

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 32.169641 Longitude: -80.739384

The Fresh Market Shoppes Hilton Head Island, SC		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Population	Current Year Estimated Population	10,749	30,852	46,942
	Population Est 25Q1	10,692	30,804	46,875
	Population Est 24Q4	10,457	30,510	46,595
	Population Est 24Q3	10,439	30,405	46,449
	Population Est 24Q2	10,536	30,519	46,522
	Population Est 24Q1	10,498	30,387	46,332
	Population Est 23Q4	10,357	30,151	46,097
	Population Est 23Q3	10,349	30,106	46,022
	Population Est 23Q2	10,371	30,037	45,885
	Population Fcst	11,056	31,386	47,818
	2010 Census Population	10,513	28,840	43,308
	2000 Census Population	9,956	25,878	37,973
	1990 Census Population	8,340	18,346	24,734
	Current Year Daytime Population	14,859	39,971	53,913
	Average Seasonal Population	19,649	34,407	39,227
	Historical Annual Growth, 1990 – 2000	1.79%	3.50%	4.38%
	Historical Annual Growth, 2000 – 2010	0.55%	1.09%	1.32%
	Estimated Annual Growth, 2010 – CY	0.15%	0.47%	0.56%
	Projected Annual Growth, CY to Y5	0.57%	0.34%	0.37%
	Group Qtrs Est	76	241	392
Transient Est Average Last 4 Qtrs	17,788	21,072	22,278	
Households	Current Year Estimated Households	5,484	14,245	21,470
	Households Est 25Q1	5,456	14,217	21,435
	Households Est 24Q4	5,330	14,057	21,279
	Households Est 24Q3	5,322	14,017	21,221
	Households Est 24Q2	5,372	14,076	21,261
	Households Est 24Q1	5,354	14,018	21,176
	Households Est 23Q4	5,277	13,894	21,051
	Households Est 23Q3	5,276	13,879	21,022
	Households Est 23Q2	5,284	13,851	20,962
	Households Fcst	5,645	14,515	21,887
	2010 Census Households	5,083	12,835	19,070
	2000 Census Households	4,499	10,852	16,143
	1990 Census Households	3,799	8,067	10,747
	Historical Annual Growth, 1990 – 2000	1.70%	3.01%	4.15%
	Historical Annual Growth, 2000 – 2010	1.23%	1.69%	1.68%
	Estimated Annual Growth, 2010 – CY	0.53%	0.72%	0.82%
	Projected Annual Growth, CY to Y5	0.58%	0.38%	0.39%
Population per Household	1.95	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	5.0%	5.3%	5.1%
	HH Income \$250,000 to \$499,999	6.0%	6.3%	6.0%
	HH Income \$200,000 to \$249,999	14.1%	14.7%	14.1%
	HH Income \$175,000 to \$199,999	7.8%	6.7%	6.5%
	HH Income \$150,000 to \$174,999	6.5%	5.9%	5.9%
	HH Income \$100,000 to 149,999	18.6%	16.9%	17.7%
	HH Income \$75,000 to 99,999	9.8%	9.6%	10.1%
	HH Income \$50,000 to 74,999	12.5%	14.4%	14.5%
	HH Income \$35,000 to 49,999	7.0%	7.0%	6.9%
	HH Income \$25,000 to 34,999	5.5%	5.6%	5.7%
	HH Income \$15,000 to 24,999	3.2%	4.0%	3.4%
	HH Income \$0 to 14,999	3.9%	3.7%	4.0%
	Average Household Income	\$191,317	\$175,824	\$169,685
	Median Household Income	\$118,689	\$115,023	\$113,022
	Per Capita Income	\$97,963	\$81,677	\$78,103
	Average Disposable Income	\$114,381	\$113,728	\$112,211
	Median Disposable Income	\$100,248	\$97,304	\$95,705
	Discretionary HH Income Over \$150,000	22.5%	23.3%	21.6%
	Discretionary HH Income \$125,000 to \$149,999	10.0%	9.1%	9.1%
	Discretionary HH Income \$100,000 to \$124,999	9.6%	9.5%	9.8%
	Discretionary HH Income \$75,000 to \$99,999	15.3%	12.8%	12.7%
	Discretionary HH Income \$50,000 to \$74,999	14.2%	14.2%	14.9%
	Discretionary HH Income \$25,000 to \$49,999	17.0%	18.3%	19.2%
	Discretionary HH Income Under \$25,000	11.4%	12.9%	12.7%
	Average Discretionary HH Income	\$94,917	\$92,598	\$90,347
	Median Discretionary HH Income	\$87,641	\$84,755	\$81,666
	Householder White – Count	5,030	11,352	17,300
	Median HH Income	\$124,450	\$126,109	\$123,447
	Average HH Income	\$122,234	\$124,108	\$122,844
	Householder Black or African-American – Count	75	775	933
	Median HH Income	\$33,228	\$46,419	\$48,549
	Average HH Income	\$41,963	\$79,130	\$77,263
	Householder Hispanic – Count	235	1,353	2,148
	Median HH Income	\$49,258	\$68,749	\$68,081
	Average HH Income	\$72,603	\$91,859	\$88,921
Householder Asian or Pacific Islander – Count	43	96	126	
Median HH Income	\$67,116	\$62,993	\$53,335	
Average HH Income	\$106,280	\$103,644	\$94,167	
Householder Other or Pacific Islander – Count	101	669	963	
Median HH Income	\$108,630	\$79,420	\$76,165	
Average HH Income	\$108,148	\$96,804	\$95,007	

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Gender	Male Population	5,035	14,435	21,967
	Female Population	5,714	16,417	24,975
Total Population by Age	Count of Pop 0 to 4 years	307	1,015	1,571
	Count of Pop 0 to 7 years	370	1,332	2,093
	Count of Pop 5 - 13	409	1,802	2,840
	Count of Pop 14 - 18	242	1,111	1,688
	Count of Pop 19 - 22	271	1,160	1,750
	Count of Pop 22 - 25	216	864	1,312
	Count of Pop 25 - 29	402	1,248	1,947
	Count of Pop 30 - 34	334	1,057	1,661
	Count of Pop 35 - 39	381	1,152	1,728
	Count of Pop 40 - 44	386	1,238	1,832
	Count of Pop 45 - 59	1,611	4,901	7,394
	Count of Pop 60 - 74	3,446	8,688	12,920
	Count of Pop 75 - 84	2,103	5,125	8,018
	Count of Pop 85+	640	1,490	2,283
	% of Pop 0 to 4 years	2.9%	3.3%	3.3%
	% of Pop 0 to 7 years	3.4%	4.3%	4.5%
	% of Pop 5 - 13	3.8%	5.8%	6.0%
	% of Pop 14 - 18	2.3%	3.6%	3.6%
	% of Pop 19 - 22	2.5%	3.8%	3.7%
	% of Pop 22 - 25	2.0%	2.8%	2.8%
	% of Pop 25 - 29	3.7%	4.0%	4.1%
	% of Pop 30 - 34	3.1%	3.4%	3.5%
	% of Pop 35 - 39	3.5%	3.7%	3.7%
	% of Pop 40 - 44	3.6%	4.0%	3.9%
	% of Pop 45 - 59	15.0%	15.9%	15.8%
	% of Pop 60 - 74	32.1%	28.2%	27.5%
	% of Pop 75 - 84	19.6%	16.6%	17.1%
	% of Pop 85+	6.0%	4.8%	4.9%
Median Age	64.0	59.7	59.6	
Average Age	57.2	52.9	52.8	
Male Population by Age	% of Pop 0 to 4 years	3.1%	3.6%	3.6%
	% of Pop 5 - 13	4.1%	6.1%	6.4%
	% of Pop 14 - 18	2.4%	3.9%	4.0%
	% of Pop 19 - 22	2.8%	4.0%	4.0%
	% of Pop 22 - 25	2.3%	2.9%	2.9%
	% of Pop 25 - 29	4.3%	4.5%	4.6%
	% of Pop 30 - 34	3.3%	3.8%	3.9%
	% of Pop 35 - 39	3.8%	3.9%	3.9%
	% of Pop 40 - 44	3.9%	4.2%	4.1%
	% of Pop 45 - 59	14.9%	15.6%	15.7%
	% of Pop 75 - 84	19.3%	16.3%	16.7%
	% of Pop 60 - 74	30.3%	26.7%	25.9%
	% of Pop 85+	5.5%	4.4%	4.3%
	Median Age	62.8	57.9	57.5
Average Age	55.9	51.7	51.4	

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	% of Pop 0 to 4 years	2.6%	3.0%	3.1%
	% of Pop 5 - 13	3.6%	5.6%	5.7%
	% of Pop 14 - 18	2.1%	3.3%	3.3%
	% of Pop 19 - 22	2.3%	3.5%	3.5%
	% of Pop 22 - 25	1.7%	2.7%	2.7%
	% of Pop 25 - 29	3.3%	3.6%	3.8%
	% of Pop 30 - 34	2.9%	3.1%	3.3%
	% of Pop 35 - 39	3.3%	3.6%	3.5%
	% of Pop 40 - 44	3.4%	3.8%	3.8%
	% of Pop 45 - 59	15.1%	16.1%	15.8%
	% of Pop 60 - 74	33.6%	29.4%	28.9%
	% of Pop 75 - 84	19.8%	16.9%	17.4%
	% of Pop 85+	6.3%	5.2%	5.3%
	Median Age	64.9	60.9	61.0
Average Age	58.3	54.0	54.1	
Race	Count of White	9,512	23,857	36,899
	Count of Black or African-American	211	1,943	2,690
	Count of Asian or Pacific Islander	126	290	384
	Count of Other races	900	4,761	6,969
	White	88.5%	77.3%	78.6%
	Black or African American	2.0%	6.3%	5.7%
	Asian	1.2%	0.9%	0.8%
	Other Races	8.4%	15.4%	14.8%
Language Spoken	Speak English at Home	90.2%	83.6%	84.7%
	Speak Spanish at Home	5.1%	12.7%	11.8%
	Speak French or French Creole at Home	1.2%	1.1%	0.9%
	Speak German at Home	0.8%	0.5%	0.5%
	Speak Other Indo-European Languages at Home	0.2%	0.4%	0.5%
	Speak Russian and Other Slavic Languages at Home	1.1%	0.4%	0.3%
	Speak Chinese at Home	0.9%	0.6%	0.4%
	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	0.3%	0.2%	0.1%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.1%	0.1%
	Speak Other Language at Home	0.0%	0.4%	0.7%
Hispanic	Hispanic Population	807	4,474	6,708
	Hispanic Population Percent	7.5%	14.5%	14.3%
	Mexican	45.4%	63.7%	62.0%
	Puerto Rican	15.4%	3.8%	4.0%
	Cuban	6.9%	2.1%	1.7%
	Dominican	0.0%	0.1%	1.1%
	Central American	17.0%	17.3%	18.9%
	South American	10.3%	9.9%	9.4%
	Other Hispanic	5.0%	3.1%	2.9%
	2000 Hispanic Population Percent	12%	14%	11%
	1990 Hispanic Population Percent	2%	2%	1%

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Ancestry	American (percent of total population)	4.8%	4.5%	4.9%
	American	4.6%	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)	1.2%	0.8%	0.7%
	Chinese	0.7%	0.5%	0.4%
	Japanese	0.3%	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)	0.1%	0.1%	0.1%
	Other Asian	0.0%	0.1%	0.1%
	European (percent of total population)	56.6%	44.7%	46.1%
	British	12.0%	10.0%	10.6%
	Dutch	0.9%	0.8%	0.8%
	French	2.2%	1.5%	1.5%
	German	12.4%	9.6%	9.7%
	Italian	4.5%	4.2%	4.5%
	Polish	2.2%	1.6%	1.8%
	Scandinavian	2.8%	2.1%	2.1%
	Scotch/Irish	14.9%	11.0%	11.1%
Other European (ie. Greek/Russian)	4.6%	3.8%	4.0%	
Middle Eastern	0.1%	0.3%	0.4%	
Other Ancestry	11.3%	12.4%	11.7%	
Unclassified Ancestry	15.9%	15.8%	15.3%	
Education (Age 25+)	Adult Population (25 Years or Older)	9,303	24,900	37,781
	Elementary (0 to 8)	1.7%	2.6%	2.5%
	Some High School (9 to 11)	1.7%	3.4%	3.6%
	High School Graduate (12)	19.7%	18.6%	17.2%
	Some College (13 to 16)	13.1%	15.0%	15.0%
	Associates Degree Only	5.5%	5.8%	6.8%
	Bachelors Degree Only	34.8%	31.3%	31.6%
	Graduate Degree	23.6%	23.3%	23.2%
	% College (4+)	58.4%	54.6%	54.8%
Household Type	Total Households – count	5,484	14,245	21,470
	One Person HHs – count	1,776	4,103	5,946
	Family HHs – count	3,248	9,171	14,054
	Married Couple – count	3,000	7,867	12,168
	w/own children – count	276	1,064	1,846
	w/out own children – count	2,725	6,803	10,322
	Male Householder – count	55	373	576
	Female Householder – count	192	931	1,310
	Non-Family Households – count	461	971	1,470
	1 Person Household	32.4%	28.8%	27.7%
	2 Person Household	50.6%	48.7%	49.2%
	3 Person Household	8.1%	9.6%	10.0%
	4 Person Household	5.8%	7.4%	7.7%
	5 Person Household	1.8%	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	7.1%	12.1%	12.7%	

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Housing	Total Housing Units	11,672	24,938	33,785
	Owner Occupied Percent	37.6%	44.3%	49.8%
	Renter Occupied Percent	9.4%	12.8%	13.8%
	Vacant Housing Percent	53.0%	42.9%	36.5%
	Total Housing Units (Census 2000)	8,759	19,383	26,215
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	33.4%	33.8%	30.8%
	Property Value \$750,000 to \$999,999	11.4%	13.8%	15.1%
	Property Value \$500,000 to \$749,999	12.2%	13.2%	14.1%
	Property Value \$400,000 to \$499,999	6.1%	4.7%	4.4%
	Property Value \$300,000, to \$399,999	6.6%	5.8%	5.4%
	Property Value \$200,000 to \$299,999	6.1%	4.6%	4.8%
	Property Value \$150,000 to \$199,999	0.6%	1.9%	1.6%
	Property Value \$100,000 to \$149,999	0.9%	0.5%	0.5%
	Property Value \$60,000 to \$99,999	0.7%	1.1%	0.9%
	Property Value \$40,000 to \$59,999	0.2%	0.4%	0.4%
	Property Value \$0 to \$39,999	1.1%	1.6%	2.7%
	Median Home Value	\$1,062,911	\$1,036,049	\$1,001,485
Wealth per Household	\$0 and under - percent	14.3%	14.8%	14.7%
	\$1 to \$4999 - percent	6.3%	6.7%	6.6%
	\$5k to \$9999 - percent	3.6%	3.7%	3.7%
	\$10k to \$24999 - percent	5.6%	5.7%	5.7%
	\$25k to \$49999 - percent	6.5%	6.5%	6.6%
	\$50k to \$99999 - percent	10.3%	10.2%	10.3%
	\$100k to \$249999 - percent	19.7%	19.4%	19.4%
	\$250k to \$499999 - percent	15.3%	15.0%	15.0%
	\$500k+ - percent	18.5%	18.0%	18.0%
	Median HH Wealth	\$126,881	\$118,325	\$118,935
	Avg HH Wealth	\$288,824	\$281,818	\$282,171
Economic Viability	Economic Viability Local	317	303	302
	Economic Viability Indexed	114	109	109
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	4,758	13,120	20,313
	Managerial/Executive	23.5%	22.9%	22.3%
	Professional Specialty	17.4%	22.0%	20.9%
	Healthcare Support	0.6%	1.2%	1.7%
	Sales	20.5%	13.8%	13.7%
	Office & Administrative Support	5.5%	7.1%	7.2%
	Protective Service	0.6%	0.7%	1.7%
	Food Preparation	12.6%	10.7%	10.8%
	Building Maintenance & Cleaning	4.2%	5.0%	4.3%
	Personal Care	3.8%	2.7%	2.6%
	Farming, Fishing, & Forestry	0.2%	0.2%	0.1%
	Construction	4.1%	6.6%	7.1%
	Production & Transportation	7.2%	7.1%	7.4%
	Percent White Collar Workers	67.4%	66.9%	65.9%
	Percent Blue Collar Workers	32.6%	33.1%	34.1%

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	Agriculture/Mining/Construction	6.3%	8.0%	8.9%
	Manufacturing	7.2%	7.3%	6.1%
	Transportation	2.3%	3.5%	4.4%
	Information	0.5%	1.3%	1.8%
	Wholesale/Retail	25.2%	15.9%	15.0%
	Finance, Insurance, Real Estate	7.4%	9.3%	9.3%
	Professional Services	8.6%	9.1%	8.5%
	Management Services	0.1%	0.0%	0.1%
	Administrative/Waste Services	6.3%	7.2%	7.1%
	Educational Services	11.1%	15.2%	16.0%
	Entertainment Services	20.8%	18.2%	17.6%
	Other Professional Services	3.7%	3.9%	3.6%
	Public Administration	0.5%	1.2%	1.5%
Vehicles per HH	No Vehicles	3.9%	5.1%	4.5%
	1 Vehicle	44.2%	38.0%	36.3%
	2 Vehicles	35.3%	40.1%	42.8%
	3 or more vehicles	16.5%	16.8%	16.4%
	Average Number of Vehicles	1.67	1.73	1.76
Change	Births (last 12 months)	62	225	347
	Deaths (last 12 months)	253	618	950
	Migration (last 12 months)	406	733	1,031
Work place	Workplace Establishments	921	1,969	2,628
	Workplace Employees (FTE)	7,084	14,686	19,067