

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 32.170301 Longitude: -80.73889

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	9,301	30,099	45,808
	Population Est 23Q1	9,265	29,971	45,617
	Population Est 22Q4	9,141	29,740	45,367
	Population Est 22Q3	9,131	29,685	45,283
	Population Est 22Q2	9,139	29,617	45,164
	Population Est 22Q1	9,218	29,690	45,217
	Population Est 21Q4	9,167	29,515	44,981
	Population Est 21Q3	9,210	29,546	44,995
	Population Est 21Q2	9,100	29,233	44,664
	Population Fcst	9,396	30,328	46,207
	2010 Census Population	9,176	28,314	42,582
	2000 Census Population	8,680	25,401	37,518
	1990 Census Population	7,231	18,011	24,619
	Current Year Daytime Population	14,096	37,797	52,941
	Average Seasonal Population	21,240	40,632	46,707
	Historical Annual Growth, 1990 – 2000	1.84%	3.50%	4.30%
	Historical Annual Growth, 2000 – 2010	0.56%	1.09%	1.27%
	Estimated Annual Growth, 2010 – CY	0.10%	0.43%	0.51%
	Projected Annual Growth, CY to Y5	0.20%	0.15%	0.17%
	Group Qtrs Est	49	232	390
Transient Est Average Last 4 Qtrs	18,356	22,805	24,068	
<b>Households</b>	Current Year Estimated Households	4,730	13,902	20,965
	Households Est 23Q1	4,710	13,841	20,871
	Households Est 22Q4	4,641	13,716	20,736
	Households Est 22Q3	4,635	13,694	20,700
	Households Est 22Q2	4,641	13,672	20,656
	Households Est 22Q1	4,682	13,712	20,689
	Households Est 21Q4	4,655	13,635	20,584
	Households Est 21Q3	4,678	13,653	20,591
	Households Est 21Q2	4,625	13,503	20,432
	Households Fcst	4,780	14,009	21,140
	2010 Census Households	4,396	12,607	18,787
	2000 Census Households	3,915	10,646	15,965
	1990 Census Households	3,280	7,923	10,700
	Historical Annual Growth, 1990 – 2000	1.79%	3.00%	4.08%
	Historical Annual Growth, 2000 – 2010	1.16%	1.71%	1.64%
	Estimated Annual Growth, 2010 – CY	0.52%	0.69%	0.77%
	Projected Annual Growth, CY to Y5	0.21%	0.15%	0.17%
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
<b>Income</b>	HH Income \$500,000 or more	4.4%	4.1%	3.9%
	HH Income \$250,000 to \$499,999	5.3%	5.0%	4.7%
	HH Income \$200,000 to \$249,999	12.1%	11.5%	10.9%
	HH Income \$175,000 to \$199,999	8.9%	6.4%	5.8%
	HH Income \$150,000 to \$174,999	6.4%	7.3%	7.2%
	HH Income \$100,000 to 149,999	14.3%	15.4%	16.9%
	HH Income \$75,000 to 99,999	12.9%	12.5%	12.6%
	HH Income \$50,000 to 74,999	14.5%	15.5%	14.5%
	HH Income \$35,000 to 49,999	6.8%	8.2%	8.3%
	HH Income \$25,000 to 34,999	6.2%	5.5%	5.1%
	HH Income \$15,000 to 24,999	4.0%	4.9%	5.5%
	HH Income \$0 to 14,999	4.4%	3.9%	4.4%
	Average Household Income	\$167,067	\$149,914	\$144,679
	Median Household Income	\$104,043	\$99,065	\$99,015
	Per Capita Income	\$85,210	\$69,732	\$66,718
	Average Disposable Income	\$107,437	\$104,022	\$102,164
	Median Disposable Income	\$87,871	\$84,317	\$84,273
	Discretionary HH Income Over \$150,000	14.6%	13.9%	12.6%
	Discretionary HH Income \$125,000 to \$149,999	11.9%	9.2%	8.8%
	Discretionary HH Income \$100,000 to \$124,999	9.9%	10.4%	10.3%
	Discretionary HH Income \$75,000 to \$99,999	11.4%	11.8%	12.2%
	Discretionary HH Income \$50,000 to \$74,999	16.8%	16.7%	17.9%
	Discretionary HH Income \$25,000 to \$49,999	20.3%	22.1%	21.4%
	Discretionary HH Income Under \$25,000	15.1%	15.8%	16.8%
	Average Discretionary HH Income	\$81,245	\$77,986	\$76,131
	Median Discretionary HH Income	\$70,567	\$67,161	\$66,415
	Householder White – Count	4,445	11,303	17,125
	Median HH Income	\$111,090	\$110,642	\$109,925
	Average HH Income	\$115,315	\$115,668	\$114,194
	Householder Black or African-American – Count	46	820	1,029
	Median HH Income	\$31,554	\$53,920	\$51,854
	Average HH Income	\$45,255	\$83,515	\$77,976
	Householder Hispanic – Count	167	1,190	1,843
	Median HH Income	\$51,094	\$58,754	\$58,374
	Average HH Income	\$59,670	\$79,930	\$78,228
Householder Asian or Pacific Islander – Count	30	61	86	
Median HH Income	\$59,870	\$59,439	\$54,818	
Average HH Income	\$80,492	\$85,517	\$77,945	
Householder Other or Pacific Islander – Count	41	528	882	
Median HH Income	\$95,906	\$58,528	\$66,459	
Average HH Income	\$103,372	\$83,095	\$83,653	

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<b>Gender</b>	Male Population	4,367	14,137	21,519
	Female Population	4,934	15,962	24,288
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	232	949	1,461
	Count of Pop 0 to 7 years	290	1,294	2,019
	Count of Pop 5 - 13	355	1,846	2,882
	Count of Pop 14 - 18	208	1,082	1,642
	Count of Pop 19 - 22	236	1,108	1,675
	Count of Pop 22 - 25	192	811	1,231
	Count of Pop 25 - 29	324	1,162	1,797
	Count of Pop 30 - 34	272	1,037	1,593
	Count of Pop 35 - 39	301	1,128	1,672
	Count of Pop 40 - 44	306	1,200	1,790
	Count of Pop 45 - 59	1,437	5,025	7,553
	Count of Pop 60 - 74	3,076	8,590	12,877
	Count of Pop 75 - 84	1,824	4,737	7,437
	Count of Pop 85+	538	1,424	2,197
	% of Pop 0 to 4 years	2.5%	3.2%	3.2%
	% of Pop 0 to 7 years	3.1%	4.3%	4.4%
	% of Pop 5 - 13	3.8%	6.1%	6.3%
	% of Pop 14 - 18	2.2%	3.6%	3.6%
	% of Pop 19 - 22	2.5%	3.7%	3.7%
	% of Pop 22 - 25	2.1%	2.7%	2.7%
	% of Pop 25 - 29	3.5%	3.9%	3.9%
	% of Pop 30 - 34	2.9%	3.4%	3.5%
	% of Pop 35 - 39	3.2%	3.7%	3.7%
	% of Pop 40 - 44	3.3%	4.0%	3.9%
	% of Pop 45 - 59	15.5%	16.7%	16.5%
	% of Pop 60 - 74	33.1%	28.5%	28.1%
	% of Pop 75 - 84	19.6%	15.7%	16.2%
	% of Pop 85+	5.8%	4.7%	4.8%
Median Age	64.3	59.3	59.4	
Average Age	57.7	52.8	52.8	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	2.6%	3.4%	3.4%
	% of Pop 5 - 13	4.1%	6.4%	6.7%
	% of Pop 14 - 18	2.5%	3.9%	3.9%
	% of Pop 19 - 22	2.9%	3.9%	3.9%
	% of Pop 22 - 25	2.4%	2.9%	2.8%
	% of Pop 25 - 29	4.0%	4.3%	4.3%
	% of Pop 30 - 34	3.2%	3.8%	3.8%
	% of Pop 35 - 39	3.4%	3.9%	3.8%
	% of Pop 40 - 44	3.3%	4.1%	4.0%
	% of Pop 45 - 59	15.1%	16.3%	16.3%
	% of Pop 75 - 84	19.6%	15.6%	16.0%
	% of Pop 60 - 74	31.5%	27.2%	26.6%
	% of Pop 85+	5.4%	4.3%	4.3%
	Median Age	63.5	57.8	57.7
Average Age	56.5	51.7	51.6	

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	% of Pop 0 to 4 years	2.4%	3.0%	3.0%
	% of Pop 5 - 13	3.6%	5.9%	5.9%
	% of Pop 14 - 18	2.0%	3.3%	3.3%
	% of Pop 19 - 22	2.2%	3.5%	3.4%
	% of Pop 22 - 25	1.7%	2.5%	2.5%
	% of Pop 25 - 29	3.0%	3.5%	3.6%
	% of Pop 30 - 34	2.7%	3.2%	3.2%
	% of Pop 35 - 39	3.1%	3.6%	3.5%
	% of Pop 40 - 44	3.2%	3.9%	3.8%
	% of Pop 45 - 59	15.8%	17.0%	16.7%
	% of Pop 60 - 74	34.5%	29.7%	29.4%
	% of Pop 75 - 84	19.6%	15.9%	16.4%
	% of Pop 85+	6.1%	5.1%	5.2%
	Median Age	65.0	60.4	60.6
Average Age	58.7	53.7	53.9	
Race	Count of White	8,307	23,666	36,278
	Count of Black or African-American	178	1,937	2,725
	Count of Asian or Pacific Islander	104	261	341
	Count of Other races	712	4,235	6,463
	White	89.3%	78.6%	79.2%
	Black or African American	1.9%	6.4%	5.9%
	Asian	1.1%	0.9%	0.7%
	Other Races	7.7%	14.1%	14.1%
Language Spoken	Speak English at Home	91.0%	84.6%	85.4%
	Speak Spanish at Home	4.3%	11.9%	11.2%
	Speak French or French Creole at Home	1.0%	0.8%	0.7%
	Speak German at Home	1.0%	0.7%	0.8%
	Speak Other Indo-European Languages at Home	0.7%	0.5%	0.5%
	Speak Russian and Other Slavic Languages at Home	1.0%	0.3%	0.2%
	Speak Chinese at Home	0.9%	0.5%	0.4%
	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	0.2%	0.1%	0.1%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.1%	0.1%
	Speak Other Language at Home	0.0%	0.5%	0.7%
Hispanic	Hispanic Population	705	4,282	6,339
	Hispanic Population Percent	7.6%	14.2%	13.8%
	Mexican	56.7%	66.0%	64.0%
	Puerto Rican	10.6%	4.7%	4.3%
	Cuban	6.2%	1.7%	1.4%
	Dominican	0.0%	0.1%	0.5%
	Central American	6.7%	14.4%	16.6%
	South American	14.7%	9.4%	8.9%
	Other Hispanic	5.3%	3.8%	4.3%
	2000 Hispanic Population Percent	12%	14%	11%
	1990 Hispanic Population Percent	2%	2%	1%

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<b>Ancestry</b>	American (percent of total population)	4.4%	4.5%	4.8%
	American	4.3%	4.4%	4.7%
	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)	1.1%	0.9%	0.7%
	Chinese	0.4%	0.4%	0.3%
	Japanese	0.0%	0.0%	0.0%
	Korean	0.1%	0.1%	0.1%
	South Central Asian (ie. Indian)	0.1%	0.1%	0.1%
	South East Asian (ie. Vietnamese)	0.3%	0.2%	0.2%
	Other Asian	0.2%	0.1%	0.1%
	European (percent of total population)	58.2%	47.3%	48.7%
	British	11.1%	9.8%	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	1.8%	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	11.6%	15.1%	14.6%	
Unclassified Ancestry	16.8%	17.7%	16.9%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	8,078	24,304	36,917
	Elementary (0 to 8)	1.1%	2.4%	2.5%
	Some High School (9 to 11)	2.5%	4.9%	5.3%
	High School Graduate (12)	17.4%	18.6%	17.6%
	Some College (13 to 16)	12.7%	14.0%	14.0%
	Associates Degree Only	6.6%	6.6%	7.1%
	Bachelors Degree Only	33.4%	30.5%	29.9%
	Graduate Degree	26.3%	23.0%	23.6%
	% College (4+)	59.7%	53.6%	53.5%
<b>Household Type</b>	Total Households – count	4,730	13,902	20,965
	One Person HHs – count	1,465	4,006	5,817
	Family HHs – count	2,892	8,890	13,691
	Married Couple – count	2,674	7,774	11,876
	w/own children – count	249	1,031	1,778
	w/out own children – count	2,426	6,744	10,097
	Male Householder – count	65	398	632
	Female Householder – count	152	718	1,183
	Non-Family Households – count	373	1,006	1,457
	1 Person Household	31.0%	28.8%	27.7%
	2 Person Household	51.9%	48.7%	49.2%
	3 Person Household	8.0%	9.6%	9.9%
	4 Person Household	5.8%	7.4%	7.6%
	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	8.1%	11.8%	12.7%	

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<b>Housing</b>	Total Housing Units	10,220	24,376	33,116
	Owner Occupied Percent	37.1%	44.2%	49.8%
	Renter Occupied Percent	9.2%	12.9%	13.6%
	Vacant Housing Percent	53.7%	43.0%	36.7%
	Total Housing Units (Census 2000)	7,965	19,055	26,008
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	34.9%	29.5%	27.9%
	Property Value \$750,000 to \$999,999	12.1%	13.9%	15.1%
	Property Value \$500,000 to \$749,999	15.2%	15.5%	16.2%
	Property Value \$400,000 to \$499,999	4.7%	4.3%	4.3%
	Property Value \$300,000, to \$399,999	6.2%	6.4%	6.1%
	Property Value \$200,000 to \$299,999	4.6%	4.2%	3.9%
	Property Value \$150,000 to \$199,999	0.5%	1.7%	1.5%
	Property Value \$100,000 to \$149,999	0.7%	0.9%	0.7%
	Property Value \$60,000 to \$99,999	0.9%	1.0%	0.8%
	Property Value \$40,000 to \$59,999	0.0%	0.3%	0.3%
	Property Value \$0 to \$39,999	1.2%	1.6%	2.6%
	Median Home Value	\$883,181	\$817,955	\$804,855
<b>Wealth per Household</b>	\$0 and under - percent	14.2%	14.8%	14.8%
	\$1 to \$4999 - percent	6.3%	6.7%	6.7%
	\$5k to \$9999 - percent	3.6%	3.8%	3.7%
	\$10k to \$24999 - percent	5.6%	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	19.6%	19.3%	19.3%
	\$250k to \$499999 - percent	15.4%	14.9%	15.0%
	\$500k+ - percent	18.7%	17.9%	17.9%
	Median HH Wealth	\$128,572	\$117,201	\$117,473
	Avg HH Wealth	\$290,880	\$280,788	\$281,020
<b>Economic Viability</b>	Economic Viability Local	309	291	290
	Economic Viability Indexed	114	108	107
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	4,187	12,874	19,581
	Managerial/Executive	22.0%	21.0%	20.5%
	Professional Specialty	18.4%	21.8%	21.6%
	Healthcare Support	0.7%	1.2%	1.4%
	Sales	16.9%	14.0%	13.9%
	Office & Administrative Support	7.8%	8.3%	8.1%
	Protective Service	0.6%	0.6%	1.4%
	Food Preparation	13.1%	10.5%	10.3%
	Building Maintenance & Cleaning	6.3%	6.9%	5.9%
	Personal Care	3.1%	2.1%	2.1%
	Farming, Fishing, & Forestry	0.2%	0.2%	0.1%
	Construction	3.3%	6.5%	6.4%
	Production & Transportation	7.5%	6.9%	8.2%
	Percent White Collar Workers	65.8%	66.3%	65.6%
	Percent Blue Collar Workers	34.2%	33.7%	34.4%

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	Agriculture/Mining/Construction	5.8%	7.9%	7.8%
	Manufacturing	4.5%	6.5%	5.9%
	Transportation	3.2%	3.5%	4.2%
	Information	0.4%	1.3%	1.5%
	Wholesale/Retail	20.0%	14.7%	14.9%
	Finance, Insurance, Real Estate	8.3%	9.8%	10.2%
	Professional Services	11.1%	8.9%	8.3%
	Management Services	0.1%	0.0%	0.1%
	Administrative/Waste Services	7.5%	7.7%	7.7%
	Educational Services	10.7%	15.6%	16.1%
	Entertainment Services	23.4%	18.8%	17.4%
	Other Professional Services	4.7%	4.4%	4.4%
	Public Administration	0.3%	0.8%	1.4%
<b>Vehicles per HH</b>	No Vehicles	4.9%	5.2%	5.0%
	1 Vehicle	41.5%	38.0%	36.0%
	2 Vehicles	38.1%	40.1%	42.4%
	3 or more vehicles	15.5%	16.7%	16.5%
	Average Number of Vehicles	1.67	1.73	1.76
<b>Change</b>	Births (last 12 months)	53	215	327
	Deaths (last 12 months)	215	575	886
	Migration (last 12 months)	325	849	1,211
<b>Work place</b>	Workplace Establishments	944	1,991	2,620
	Workplace Employees (FTE)	7,820	15,819	20,493