

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 17, 2025



Latitude: 32.169641 Longitude: -80.739384

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	1,740	16,313	34,127
	Population Est 25Q1	1,718	16,274	34,083
	Population Est 24Q4	1,681	16,066	33,797
	Population Est 24Q3	1,680	15,997	33,660
	Population Est 24Q2	1,697	16,107	33,752
	Population Est 24Q1	1,688	16,033	33,595
	Population Est 23Q4	1,670	15,886	33,364
	Population Est 23Q3	1,668	15,867	33,310
	Population Est 23Q2	1,668	15,870	33,219
	Population Fcst	1,799	16,564	34,643
	2010 Census Population	1,523	15,455	31,739
	2000 Census Population	1,339	12,871	28,299
	1990 Census Population	969	9,576	19,758
	Current Year Daytime Population	1,819	19,233	43,324
	Average Seasonal Population	2,765	20,243	34,531
	Historical Annual Growth, 1990 – 2000	3.28%	3.00%	3.66%
	Historical Annual Growth, 2000 – 2010	1.30%	1.85%	1.15%
	Estimated Annual Growth, 2010 – CY	0.93%	0.37%	0.50%
	Projected Annual Growth, CY to Y5	0.67%	0.31%	0.30%
	Group Qtrs Est	0	82	342
Transient Est Average Last 4 Qtrs	3,353	18,025	21,784	
Households	Current Year Estimated Households	885	7,821	15,685
	Households Est 25Q1	875	7,800	15,659
	Households Est 24Q4	854	7,683	15,503
	Households Est 24Q3	855	7,652	15,448
	Households Est 24Q2	863	7,709	15,498
	Households Est 24Q1	859	7,676	15,428
	Households Est 23Q4	850	7,596	15,307
	Households Est 23Q3	849	7,591	15,288
	Households Est 23Q2	849	7,592	15,250
	Households Fcst	915	7,961	15,947
	2010 Census Households	696	7,012	14,071
	2000 Census Households	584	5,482	11,919
	1990 Census Households	421	4,253	8,631
	Historical Annual Growth, 1990 – 2000	3.34%	2.57%	3.28%
	Historical Annual Growth, 2000 – 2010	1.77%	2.49%	1.67%
	Estimated Annual Growth, 2010 – CY	1.67%	0.76%	0.75%
	Projected Annual Growth, CY to Y5	0.67%	0.35%	0.33%
Population per Household	1.97	2.08	2.15	

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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	6.3%	5.6%	5.2%
	HH Income \$250,000 to \$499,999	7.6%	6.7%	6.2%
	HH Income \$200,000 to \$249,999	17.6%	15.7%	14.5%
	HH Income \$175,000 to \$199,999	13.1%	8.3%	6.7%
	HH Income \$150,000 to \$174,999	7.2%	6.4%	5.8%
	HH Income \$100,000 to 149,999	12.6%	18.2%	17.6%
	HH Income \$75,000 to 99,999	10.5%	8.7%	10.0%
	HH Income \$50,000 to 74,999	11.0%	12.3%	14.3%
	HH Income \$35,000 to 49,999	3.8%	6.7%	6.9%
	HH Income \$25,000 to 34,999	3.3%	5.1%	5.3%
	HH Income \$15,000 to 24,999	2.5%	3.0%	3.7%
	HH Income \$0 to 14,999	4.5%	3.2%	3.8%
	Average Household Income	\$250,964	\$193,545	\$173,734
	Median Household Income	\$156,274	\$126,882	\$114,839
	Per Capita Income	\$127,610	\$93,041	\$80,424
	Average Disposable Income	\$129,236	\$119,772	\$113,603
	Median Disposable Income	\$127,934	\$107,734	\$97,229
	Discretionary HH Income Over \$150,000	30.4%	25.0%	22.8%
	Discretionary HH Income \$125,000 to \$149,999	15.0%	10.7%	9.1%
	Discretionary HH Income \$100,000 to \$124,999	9.8%	10.1%	9.4%
	Discretionary HH Income \$75,000 to \$99,999	9.6%	14.4%	13.1%
	Discretionary HH Income \$50,000 to \$74,999	14.7%	13.2%	14.6%
	Discretionary HH Income \$25,000 to \$49,999	12.8%	16.6%	18.4%
	Discretionary HH Income Under \$25,000	7.7%	10.0%	12.5%
	Average Discretionary HH Income	\$109,223	\$98,663	\$92,153
	Median Discretionary HH Income	\$113,372	\$92,858	\$83,684
	Householder White – Count	860	6,692	12,530
	Median HH Income	\$157,428	\$129,766	\$125,273
	Average HH Income	\$134,060	\$124,521	\$123,816
	Householder Black or African-American – Count	1	324	812
	Median HH Income	\$72,099	\$119,236	\$48,971
	Average HH Income	\$67,789	\$108,760	\$78,432
	Householder Hispanic – Count	15	494	1,573
	Median HH Income	\$46,267	\$94,196	\$71,503
Average HH Income	\$42,591	\$111,268	\$92,062	
Householder Asian or Pacific Islander – Count	3	59	113	
Median HH Income	\$59,238	\$151,815	\$53,534	
Average HH Income	\$59,905	\$124,535	\$92,071	
Householder Other or Pacific Islander – Count	6	252	657	
Median HH Income	\$106,353	\$123,060	\$91,278	
Average HH Income	\$94,533	\$130,049	\$104,103	

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Gender	Male Population	804	7,678	15,950
	Female Population	936	8,635	18,177
Total Population by Age	Count of Pop 0 to 4 years	43	514	1,122
	Count of Pop 0 to 7 years	52	672	1,483
	Count of Pop 5 - 13	56	832	2,012
	Count of Pop 14 - 18	35	485	1,237
	Count of Pop 19 - 22	42	514	1,296
	Count of Pop 22 - 25	34	395	968
	Count of Pop 25 - 29	63	634	1,366
	Count of Pop 30 - 34	40	547	1,173
	Count of Pop 35 - 39	46	629	1,263
	Count of Pop 40 - 44	49	624	1,345
	Count of Pop 45 - 59	232	2,639	5,442
	Count of Pop 60 - 74	613	4,849	9,477
	Count of Pop 75 - 84	398	2,830	5,691
	Count of Pop 85+	90	819	1,734
	% of Pop 0 to 4 years	2.5%	3.2%	3.3%
	% of Pop 0 to 7 years	3.0%	4.1%	4.3%
	% of Pop 5 - 13	3.2%	5.1%	5.9%
	% of Pop 14 - 18	2.0%	3.0%	3.6%
	% of Pop 19 - 22	2.4%	3.2%	3.8%
	% of Pop 22 - 25	2.0%	2.4%	2.8%
	% of Pop 25 - 29	3.6%	3.9%	4.0%
	% of Pop 30 - 34	2.3%	3.4%	3.4%
	% of Pop 35 - 39	2.6%	3.9%	3.7%
	% of Pop 40 - 44	2.8%	3.8%	3.9%
	% of Pop 45 - 59	13.3%	16.2%	15.9%
	% of Pop 60 - 74	35.2%	29.7%	27.8%
	% of Pop 75 - 84	22.9%	17.4%	16.7%
% of Pop 85+	5.2%	5.0%	5.1%	
Median Age	66.2	61.2	59.6	
Average Age	59.4	54.4	52.9	
Male Population by Age	% of Pop 0 to 4 years	2.7%	3.4%	3.6%
	% of Pop 5 - 13	3.3%	5.4%	6.2%
	% of Pop 14 - 18	2.4%	3.1%	4.0%
	% of Pop 19 - 22	2.9%	3.3%	4.1%
	% of Pop 22 - 25	2.6%	2.6%	3.0%
	% of Pop 25 - 29	4.4%	4.4%	4.5%
	% of Pop 30 - 34	2.5%	3.6%	3.8%
	% of Pop 35 - 39	2.3%	4.1%	3.9%
	% of Pop 40 - 44	2.5%	4.2%	4.1%
	% of Pop 45 - 59	12.5%	16.1%	15.8%
	% of Pop 75 - 84	24.0%	17.2%	16.4%
	% of Pop 60 - 74	32.7%	28.0%	26.3%
	% of Pop 85+	5.2%	4.6%	4.5%
	Median Age	65.9	59.9	57.7
Average Age	58.5	53.3	51.6	

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	% of Pop 0 to 4 years	2.2%	2.9%	3.0%
	% of Pop 5 - 13	3.2%	4.9%	5.6%
	% of Pop 14 - 18	1.7%	2.8%	3.3%
	% of Pop 19 - 22	1.9%	3.0%	3.5%
	% of Pop 22 - 25	1.4%	2.3%	2.7%
	% of Pop 25 - 29	3.0%	3.4%	3.6%
	% of Pop 30 - 34	2.1%	3.2%	3.1%
	% of Pop 35 - 39	2.9%	3.7%	3.6%
	% of Pop 40 - 44	3.0%	3.5%	3.8%
	% of Pop 45 - 59	14.0%	16.2%	16.1%
	% of Pop 60 - 74	37.4%	31.2%	29.1%
	% of Pop 75 - 84	21.9%	17.5%	16.9%
	% of Pop 85+	5.2%	5.4%	5.6%
	Median Age	66.5	62.2	61.0
Average Age	60.2	55.4	54.1	
Race	Count of White	1,622	13,293	26,525
	Count of Black or African-American	15	817	2,217
	Count of Asian or Pacific Islander	10	160	310
	Count of Other races	93	2,042	5,074
	White	93.2%	81.5%	77.7%
	Black or African American	0.9%	5.0%	6.5%
	Asian	0.6%	1.0%	0.9%
	Other Races	5.4%	12.5%	14.9%
Language Spoken	Speak English at Home	93.2%	87.6%	83.3%
	Speak Spanish at Home	2.7%	8.5%	13.0%
	Speak French or French Creole at Home	0.9%	1.3%	1.1%
	Speak German at Home	1.3%	0.6%	0.6%
	Speak Other Indo-European Languages at Home	0.0%	0.2%	0.5%
	Speak Russian and Other Slavic Languages at Home	1.6%	0.8%	0.4%
	Speak Chinese at Home	0.3%	0.6%	0.6%
	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%	0.3%	0.2%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.0%	0.1%
	Speak Other Language at Home	0.0%	0.1%	0.4%
Hispanic	Hispanic Population	91	1,897	4,982
	Hispanic Population Percent	5.2%	11.6%	14.6%
	Mexican	24.6%	70.4%	63.5%
	Puerto Rican	33.9%	7.2%	3.4%
	Cuban	12.8%	3.1%	1.9%
	Dominican	0.0%	0.0%	0.1%
	Central American	3.8%	9.9%	18.3%
	South American	20.8%	6.8%	10.0%
	Other Hispanic	4.1%	2.7%	3.0%
	2000 Hispanic Population Percent	13%	13%	13%
	1990 Hispanic Population Percent	1%	2%	2%

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Ancestry	American (percent of total population)	4.4%	4.7%	4.4%
	American	4.2%	4.6%	4.3%
	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)	0.6%	1.0%	0.7%
	Chinese	0.2%	0.6%	0.5%
	Japanese	0.3%	0.2%	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)	0.0%	0.1%	0.1%
	Other Asian	0.0%	0.1%	0.1%
	European (percent of total population)	61.0%	48.6%	44.5%
	British	12.6%	10.4%	10.0%
	Dutch	1.3%	0.9%	0.8%
	French	2.2%	1.8%	1.5%
	German	13.5%	10.7%	9.6%
	Italian	5.3%	4.3%	4.2%
	Polish	2.4%	1.8%	1.7%
	Scandinavian	4.1%	2.4%	2.1%
	Scotch/Irish	14.8%	12.2%	10.8%
Other European (ie. Greek/Russian)	4.8%	4.1%	3.8%	
Middle Eastern	0.1%	0.4%	0.3%	
Other Ancestry	10.5%	10.9%	12.7%	
Unclassified Ancestry	16.6%	17.4%	15.4%	
Education (Age 25+)	Adult Population (25 Years or Older)	1,531	13,572	27,492
	Elementary (0 to 8)	0.0%	2.6%	2.8%
	Some High School (9 to 11)	0.7%	2.7%	3.4%
	High School Graduate (12)	16.2%	19.2%	18.4%
	Some College (13 to 16)	14.2%	15.0%	15.2%
	Associates Degree Only	5.0%	5.4%	6.0%
	Bachelors Degree Only	34.4%	32.1%	31.3%
	Graduate Degree	29.5%	23.0%	23.1%
	% College (4+)	63.9%	55.2%	54.3%
Household Type	Total Households – count	885	7,821	15,685
	One Person HHs – count	234	2,356	4,544
	Family HHs – count	605	4,776	10,149
	Married Couple – count	586	4,224	8,629
	w/own children – count	58	498	1,212
	w/out own children – count	528	3,725	7,416
	Male Householder – count	3	154	427
	Female Householder – count	16	398	1,093
	Non-Family Households – count	46	689	992
	1 Person Household	26.4%	30.1%	29.0%
	2 Person Household	57.7%	49.3%	48.3%
	3 Person Household	8.1%	9.5%	9.7%
	4 Person Household	5.0%	6.6%	7.5%
	5 Person Household	1.7%	2.6%	3.4%
	6 Person Household	0.8%	1.3%	1.3%
7+ Person Household	0.3%	0.6%	0.8%	
% Households With Children	7.8%	8.7%	12.6%	

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Housing	Total Housing Units	1,849	14,251	26,464
	Owner Occupied Percent	39.2%	43.4%	46.5%
	Renter Occupied Percent	8.7%	11.5%	12.8%
	Vacant Housing Percent	52.1%	45.1%	40.7%
	Total Housing Units (Census 2000)	1,371	9,811	20,448
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	40.4%	33.7%	31.3%
	Property Value \$750,000 to \$999,999	13.9%	12.8%	14.6%
	Property Value \$500,000 to \$749,999	14.6%	13.5%	14.1%
	Property Value \$400,000 to \$499,999	5.5%	5.1%	4.6%
	Property Value \$300,000, to \$399,999	1.3%	5.3%	5.9%
	Property Value \$200,000 to \$299,999	1.7%	4.8%	4.9%
	Property Value \$150,000 to \$199,999	0.3%	1.4%	1.9%
	Property Value \$100,000 to \$149,999	0.2%	0.6%	0.4%
	Property Value \$60,000 to \$99,999	0.7%	1.2%	1.1%
	Property Value \$40,000 to \$59,999	0.1%	0.1%	0.4%
	Property Value \$0 to \$39,999	0.7%	2.0%	1.6%
	Median Home Value	\$1,136,521	\$1,045,724	\$1,009,161
Wealth per Household	\$0 and under - percent	13.7%	14.4%	14.7%
	\$1 to \$4999 - percent	5.7%	6.5%	6.6%
	\$5k to \$9999 - percent	3.3%	3.6%	3.7%
	\$10k to \$24999 - percent	5.3%	5.6%	5.7%
	\$25k to \$49999 - percent	6.3%	6.5%	6.5%
	\$50k to \$99999 - percent	10.1%	10.3%	10.3%
	\$100k to \$249999 - percent	19.9%	19.5%	19.4%
	\$250k to \$499999 - percent	15.9%	15.2%	15.0%
	\$500k+ - percent	19.8%	18.4%	18.0%
	Median HH Wealth	\$141,795	\$124,132	\$118,724
	Avg HH Wealth	\$303,309	\$286,882	\$281,999
Economic Viability	Economic Viability Local	314	310	302
	Economic Viability Indexed	113	112	109
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	791	7,198	14,724
	Managerial/Executive	26.9%	23.9%	23.1%
	Professional Specialty	24.0%	21.6%	21.2%
	Healthcare Support	0.5%	0.6%	1.4%
	Sales	17.7%	16.4%	13.2%
	Office & Administrative Support	5.8%	5.7%	6.7%
	Protective Service	0.0%	0.6%	1.4%
	Food Preparation	11.4%	11.3%	10.6%
	Building Maintenance & Cleaning	3.2%	4.0%	4.5%
	Personal Care	2.2%	3.2%	2.9%
	Farming, Fishing, & Forestry	0.0%	0.2%	0.1%
	Construction	3.2%	5.2%	7.3%
	Production & Transportation	4.9%	7.3%	7.5%
	Percent White Collar Workers	74.9%	68.1%	65.6%
	Percent Blue Collar Workers	25.1%	31.9%	34.4%

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	Agriculture/Mining/Construction	5.8%	6.2%	8.8%
	Manufacturing	5.5%	8.4%	6.8%
	Transportation	2.7%	2.7%	3.8%
	Information	0.0%	0.8%	1.3%
	Wholesale/Retail	23.7%	19.3%	15.5%
	Finance, Insurance, Real Estate	6.7%	8.1%	9.0%
	Professional Services	12.2%	10.3%	8.7%
	Management Services	0.0%	0.1%	0.0%
	Administrative/Waste Services	3.6%	5.9%	7.7%
	Educational Services	16.0%	13.9%	15.1%
	Entertainment Services	21.7%	19.7%	18.1%
	Other Professional Services	1.9%	4.0%	3.7%
	Public Administration	0.1%	0.6%	1.4%
Vehicles per HH	No Vehicles	1.4%	3.6%	5.1%
	1 Vehicle	39.5%	38.8%	38.0%
	2 Vehicles	44.4%	38.7%	40.7%
	3 or more vehicles	14.7%	18.9%	16.2%
	Average Number of Vehicles	1.75	1.78	1.73
Change	Births (last 12 months)	9	107	249
	Deaths (last 12 months)	44	343	691
	Migration (last 12 months)	78	445	825
Work place	Workplace Establishments	128	1,058	2,110
	Workplace Employees (FTE)	986	7,987	15,639