

Demographic and Income Profile

Hilton Head Shop
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 32.23758
 Longitude: -80.81131

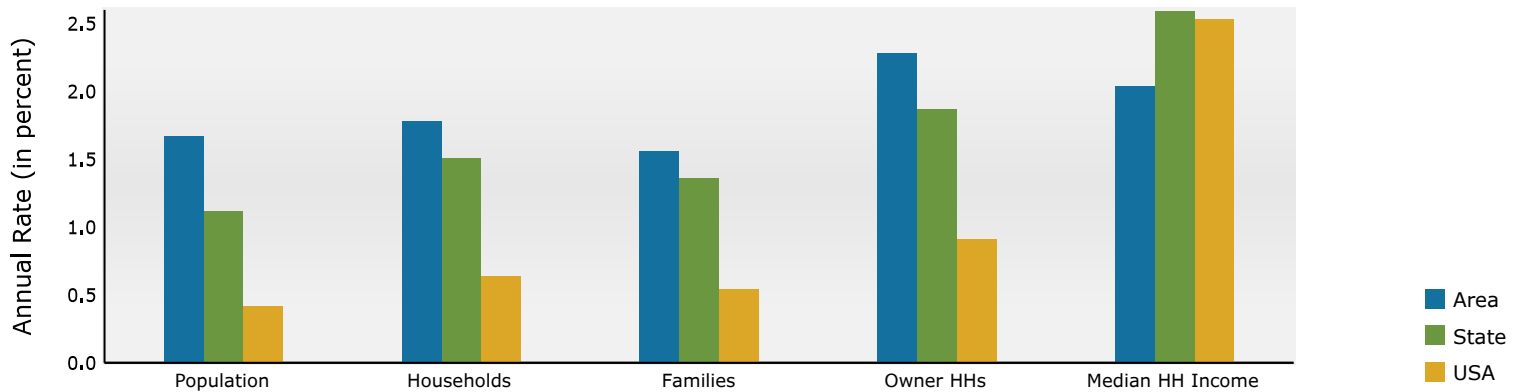
Summary	Census 2010		Census 2020		2025		2030			
Population	2,591		2,756		3,030		3,291			
Households	1,210		1,377		1,478		1,614			
Families	880		951		997		1,077			
Average Household Size	2.14		2.00		2.05		2.04			
Owner Occupied Housing Units	864		1,004		1,147		1,284			
Renter Occupied Housing Units	346		373		331		330			
Median Age	46.2		55.0		55.3		55.0			
Trends: 2025-2030 Annual Rate			Area		State		National			
Population			1.67%		1.12%		0.42%			
Households			1.78%		1.51%		0.64%			
Families			1.56%		1.36%		0.54%			
Owner HHs			2.28%		1.87%		0.91%			
Median Household Income			2.04%		2.59%		2.53%			
Households by Income					2025		2030			
					Number	Percent	Number	Percent		
<\$15,000					104	7.0%	102	6.3%		
\$15,000 - \$24,999					46	3.1%	39	2.4%		
\$25,000 - \$34,999					22	1.5%	19	1.2%		
\$35,000 - \$49,999					152	10.3%	139	8.6%		
\$50,000 - \$74,999					242	16.4%	244	15.1%		
\$75,000 - \$99,999					254	17.2%	266	16.5%		
\$100,000 - \$149,999					307	20.8%	344	21.3%		
\$150,000 - \$199,999					112	7.6%	140	8.7%		
\$200,000+					241	16.3%	323	20.0%		
Median Household Income					\$90,276		\$99,875			
Average Household Income					\$128,772		\$144,242			
Per Capita Income					\$58,330		\$65,783			
Population by Age			Census 2010		Census 2020		2025		2030	
			Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4			141	5.4%	86	3.1%	97	3.2%	109	3.3%
5 - 9			135	5.2%	135	4.9%	101	3.3%	109	3.3%
10 - 14			124	4.8%	105	3.8%	150	4.9%	116	3.5%
15 - 19			109	4.2%	127	4.6%	114	3.8%	159	4.8%
20 - 24			143	5.5%	122	4.4%	155	5.1%	141	4.3%
25 - 34			291	11.2%	233	8.5%	301	9.9%	362	11.0%
35 - 44			319	12.3%	261	9.5%	266	8.8%	309	9.4%
45 - 54			288	11.1%	307	11.1%	320	10.6%	340	10.3%
55 - 64			389	15.0%	429	15.6%	443	14.6%	420	12.8%
65 - 74			439	16.9%	543	19.7%	506	16.7%	548	16.7%
75 - 84			177	6.8%	351	12.7%	483	15.9%	496	15.1%
85+			36	1.4%	57	2.1%	95	3.1%	182	5.5%
Race and Ethnicity			Census 2010		Census 2020		2025		2030	
			Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone			2,228	86.0%	2,276	82.6%	2,511	82.9%	2,702	82.1%
Black Alone			109	4.2%	83	3.0%	82	2.7%	91	2.8%
American Indian Alone			10	0.4%	8	0.3%	8	0.3%	8	0.2%
Asian Alone			21	0.8%	27	1.0%	32	1.1%	38	1.2%
Pacific Islander Alone			0	0.0%	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone			150	5.8%	193	7.0%	210	6.9%	239	7.3%
Two or More Races			74	2.9%	169	6.1%	186	6.1%	212	6.4%
Hispanic Origin (Any Race)			401	15.5%	372	13.5%	401	13.2%	457	13.9%

Data Note: Income is expressed in current dollars.

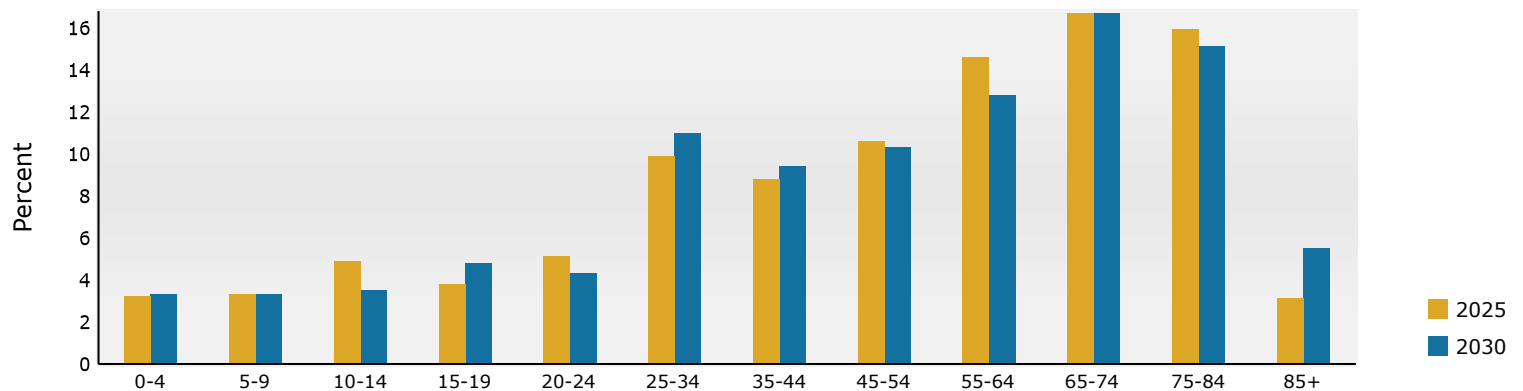
Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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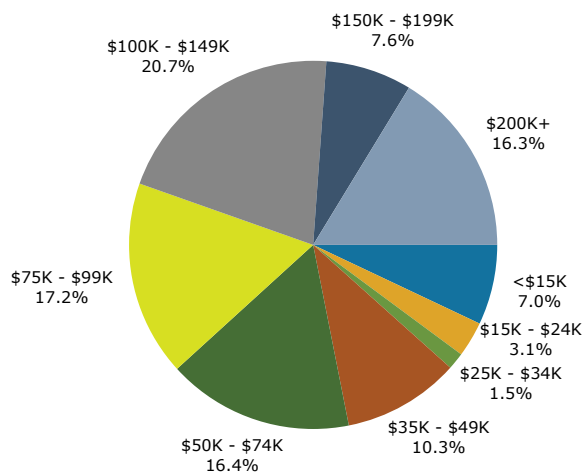
Trends 2025-2030



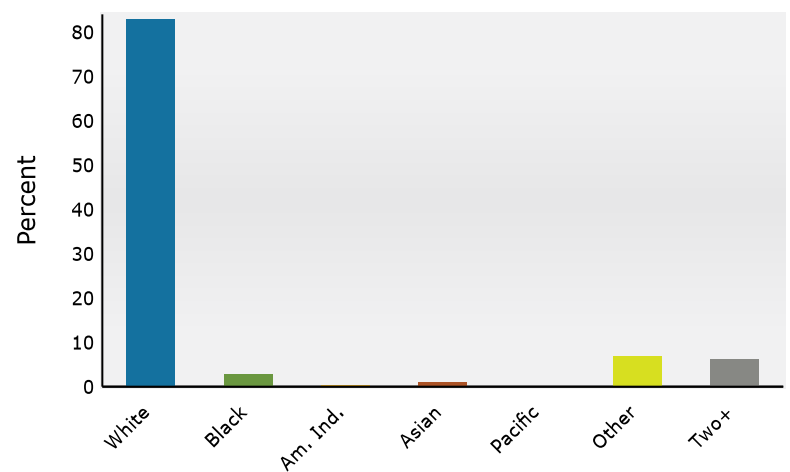
Population by Age



2025 Household Income



2025 Population by Race



2025 Percent Hispanic Origin: 13.2%

Demographic and Income Profile

Hilton Head Shop
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 32.23758
 Longitude: -80.81131

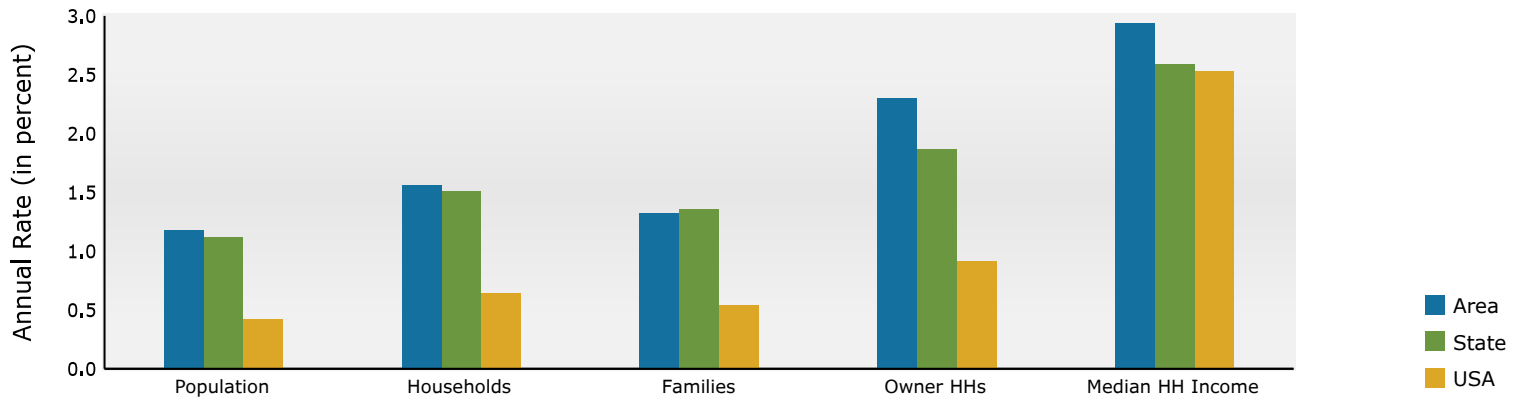
Summary	Census 2010		Census 2020		2025		2030	
Population	10,641		11,668		11,879		12,595	
Households	4,080		4,822		5,083		5,492	
Families	2,890		3,206		3,298		3,522	
Average Household Size	2.61		2.41		2.33		2.29	
Owner Occupied Housing Units	2,598		3,069		3,515		3,938	
Renter Occupied Housing Units	1,482		1,753		1,568		1,554	
Median Age	36.6		44.5		45.5		46.2	
Trends: 2025-2030 Annual Rate	Area		State		National			
Population	1.18%		1.12%		0.42%			
Households	1.56%		1.51%		0.64%			
Families	1.32%		1.36%		0.54%			
Owner HHs	2.30%		1.87%		0.91%			
Median Household Income	2.94%		2.59%		2.53%			
Households by Income			2025		2030			
			Number	Percent	Number	Percent		
<\$15,000			353	6.9%	326	5.9%		
\$15,000 - \$24,999			213	4.2%	174	3.2%		
\$25,000 - \$34,999			207	4.1%	172	3.1%		
\$35,000 - \$49,999			641	12.6%	589	10.7%		
\$50,000 - \$74,999			870	17.1%	870	15.8%		
\$75,000 - \$99,999			679	13.4%	711	12.9%		
\$100,000 - \$149,999			901	17.7%	1,009	18.4%		
\$150,000 - \$199,999			447	8.8%	580	10.6%		
\$200,000+			773	15.2%	1,061	19.3%		
Median Household Income			\$82,865		\$95,763			
Average Household Income			\$121,976		\$139,491			
Per Capita Income			\$51,635		\$60,055			
Population by Age	Census 2010		Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	821	7.7%	549	4.7%	541	4.6%	575	4.6%
5 - 9	727	6.8%	703	6.0%	554	4.7%	558	4.4%
10 - 14	592	5.6%	676	5.8%	695	5.9%	589	4.7%
15 - 19	549	5.2%	667	5.7%	646	5.4%	701	5.6%
20 - 24	697	6.6%	643	5.5%	701	5.9%	718	5.7%
25 - 34	1,689	15.9%	1,297	11.1%	1,411	11.9%	1,576	12.5%
35 - 44	1,456	13.7%	1,366	11.7%	1,321	11.1%	1,408	11.2%
45 - 54	1,260	11.8%	1,452	12.4%	1,401	11.8%	1,449	11.5%
55 - 64	1,259	11.8%	1,600	13.7%	1,592	13.4%	1,587	12.6%
65 - 74	1,074	10.1%	1,608	13.8%	1,546	13.0%	1,685	13.4%
75 - 84	396	3.7%	921	7.9%	1,221	10.3%	1,309	10.4%
85+	121	1.1%	186	1.6%	251	2.1%	440	3.5%
Race and Ethnicity	Census 2010		Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	7,975	75.0%	7,968	68.3%	8,226	69.2%	8,588	68.2%
Black Alone	865	8.1%	718	6.2%	673	5.7%	730	5.8%
American Indian Alone	39	0.4%	53	0.5%	49	0.4%	49	0.4%
Asian Alone	99	0.9%	122	1.0%	133	1.1%	152	1.2%
Pacific Islander Alone	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	1,398	13.1%	1,705	14.6%	1,684	14.2%	1,842	14.6%
Two or More Races	262	2.5%	1,102	9.4%	1,114	9.4%	1,233	9.8%
Hispanic Origin (Any Race)	2,831	26.6%	2,988	25.6%	2,937	24.7%	3,216	25.5%

Data Note: Income is expressed in current dollars.

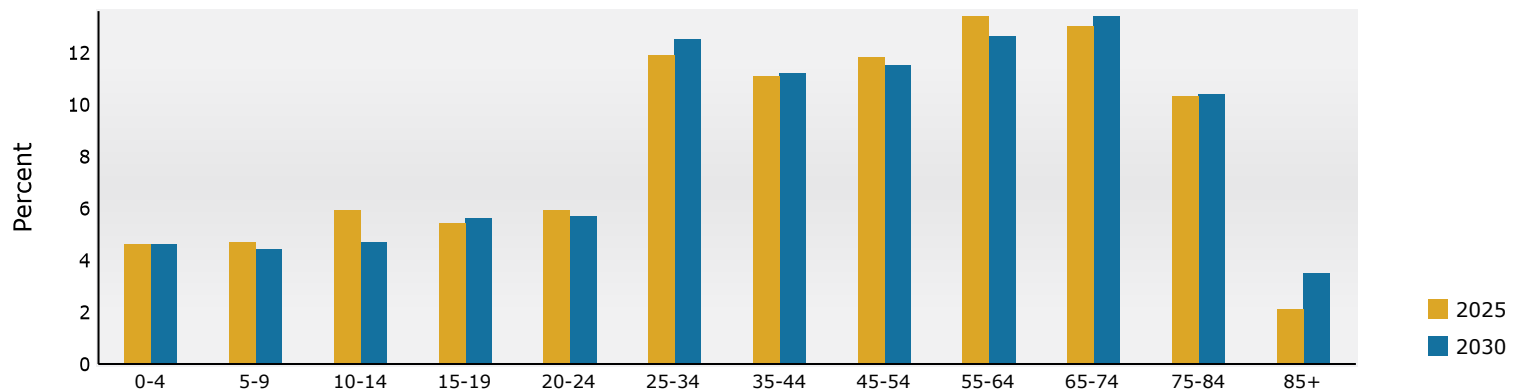
Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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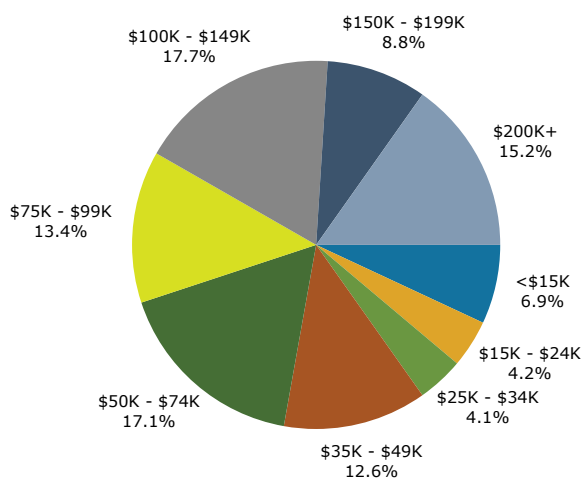
Trends 2025-2030



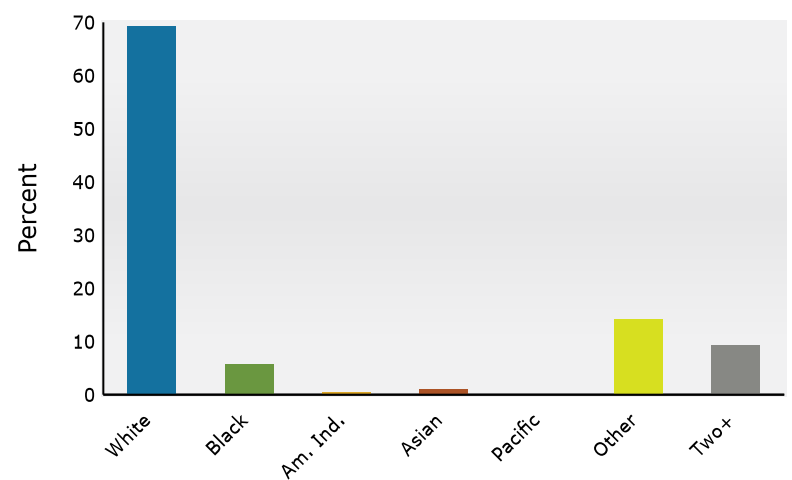
Population by Age



2025 Household Income



2025 Population by Race



2025 Percent Hispanic Origin: 24.7%

Demographic and Income Profile

Hilton Head Shop
 Ring: 5 mile radius

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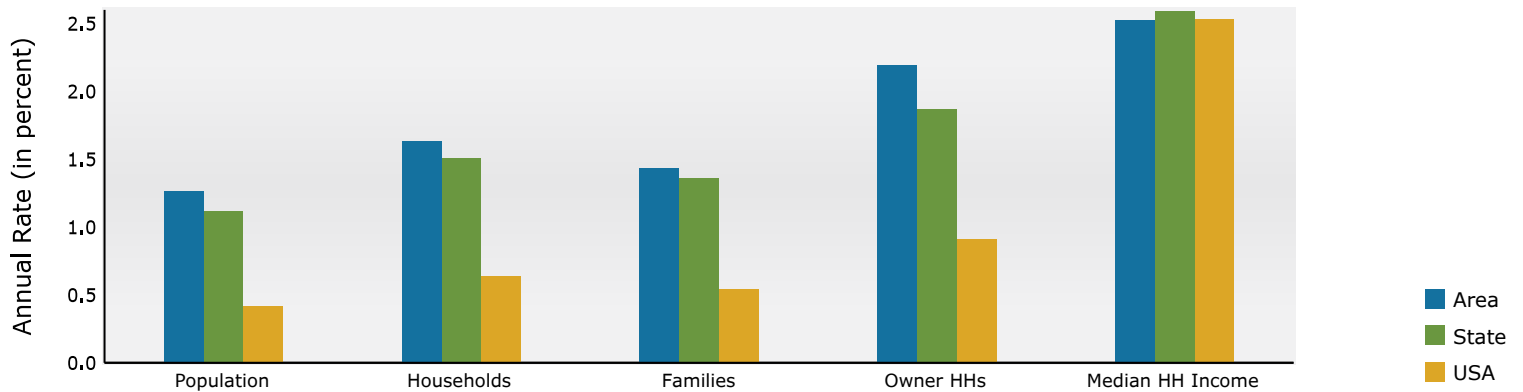
Summary	Census 2010		Census 2020		2025		2030	
Population	33,009		36,983		38,141		40,610	
Households	12,970		15,182		16,074		17,431	
Families	9,001		10,434		10,794		11,589	
Average Household Size	2.54		2.42		2.36		2.32	
Owner Occupied Housing Units	8,885		10,981		12,229		13,627	
Renter Occupied Housing Units	4,085		4,201		3,845		3,804	
Median Age	38.7		46.1		47.2		48.1	
Trends: 2025-2030 Annual Rate	Area		State		National			
Population	1.26%		1.12%		0.42%			
Households	1.63%		1.51%		0.64%			
Families	1.43%		1.36%		0.54%			
Owner HHs	2.19%		1.87%		0.91%			
Median Household Income	2.52%		2.59%		2.53%			
Households by Income			2025		2030			
			Number	Percent	Number	Percent		
<\$15,000			788	4.9%	712	4.1%		
\$15,000 - \$24,999			637	4.0%	504	2.9%		
\$25,000 - \$34,999			705	4.4%	578	3.3%		
\$35,000 - \$49,999			1,506	9.4%	1,364	7.8%		
\$50,000 - \$74,999			2,559	15.9%	2,494	14.3%		
\$75,000 - \$99,999			2,164	13.5%	2,219	12.7%		
\$100,000 - \$149,999			3,157	19.6%	3,559	20.4%		
\$150,000 - \$199,999			1,694	10.5%	2,138	12.3%		
\$200,000+			2,864	17.8%	3,863	22.2%		
Median Household Income			\$95,361		\$108,015			
Average Household Income			\$135,229		\$153,638			
Per Capita Income			\$56,969		\$65,940			
Population by Age	Census 2010		Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,346	7.1%	1,667	4.5%	1,662	4.4%	1,783	4.4%
5 - 9	2,120	6.4%	2,091	5.7%	1,783	4.7%	1,775	4.4%
10 - 14	1,881	5.7%	2,192	5.9%	2,141	5.6%	1,922	4.7%
15 - 19	1,807	5.5%	2,108	5.7%	2,088	5.5%	2,117	5.2%
20 - 24	1,811	5.5%	1,791	4.8%	2,050	5.4%	2,116	5.2%
25 - 34	4,839	14.7%	3,876	10.5%	4,082	10.7%	4,614	11.4%
35 - 44	4,437	13.4%	4,279	11.6%	4,276	11.2%	4,542	11.2%
45 - 54	4,043	12.2%	4,491	12.1%	4,554	11.9%	4,753	11.7%
55 - 64	4,128	12.5%	5,016	13.6%	5,042	13.2%	5,151	12.7%
65 - 74	3,212	9.7%	5,413	14.6%	5,232	13.7%	5,574	13.7%
75 - 84	1,634	5.0%	3,072	8.3%	4,076	10.7%	4,581	11.3%
85+	753	2.3%	987	2.7%	1,156	3.0%	1,681	4.1%
Race and Ethnicity	Census 2010		Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	24,503	74.2%	25,887	70.0%	26,976	70.7%	28,224	69.5%
Black Alone	3,654	11.1%	2,981	8.1%	2,830	7.4%	3,092	7.6%
American Indian Alone	78	0.2%	178	0.5%	164	0.4%	168	0.4%
Asian Alone	340	1.0%	389	1.1%	432	1.1%	499	1.2%
Pacific Islander Alone	7	0.0%	7	0.0%	7	0.0%	8	0.0%
Some Other Race Alone	3,684	11.2%	4,252	11.5%	4,309	11.3%	4,781	11.8%
Two or More Races	744	2.3%	3,290	8.9%	3,423	9.0%	3,838	9.5%
Hispanic Origin (Any Race)	7,109	21.5%	7,828	21.2%	7,892	20.7%	8,761	21.6%

Data Note: Income is expressed in current dollars.

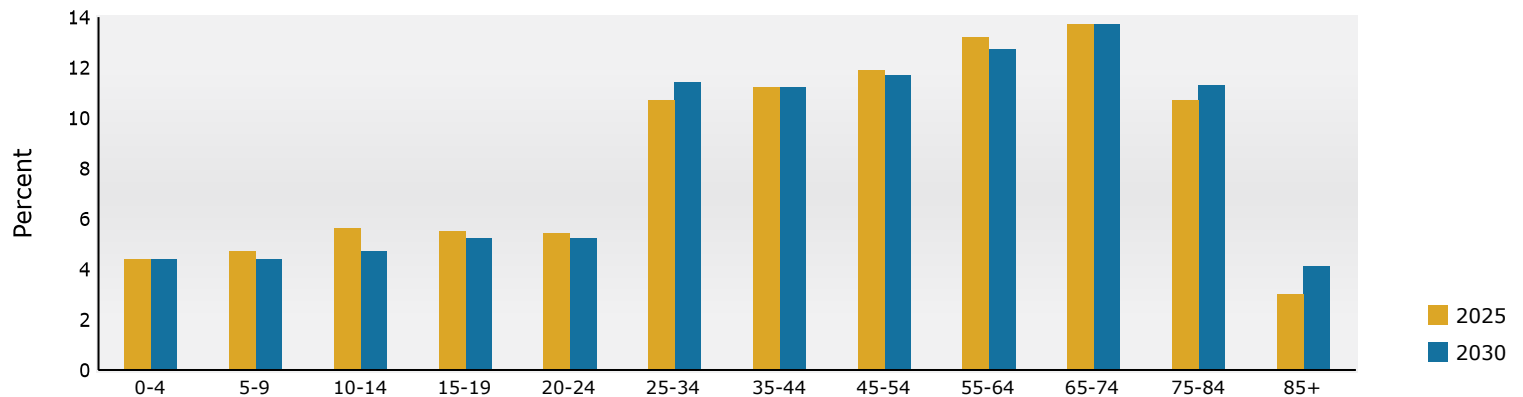
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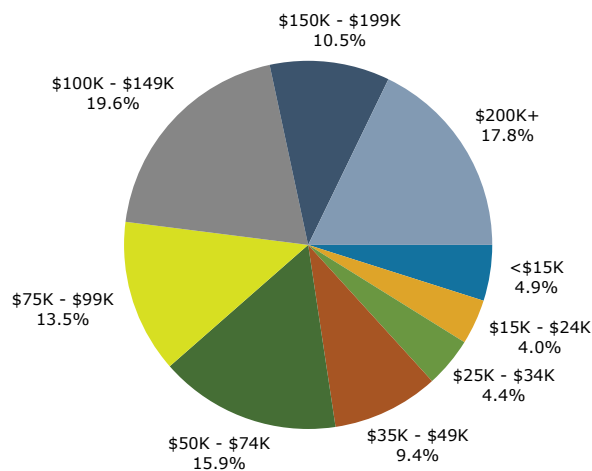
Trends 2025-2030



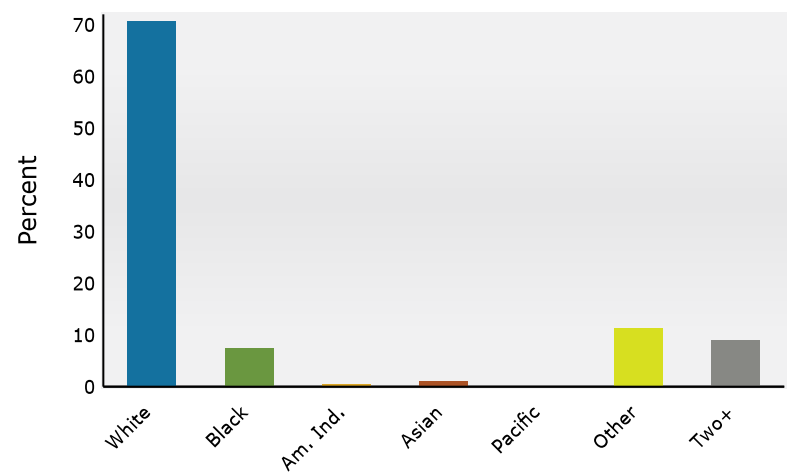
Population by Age



2025 Household Income



2025 Population by Race



2025 Percent Hispanic Origin: 20.7%