in Less than 5 Minutes	4.1%	5.5%	4.6%
	Travel to Work in 5 to 9 Minutes	28.6%	20.3%	19.2%
	Travel to Work in 10 to 14 Minutes	31.2%	26.1%	25.9%
	Travel to Work in 15 to 19 Minutes	17.9%	22.2%	22.7%
	Travel to Work in 20 to 29 Minutes	8.6%	12.3%	14.7%
	Travel to Work in 30 to 44 Minutes	2.8%	5.9%	6.6%
	Travel to Work in 45 to 59 Minutes	3.6%	2.8%	2.5%
	Travel to Work in 60 Minutes or more	1.7%	4.6%	3.7%
Average Travel Time to Work		12	16	16
Vehicles per HH	No Vehicles	1.1%	3.4%	4.5%
	1 Vehicle	39.6%	38.0%	37.4%
	2 Vehicles	40.7%	36.8%	40.1%
	3 or more vehicles	18.6%	21.8%	18.0%
	Average Number of Vehicles	1.79	1.81	1.76
Change	Births (last 12 months)	9	112	249
	Deaths (last 12 months)	48	393	797
	Migration (last 12 months)	53	467	1,138
Work place	Workplace Establishments	136	1,119	2,159
	Workplace Employees (FTE)	1,084	8,719	16,552