

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Nov 2, 2024



Latitude: 32.170301 Longitude: -80.73889

The Fresh Market Shoppes				
Hilton Head Island, SC				
		1-Mile Radius	3-Mile Radius	5-Mile Radius
<b>Population</b>	Current Year Estimated Population	1,719	16,302	34,090
	Population Est 23Q1	1,711	16,224	33,934
	Population Est 22Q4	1,699	16,076	33,702
	Population Est 22Q3	1,697	16,048	33,636
	Population Est 22Q2	1,695	16,048	33,544
	Population Est 22Q1	1,718	16,122	33,614
	Population Est 21Q4	1,708	16,036	33,417
	Population Est 21Q3	1,721	16,062	33,441
	Population Est 21Q2	1,695	15,927	33,137
	Population Fcst	1,747	16,323	34,278
	2010 Census Population	1,509	15,588	31,877
	2000 Census Population	1,326	12,955	28,425
	1990 Census Population	940	9,604	19,824
	Current Year Daytime Population	1,970	19,682	43,248
	Average Seasonal Population	3,140	24,161	41,193
	Historical Annual Growth, 1990 – 2000	3.50%	3.04%	3.67%
	Historical Annual Growth, 2000 – 2010	1.30%	1.87%	1.15%
	Estimated Annual Growth, 2010 – CY	0.92%	0.31%	0.47%
	Projected Annual Growth, CY to Y5	0.32%	0.03%	0.11%
	Group Qtrs Est	0	83	344
Transient Est Average Last 4 Qtrs	3,536	19,410	23,652	
<b>Households</b>	Current Year Estimated Households	874	7,798	15,658
	Households Est 23Q1	869	7,761	15,583
	Households Est 22Q4	864	7,678	15,457
	Households Est 22Q3	862	7,666	15,431
	Households Est 22Q2	861	7,670	15,399
	Households Est 22Q1	873	7,709	15,437
	Households Est 21Q4	867	7,666	15,351
	Households Est 21Q3	875	7,684	15,364
	Households Est 21Q2	862	7,620	15,219
	Households Fcst	888	7,817	15,746
	2010 Census Households	687	7,061	14,135
	2000 Census Households	577	5,506	11,973
	1990 Census Households	410	4,258	8,658
	Historical Annual Growth, 1990 – 2000	3.46%	2.60%	3.29%
	Historical Annual Growth, 2000 – 2010	1.77%	2.52%	1.67%
	Estimated Annual Growth, 2010 – CY	1.70%	0.70%	0.72%
Projected Annual Growth, CY to Y5	0.33%	0.05%	0.11%	
Population per Household	1.97	2.08	2.16	

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The Fresh Market Shoppes Hilton Head Island, SC		1-Mile Radius	3-Mile Radius	5-Mile Radius
Income	HH Income \$500,000 or more	4.4%	4.2%	4.0%
	HH Income \$250,000 to \$499,999	5.3%	5.1%	4.8%
	HH Income \$200,000 to \$249,999	12.1%	11.8%	11.2%
	HH Income \$175,000 to \$199,999	18.2%	8.6%	6.0%
	HH Income \$150,000 to \$174,999	7.0%	8.5%	7.0%
	HH Income \$100,000 to 149,999	12.3%	15.2%	16.2%
	HH Income \$75,000 to 99,999	13.0%	12.2%	12.7%
	HH Income \$50,000 to 74,999	10.6%	14.5%	15.3%
	HH Income \$35,000 to 49,999	5.3%	6.9%	8.4%
	HH Income \$25,000 to 34,999	4.5%	6.0%	5.3%
	HH Income \$15,000 to 24,999	2.4%	3.4%	4.9%
	HH Income \$0 to 14,999	4.8%	3.6%	4.2%
	Average Household Income	\$207,118	\$161,309	\$146,542
	Median Household Income	\$135,377	\$109,652	\$98,245
	Per Capita Income	\$105,276	\$77,408	\$67,890
	Average Disposable Income	\$117,705	\$108,534	\$102,693
	Median Disposable Income	\$111,609	\$91,828	\$83,609
	Discretionary HH Income Over \$150,000	16.9%	14.2%	13.1%
	Discretionary HH Income \$125,000 to \$149,999	19.4%	10.8%	9.1%
	Discretionary HH Income \$100,000 to \$124,999	12.0%	12.4%	10.1%
	Discretionary HH Income \$75,000 to \$99,999	9.0%	12.1%	11.7%
	Discretionary HH Income \$50,000 to \$74,999	16.6%	16.7%	17.7%
	Discretionary HH Income \$25,000 to \$49,999	15.1%	20.5%	22.1%
	Discretionary HH Income Under \$25,000	10.9%	13.3%	16.2%
	Average Discretionary HH Income	\$93,163	\$82,200	\$76,738
	Median Discretionary HH Income	\$94,764	\$73,305	\$66,359
	Householder White – Count	856	6,794	12,665
	Median HH Income	\$140,235	\$113,378	\$109,077
	Average HH Income	\$124,847	\$116,093	\$114,538
	Householder Black or African-American – Count	0	371	944
	Median HH Income	\$32,500	\$97,946	\$53,474
	Average HH Income	\$32,490	\$108,609	\$78,697
	Householder Hispanic – Count	11	429	1,364
Median HH Income	\$42,612	\$65,994	\$60,637	
Average HH Income	\$35,169	\$94,151	\$80,692	
Householder Asian or Pacific Islander – Count	4	44	77	
Median HH Income	\$58,381	\$62,447	\$54,704	
Average HH Income	\$59,248	\$90,151	\$73,699	
Householder Other or Pacific Islander – Count	2	160	608	
Median HH Income	\$6,799	\$104,521	\$68,531	
Average HH Income	\$9,827	\$116,395	\$87,535	

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<b>Gender</b>	Male Population	798	7,704	15,995
	Female Population	921	8,598	18,096
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	40	485	1,077
	Count of Pop 0 to 7 years	51	658	1,477
	Count of Pop 5 - 13	58	874	2,112
	Count of Pop 14 - 18	36	493	1,239
	Count of Pop 19 - 22	43	515	1,267
	Count of Pop 22 - 25	35	390	927
	Count of Pop 25 - 29	57	604	1,304
	Count of Pop 30 - 34	42	556	1,174
	Count of Pop 35 - 39	45	617	1,262
	Count of Pop 40 - 44	47	629	1,345
	Count of Pop 45 - 59	254	2,783	5,701
	Count of Pop 60 - 74	616	4,889	9,579
	Count of Pop 75 - 84	368	2,667	5,403
	Count of Pop 85+	80	800	1,701
	% of Pop 0 to 4 years	2.3%	3.0%	3.2%
	% of Pop 0 to 7 years	3.0%	4.0%	4.3%
	% of Pop 5 - 13	3.4%	5.4%	6.2%
	% of Pop 14 - 18	2.1%	3.0%	3.6%
	% of Pop 19 - 22	2.5%	3.2%	3.7%
	% of Pop 22 - 25	2.0%	2.4%	2.7%
	% of Pop 25 - 29	3.3%	3.7%	3.8%
	% of Pop 30 - 34	2.4%	3.4%	3.4%
	% of Pop 35 - 39	2.6%	3.8%	3.7%
	% of Pop 40 - 44	2.7%	3.9%	3.9%
	% of Pop 45 - 59	14.7%	17.1%	16.7%
	% of Pop 60 - 74	35.8%	30.0%	28.1%
	% of Pop 75 - 84	21.4%	16.4%	15.8%
% of Pop 85+	4.6%	4.9%	5.0%	
Median Age	65.5	60.7	59.2	
Average Age	58.9	54.2	52.8	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	2.4%	3.1%	3.4%
	% of Pop 5 - 13	3.5%	5.6%	6.5%
	% of Pop 14 - 18	2.5%	3.2%	4.0%
	% of Pop 19 - 22	3.1%	3.4%	4.0%
	% of Pop 22 - 25	2.6%	2.6%	2.9%
	% of Pop 25 - 29	3.9%	4.1%	4.3%
	% of Pop 30 - 34	2.5%	3.6%	3.7%
	% of Pop 35 - 39	2.3%	4.0%	3.8%
	% of Pop 40 - 44	2.4%	4.1%	4.1%
	% of Pop 45 - 59	13.8%	16.9%	16.4%
	% of Pop 75 - 84	22.5%	16.4%	15.7%
	% of Pop 60 - 74	33.8%	28.4%	26.7%
	% of Pop 85+	4.6%	4.6%	4.4%
	Median Age	65.3	59.5	57.6
Average Age	58.1	53.2	51.6	

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	% of Pop 0 to 4 years	2.2%	2.8%	3.0%
	% of Pop 5 - 13	3.2%	5.1%	5.9%
	% of Pop 14 - 18	1.7%	2.9%	3.3%
	% of Pop 19 - 22	2.0%	3.0%	3.5%
	% of Pop 22 - 25	1.5%	2.2%	2.6%
	% of Pop 25 - 29	2.8%	3.3%	3.4%
	% of Pop 30 - 34	2.4%	3.2%	3.2%
	% of Pop 35 - 39	2.9%	3.6%	3.6%
	% of Pop 40 - 44	3.0%	3.6%	3.8%
	% of Pop 45 - 59	15.5%	17.3%	17.0%
	% of Pop 60 - 74	37.6%	31.4%	29.3%
	% of Pop 75 - 84	20.4%	16.3%	16.0%
	% of Pop 85+	4.6%	5.2%	5.5%
	Median Age	65.6	61.6	60.4
Average Age	59.5	55.0	53.8	
Race	Count of White	1,614	13,493	26,638
	Count of Black or African-American	14	861	2,312
	Count of Asian or Pacific Islander	10	150	285
	Count of Other races	82	1,798	4,855
	White	93.9%	82.8%	78.1%
	Black or African American	0.8%	5.3%	6.8%
	Asian	0.6%	0.9%	0.8%
	Other Races	4.8%	11.0%	14.2%
Language Spoken	Speak English at Home	94.1%	88.9%	84.4%
	Speak Spanish at Home	2.4%	7.8%	12.0%
	Speak French or French Creole at Home	0.3%	0.7%	0.8%
	Speak German at Home	1.4%	0.6%	0.8%
	Speak Other Indo-European Languages at Home	0.4%	0.6%	0.5%
	Speak Russian and Other Slavic Languages at Home	0.9%	0.6%	0.3%
	Speak Chinese at Home	0.5%	0.6%	0.5%
	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	0.0%	0.2%	0.1%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.0%	0.1%
	Speak Other Language at Home	0.0%	0.0%	0.4%
Hispanic	Hispanic Population	82	1,860	4,844
	Hispanic Population Percent	4.8%	11.4%	14.2%
	Mexican	30.2%	69.5%	65.9%
	Puerto Rican	18.6%	6.6%	4.2%
	Cuban	10.9%	2.9%	1.5%
	Dominican	0.0%	0.0%	0.1%
	Central American	3.4%	8.0%	14.1%
	South American	35.7%	10.1%	10.2%
	Other Hispanic	1.3%	2.8%	3.9%
	2000 Hispanic Population Percent	14%	13%	13%
	1990 Hispanic Population Percent	1%	2%	2%

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<b>Ancestry</b>	American (percent of total population)	4.3%	4.6%	4.5%
	American	4.2%	4.5%	4.3%
	Native American (ie. Indian/Eskimo)	0.1%	0.1%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	0.6%	0.9%	0.8%
	Chinese	0.1%	0.4%	0.4%
	Japanese	0.1%	0.0%	0.0%
	Korean	0.1%	0.1%	0.1%
	South Central Asian (ie. Indian)	0.0%	0.1%	0.1%
	South East Asian (ie. Vietnamese)	0.1%	0.3%	0.2%
	Other Asian	0.1%	0.1%	0.1%
	European (percent of total population)	63.0%	50.3%	47.5%
	British	11.4%	9.8%	9.8%
	Dutch	0.5%	0.5%	0.7%
	French	1.9%	1.5%	1.5%
	German	16.2%	11.9%	10.5%
	Italian	5.5%	4.5%	4.4%
	Polish	1.7%	1.8%	1.7%
	Scandinavian	4.3%	2.8%	2.4%
	Scotch/Irish	16.5%	13.5%	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%	12.6%	15.7%	
Unclassified Ancestry	17.3%	19.9%	16.9%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	1,508	13,544	27,469
	Elementary (0 to 8)	0.0%	2.2%	2.5%
	Some High School (9 to 11)	1.4%	4.6%	5.4%
	High School Graduate (12)	16.2%	19.4%	18.5%
	Some College (13 to 16)	14.7%	14.4%	14.3%
	Associates Degree Only	6.4%	6.6%	6.5%
	Bachelors Degree Only	31.9%	29.9%	30.1%
	Graduate Degree	29.4%	23.0%	22.8%
	% College (4+)	61.3%	52.8%	52.9%
<b>Household Type</b>	Total Households – count	874	7,798	15,658
	One Person HHs – count	233	2,345	4,533
	Family HHs – count	600	4,743	10,092
	Married Couple – count	566	4,219	8,672
	w/own children – count	68	533	1,217
	w/out own children – count	498	3,686	7,455
	Male Householder – count	3	226	426
	Female Householder – count	31	298	994
	Non-Family Households – count	40	709	1,033
	1 Person Household	26.7%	30.1%	29.0%
	2 Person Household	57.4%	49.2%	48.3%
	3 Person Household	8.1%	9.5%	9.7%
	4 Person Household	5.1%	6.7%	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	9.9%	9.7%	12.6%	

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<b>Housing</b>	Total Housing Units	1,794	14,078	26,324
	Owner Occupied Percent	39.7%	43.7%	46.6%
	Renter Occupied Percent	9.0%	11.7%	12.9%
	Vacant Housing Percent	51.3%	44.6%	40.5%
	Total Housing Units (Census 2000)	1,323	9,842	20,498
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	42.5%	33.0%	27.8%
	Property Value \$750,000 to \$999,999	14.5%	13.3%	14.7%
	Property Value \$500,000 to \$749,999	17.3%	16.3%	16.4%
	Property Value \$400,000 to \$499,999	4.1%	4.1%	4.1%
	Property Value \$300,000, to \$399,999	2.0%	7.2%	6.5%
	Property Value \$200,000 to \$299,999	3.5%	3.8%	4.3%
	Property Value \$150,000 to \$199,999	0.1%	1.2%	1.6%
	Property Value \$100,000 to \$149,999	0.0%	1.1%	0.8%
	Property Value \$60,000 to \$99,999	0.9%	1.3%	1.0%
	Property Value \$40,000 to \$59,999	0.0%	0.0%	0.3%
	Property Value \$0 to \$39,999	0.6%	2.1%	1.5%
	Median Home Value	\$995,832	\$836,107	\$800,019
<b>Wealth per Household</b>	\$0 and under - percent	13.7%	14.5%	14.8%
	\$1 to \$4999 - percent	5.9%	6.6%	6.8%
	\$5k to \$9999 - percent	3.4%	3.7%	3.8%
	\$10k to \$24999 - percent	5.4%	5.7%	5.7%
	\$25k to \$49999 - percent	6.4%	6.5%	6.5%
	\$50k to \$99999 - percent	10.2%	10.3%	10.3%
	\$100k to \$249999 - percent	19.8%	19.5%	19.3%
	\$250k to \$499999 - percent	15.7%	15.1%	14.9%
	\$500k+ - percent	19.6%	18.2%	17.9%
	Median HH Wealth	\$138,302	\$121,322	\$116,621
	Avg HH Wealth	\$300,669	\$284,362	\$280,168
<b>Economic Viability</b>	Economic Viability Local	303	299	292
	Economic Viability Indexed	112	111	108
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	752	7,271	14,631
	Managerial/Executive	21.3%	21.1%	21.1%
	Professional Specialty	23.2%	20.9%	21.0%
	Healthcare Support	0.5%	1.0%	1.1%
	Sales	13.0%	16.0%	13.3%
	Office & Administrative Support	10.3%	7.7%	8.5%
	Protective Service	0.1%	0.7%	1.2%
	Food Preparation	13.7%	12.2%	10.2%
	Building Maintenance & Cleaning	4.4%	5.3%	6.5%
	Personal Care	3.2%	2.6%	2.3%
	Farming, Fishing, & Forestry	0.0%	0.3%	0.2%
	Construction	2.2%	5.0%	6.9%
	Production & Transportation	8.1%	7.2%	7.8%
	Percent White Collar Workers	68.4%	66.8%	65.0%
	Percent Blue Collar Workers	31.6%	33.2%	35.0%

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		<b>1-Mile Radius</b>	<b>3-Mile Radius</b>	<b>5-Mile Radius</b>
	Agriculture/Mining/Construction	4.6%	6.1%	8.2%
	Manufacturing	2.7%	6.5%	6.0%
	Transportation	3.8%	3.1%	4.0%
	Information	0.0%	0.8%	1.5%
	Wholesale/Retail	18.5%	17.0%	14.6%
	Finance, Insurance, Real Estate	8.4%	8.5%	9.8%
	Professional Services	13.8%	10.6%	8.6%
	Management Services	0.0%	0.1%	0.0%
	Administrative/Waste Services	6.5%	6.9%	8.5%
	Educational Services	12.4%	14.0%	15.1%
	Entertainment Services	26.9%	20.9%	17.9%
	Other Professional Services	2.4%	5.1%	4.5%
	Public Administration	0.1%	0.4%	1.3%
<b>Vehicles per HH</b>	No Vehicles	1.0%	4.1%	5.8%
	1 Vehicle	37.6%	37.8%	37.6%
	2 Vehicles	47.7%	39.0%	40.5%
	3 or more vehicles	13.8%	19.0%	16.1%
	Average Number of Vehicles	1.76	1.78	1.71
<b>Change</b>	Births (last 12 months)	9	108	243
	Deaths (last 12 months)	40	326	659
	Migration (last 12 months)	55	474	971
<b>Work place</b>	Workplace Establishments	141	1,126	2,156
	Workplace Employees (FTE)	1,170	9,133	17,177