



# Market Profile

95 Mathews Dr, Hilton Head Island, South Carolina, 29926  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 32.21270  
Longitude: -80.70018

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	16,037	25,008	47,217
2010 Total Population	18,282	29,061	55,227
2021 Total Population	20,888	33,370	64,376
2021 Group Quarters	138	151	3,237
2026 Total Population	22,403	35,914	69,412
2021-2026 Annual Rate	1.41%	1.48%	1.52%
2021 Total Daytime Population	25,740	39,062	76,043
Workers	14,858	21,247	43,757
Residents	10,882	17,815	32,286
<b>Household Summary</b>			
2000 Households	6,440	10,229	18,500
2000 Average Household Size	2.43	2.41	2.35
2010 Households	7,882	12,499	22,597
2010 Average Household Size	2.30	2.31	2.31
2021 Households	9,185	14,628	26,851
2021 Average Household Size	2.26	2.27	2.28
2026 Households	9,913	15,826	29,190
2026 Average Household Size	2.25	2.26	2.27
2021-2026 Annual Rate	1.54%	1.59%	1.68%
2010 Families	5,159	8,485	15,060
2010 Average Family Size	2.74	2.71	2.73
2021 Families	5,825	9,664	17,385
2021 Average Family Size	2.71	2.69	2.71
2026 Families	6,231	10,377	18,747
2026 Average Family Size	2.70	2.68	2.71
2021-2026 Annual Rate	1.36%	1.43%	1.52%
<b>Housing Unit Summary</b>			
2000 Housing Units	9,909	16,092	29,549
Owner Occupied Housing Units	48.2%	49.8%	47.7%
Renter Occupied Housing Units	16.8%	13.8%	15.0%
Vacant Housing Units	35.0%	36.4%	37.4%
2010 Housing Units	13,645	22,093	41,048
Owner Occupied Housing Units	38.9%	41.0%	39.0%
Renter Occupied Housing Units	18.9%	15.5%	16.1%
Vacant Housing Units	42.2%	43.4%	44.9%
2021 Housing Units	15,533	25,452	47,810
Owner Occupied Housing Units	43.8%	45.4%	43.8%
Renter Occupied Housing Units	15.3%	12.0%	12.3%
Vacant Housing Units	40.9%	42.5%	43.8%
2026 Housing Units	16,820	27,542	51,840
Owner Occupied Housing Units	43.9%	45.7%	44.2%
Renter Occupied Housing Units	15.0%	11.8%	12.1%
Vacant Housing Units	41.1%	42.5%	43.7%
<b>Median Household Income</b>			
2021	\$80,985	\$88,528	\$84,145
2026	\$89,660	\$97,972	\$92,802
<b>Median Home Value</b>			
2021	\$475,998	\$526,446	\$503,038
2026	\$496,475	\$550,979	\$534,363
<b>Per Capita Income</b>			
2021	\$52,942	\$57,727	\$54,801
2026	\$58,387	\$63,873	\$60,808
<b>Median Age</b>			
2010	47.2	49.5	44.8
2021	52.6	54.9	48.9
2026	54.5	56.5	49.6

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2021 Households by Income</b>			
Household Income Base	9,185	14,628	26,851
<\$15,000	6.8%	6.5%	6.0%
\$15,000 - \$24,999	6.1%	5.7%	5.5%
\$25,000 - \$34,999	8.2%	7.8%	8.2%
\$35,000 - \$49,999	11.1%	9.4%	10.8%
\$50,000 - \$74,999	14.6%	13.5%	14.2%
\$75,000 - \$99,999	11.1%	11.7%	12.3%
\$100,000 - \$149,999	16.8%	16.3%	15.0%
\$150,000 - \$199,999	10.7%	11.2%	9.7%
\$200,000+	14.6%	17.9%	18.2%
Average Household Income	\$120,899	\$131,845	\$130,137
<b>2026 Households by Income</b>			
Household Income Base	9,913	15,826	29,190
<\$15,000	5.9%	5.5%	5.1%
\$15,000 - \$24,999	5.0%	4.6%	4.5%
\$25,000 - \$34,999	7.0%	6.6%	7.0%
\$35,000 - \$49,999	10.1%	8.7%	10.0%
\$50,000 - \$74,999	14.3%	13.2%	13.7%
\$75,000 - \$99,999	11.8%	12.1%	12.7%
\$100,000 - \$149,999	18.0%	17.1%	16.1%
\$150,000 - \$199,999	12.3%	12.8%	11.2%
\$200,000+	15.5%	19.3%	19.8%
Average Household Income	\$132,597	\$145,132	\$143,527
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	6,811	11,566	20,953
<\$50,000	0.9%	0.9%	1.0%
\$50,000 - \$99,999	2.3%	1.6%	1.2%
\$100,000 - \$149,999	1.7%	1.4%	1.5%
\$150,000 - \$199,999	3.8%	2.9%	3.7%
\$200,000 - \$249,999	3.9%	3.5%	5.6%
\$250,000 - \$299,999	6.0%	5.6%	6.5%
\$300,000 - \$399,999	18.7%	15.8%	16.4%
\$400,000 - \$499,999	16.5%	14.9%	13.8%
\$500,000 - \$749,999	32.5%	31.5%	27.7%
\$750,000 - \$999,999	8.7%	11.4%	11.0%
\$1,000,000 - \$1,499,999	2.2%	5.5%	6.2%
\$1,500,000 - \$1,999,999	1.0%	1.9%	2.4%
\$2,000,000 +	1.6%	2.9%	3.0%
Average Home Value	\$537,370	\$619,093	\$616,473
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	7,390	12,580	22,936
<\$50,000	0.2%	0.2%	0.2%
\$50,000 - \$99,999	0.9%	0.5%	0.4%
\$100,000 - \$149,999	0.7%	0.5%	0.6%
\$150,000 - \$199,999	2.4%	1.7%	2.2%
\$200,000 - \$249,999	3.2%	2.8%	4.6%
\$250,000 - \$299,999	5.9%	5.3%	6.2%
\$300,000 - \$399,999	20.7%	16.9%	17.7%
\$400,000 - \$499,999	16.5%	14.9%	13.8%
\$500,000 - \$749,999	35.6%	34.7%	30.7%
\$750,000 - \$999,999	9.2%	12.2%	11.8%
\$1,000,000 - \$1,499,999	2.1%	5.4%	6.1%
\$1,500,000 - \$1,999,999	1.0%	2.0%	2.5%
\$2,000,000 +	1.5%	2.9%	3.0%
Average Home Value	\$557,124	\$640,434	\$641,066

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
Total	18,280	29,059	55,226
0 - 4	5.2%	4.9%	5.3%
5 - 9	5.3%	5.1%	5.0%
10 - 14	5.1%	4.8%	4.5%
15 - 24	9.8%	9.3%	13.6%
25 - 34	10.7%	9.8%	11.3%
35 - 44	11.2%	10.7%	10.6%
45 - 54	12.3%	12.2%	11.5%
55 - 64	14.6%	16.1%	14.3%
65 - 74	13.5%	14.8%	13.5%
75 - 84	8.2%	8.7%	7.4%
85 +	4.2%	3.6%	3.0%
18 +	81.0%	82.0%	82.4%
<b>2021 Population by Age</b>			
Total	20,886	33,372	64,375
0 - 4	4.4%	4.1%	4.5%
5 - 9	4.6%	4.4%	4.6%
10 - 14	4.5%	4.4%	4.5%
15 - 24	9.7%	8.7%	12.4%
25 - 34	10.2%	9.4%	10.8%
35 - 44	9.0%	8.8%	9.7%
45 - 54	10.3%	10.1%	9.7%
55 - 64	15.5%	15.7%	13.6%
65 - 74	18.4%	20.1%	17.3%
75 - 84	9.3%	10.1%	9.5%
85 +	4.1%	4.0%	3.6%
18 +	83.5%	84.2%	83.9%
<b>2026 Population by Age</b>			
Total	22,404	35,913	69,412
0 - 4	4.5%	4.1%	4.6%
5 - 9	4.4%	4.3%	4.5%
10 - 14	4.2%	4.2%	4.4%
15 - 24	9.2%	8.4%	12.1%
25 - 34	10.7%	9.5%	10.5%
35 - 44	8.6%	8.7%	9.7%
45 - 54	9.0%	9.1%	8.9%
55 - 64	14.6%	14.4%	12.4%
65 - 74	19.0%	20.2%	16.7%
75 - 84	11.8%	13.1%	12.1%
85 +	4.1%	4.1%	3.9%
18 +	84.2%	84.8%	83.9%
<b>2010 Population by Sex</b>			
Males	8,958	14,278	28,208
Females	9,324	14,783	27,019
<b>2021 Population by Sex</b>			
Males	10,321	16,549	32,958
Females	10,567	16,822	31,418
<b>2026 Population by Sex</b>			
Males	11,080	17,851	35,407
Females	11,323	18,063	34,006

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<b>2010 Population by Race/Ethnicity</b>			
Total	18,283	29,061	55,227
White Alone	78.5%	80.0%	80.6%
Black Alone	9.1%	8.9%	8.5%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	1.0%	0.9%	1.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.7%	8.6%	7.9%
Two or More Races	1.5%	1.3%	1.7%
Hispanic Origin	19.4%	17.2%	17.3%
Diversity Index	57.0	53.6	53.1
<b>2021 Population by Race/Ethnicity</b>			
Total	20,888	33,371	64,377
White Alone	80.0%	81.5%	82.0%
Black Alone	8.1%	7.9%	7.5%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	1.2%	1.0%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.9%	7.9%	7.2%
Two or More Races	1.6%	1.4%	1.8%
Hispanic Origin	17.7%	15.6%	15.4%
Diversity Index	54.2	50.6	49.8
<b>2026 Population by Race/Ethnicity</b>			
Total	22,403	35,913	69,411
White Alone	80.1%	81.6%	82.1%
Black Alone	7.5%	7.4%	7.0%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	1.3%	1.2%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.2%	8.2%	7.4%
Two or More Races	1.7%	1.5%	1.9%
Hispanic Origin	18.1%	16.0%	15.8%
Diversity Index	54.5	50.9	50.2
<b>2010 Population by Relationship and Household Type</b>			
Total	18,282	29,061	55,227
In Households	99.3%	99.5%	94.6%
In Family Households	80.4%	82.0%	77.1%
Householder	28.1%	29.2%	27.2%
Spouse	22.9%	24.5%	22.8%
Child	22.4%	21.8%	21.0%
Other relative	3.9%	3.7%	3.5%
Nonrelative	3.1%	2.8%	2.6%
In Nonfamily Households	19.0%	17.5%	17.5%
In Group Quarters	0.7%	0.5%	5.4%
Institutionalized Population	0.7%	0.5%	0.4%
Noninstitutionalized Population	0.0%	0.0%	5.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2021 Population 25+ by Educational Attainment</b>			
Total	16,049	26,145	47,684
Less than 9th Grade	2.2%	2.0%	2.2%
9th - 12th Grade, No Diploma	3.6%	3.3%	3.3%
High School Graduate	16.3%	15.0%	14.6%
GED/Alternative Credential	1.9%	1.8%	2.1%
Some College, No Degree	15.5%	16.0%	16.4%
Associate Degree	8.1%	7.4%	7.7%
Bachelor's Degree	28.9%	30.6%	30.9%
Graduate/Professional Degree	23.5%	23.9%	22.7%
<b>2021 Population 15+ by Marital Status</b>			
Total	18,067	29,047	55,640
Never Married	23.8%	23.0%	26.0%
Married	59.5%	61.1%	57.9%
Widowed	7.2%	6.8%	6.2%
Divorced	9.5%	9.1%	9.9%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	10,402	16,242	30,452
Population 16+ Employed	96.9%	96.6%	97.4%
Population 16+ Unemployment rate	3.1%	3.4%	2.6%
Population 16-24 Employed	10.9%	9.8%	11.2%
Population 16-24 Unemployment rate	3.1%	3.6%	2.5%
Population 25-54 Employed	51.9%	50.8%	54.4%
Population 25-54 Unemployment rate	2.9%	3.4%	2.6%
Population 55-64 Employed	20.6%	21.5%	18.2%
Population 55-64 Unemployment rate	3.7%	2.8%	2.5%
Population 65+ Employed	16.6%	17.8%	16.2%
Population 65+ Unemployment rate	3.2%	3.8%	3.1%
<b>2021 Employed Population 16+ by Industry</b>			
Total	10,075	15,692	29,651
Agriculture/Mining	0.3%	0.6%	1.0%
Construction	11.1%	9.3%	11.0%
Manufacturing	4.4%	4.4%	4.4%
Wholesale Trade	0.7%	1.1%	1.0%
Retail Trade	9.2%	9.0%	9.7%
Transportation/Utilities	3.9%	4.7%	3.7%
Information	2.4%	2.3%	2.0%
Finance/Insurance/Real Estate	9.3%	9.3%	9.0%
Services	56.1%	56.6%	55.4%
Public Administration	2.7%	2.5%	2.7%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	10,075	15,694	29,650
White Collar	62.7%	65.1%	61.4%
Management/Business/Financial	21.3%	23.5%	22.2%
Professional	20.3%	21.4%	20.1%
Sales	10.6%	10.6%	9.5%
Administrative Support	10.5%	9.6%	9.5%
Services	20.6%	18.9%	20.7%
Blue Collar	16.7%	16.1%	17.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.3%
Construction/Extraction	8.4%	7.0%	8.2%
Installation/Maintenance/Repair	2.0%	3.6%	3.1%
Production	3.5%	2.4%	2.4%
Transportation/Material Moving	2.7%	2.9%	3.9%

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<b>2010 Households by Type</b>			
Total	7,882	12,499	22,597
Households with 1 Person	27.9%	26.0%	26.3%
Households with 2+ People	72.1%	74.0%	73.7%
Family Households	65.5%	67.9%	66.6%
Husband-wife Families	53.2%	57.1%	55.8%
With Related Children	15.2%	15.1%	16.0%
Other Family (No Spouse Present)	12.2%	10.8%	10.9%
Other Family with Male Householder	3.7%	3.4%	3.5%
With Related Children	2.2%	1.9%	2.0%
Other Family with Female Householder	8.5%	7.4%	7.4%
With Related Children	6.0%	5.0%	5.0%
Nonfamily Households	6.6%	6.1%	7.1%
All Households with Children	23.9%	22.6%	23.4%
Multigenerational Households	2.2%	2.2%	2.1%
Unmarried Partner Households	4.9%	4.5%	5.1%
Male-female	4.4%	4.0%	4.5%
Same-sex	0.5%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	7,882	12,500	22,598
1 Person Household	27.9%	26.0%	26.3%
2 Person Household	43.8%	46.5%	45.4%
3 Person Household	11.4%	11.1%	11.7%
4 Person Household	9.1%	8.8%	8.8%
5 Person Household	4.3%	4.1%	4.4%
6 Person Household	2.1%	2.0%	1.9%
7 + Person Household	1.4%	1.4%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	7,882	12,499	22,597
Owner Occupied	67.3%	72.5%	70.8%
Owned with a Mortgage/Loan	44.7%	48.3%	47.1%
Owned Free and Clear	22.6%	24.2%	23.7%
Renter Occupied	32.7%	27.5%	29.2%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	100	99	99
Percent of Income for Mortgage	24.7%	24.9%	25.1%
Wealth Index	189	217	206
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	13,645	22,093	41,048
Housing Units Inside Urbanized Area	100.0%	100.0%	94.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.4%
Rural Housing Units	0.0%	0.0%	4.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	18,282	29,061	55,227
Population Inside Urbanized Area	100.0%	100.0%	88.4%
Population Inside Urbanized Cluster	0.0%	0.0%	5.7%
Rural Population	0.0%	0.0%	5.9%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Silver & Gold (9A)	Silver & Gold (9A)	Silver & Gold (9A)
2.	Bright Young Professionals (8C)	The Great Outdoors (6C)	Up and Coming Families (7A)
3.	Metro Fusion (11C)	Bright Young Professionals (8C)	Emerald City (8B)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$25,047,025	\$42,827,543	\$78,294,636
Average Spent	\$2,726.95	\$2,927.78	\$2,915.89
Spending Potential Index	129	138	138
Education: Total \$	\$19,554,504	\$34,084,290	\$61,412,651
Average Spent	\$2,128.96	\$2,330.07	\$2,287.16
Spending Potential Index	123	135	133
Entertainment/Recreation: Total \$	\$38,669,614	\$67,278,551	\$122,026,022
Average Spent	\$4,210.08	\$4,599.30	\$4,544.56
Spending Potential Index	130	142	141
Food at Home: Total \$	\$66,027,008	\$113,421,269	\$205,181,650
Average Spent	\$7,188.57	\$7,753.71	\$7,641.49
Spending Potential Index	132	142	140
Food Away from Home: Total \$	\$45,287,470	\$77,525,343	\$141,471,157
Average Spent	\$4,930.59	\$5,299.79	\$5,268.75
Spending Potential Index	130	140	139
Health Care: Total \$	\$79,415,820	\$138,369,469	\$248,032,234
Average Spent	\$8,646.25	\$9,459.22	\$9,237.36
Spending Potential Index	139	152	148
HH Furnishings & Equipment: Total \$	\$27,716,891	\$48,109,171	\$87,193,226
Average Spent	\$3,017.63	\$3,288.84	\$3,247.30
Spending Potential Index	134	146	144
Personal Care Products & Services: Total \$	\$11,268,974	\$19,414,141	\$35,017,264
Average Spent	\$1,226.89	\$1,327.19	\$1,304.13
Spending Potential Index	137	148	145
Shelter: Total \$	\$239,832,974	\$414,208,889	\$751,620,943
Average Spent	\$26,111.37	\$28,316.17	\$27,992.29
Spending Potential Index	130	140	139
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$33,447,816	\$58,890,280	\$104,896,533
Average Spent	\$3,641.57	\$4,025.86	\$3,906.62
Spending Potential Index	152	168	163
Travel: Total \$	\$32,157,097	\$56,422,706	\$101,061,984
Average Spent	\$3,501.04	\$3,857.17	\$3,763.81
Spending Potential Index	138	153	149
Vehicle Maintenance & Repairs: Total \$	\$13,817,715	\$23,833,694	\$43,274,217
Average Spent	\$1,504.38	\$1,629.32	\$1,611.64
Spending Potential Index	136	147	145

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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