



Community Profile

Rings: 1, 3, 5 mile radii

1176 Fording Island Rd, Bluffton, SC 29910,

Latitude: 32.2497

Longitude: -80.83990

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	1,781	10,393	13,249
2010 Total Population	3,998	21,107	32,531
2018 Total Population	4,650	24,343	37,147
2018 Group Quarters	0	0	1
2023 Total Population	5,038	26,493	40,755
2018-2023 Annual Rate	1.62%	1.71%	1.87%
2018 Total Daytime Population	4,885	26,507	35,999
Workers	2,734	14,489	17,918
Residents	2,151	12,018	18,081
Household Summary			
2000 Households	630	4,061	5,269
2000 Average Household Size	2.83	2.56	2.51
2010 Households	1,329	7,788	12,047
2010 Average Household Size	3.01	2.71	2.70
2018 Households	1,521	9,008	13,719
2018 Average Household Size	3.06	2.70	2.71
2023 Households	1,647	9,815	15,046
2023 Average Household Size	3.06	2.70	2.71
2018-2023 Annual Rate	1.60%	1.73%	1.86%
2010 Families	987	5,512	8,843
2010 Average Family Size	3.37	3.09	3.05
2018 Families	1,106	6,268	9,874
2018 Average Family Size	3.46	3.12	3.10
2023 Families	1,190	6,784	10,765
2023 Average Family Size	3.47	3.13	3.11
2018-2023 Annual Rate	1.47%	1.59%	1.74%
Housing Unit Summary			
2000 Housing Units	696	4,555	5,881
Owner Occupied Housing Units	57.2%	62.6%	66.1%
Renter Occupied Housing Units	33.3%	26.6%	23.5%
Vacant Housing Units	9.5%	10.8%	10.4%
2010 Housing Units	1,553	9,335	14,495
Owner Occupied Housing Units	49.1%	52.3%	56.1%
Renter Occupied Housing Units	36.5%	31.2%	27.0%
Vacant Housing Units	14.4%	16.6%	16.9%
2018 Housing Units	1,759	10,433	16,080
Owner Occupied Housing Units	52.6%	59.1%	61.7%
Renter Occupied Housing Units	33.9%	27.2%	23.6%
Vacant Housing Units	13.5%	13.7%	14.7%
2023 Housing Units	1,906	11,372	17,526
Owner Occupied Housing Units	54.1%	60.2%	63.3%
Renter Occupied Housing Units	32.4%	26.1%	22.6%
Vacant Housing Units	13.6%	13.7%	14.2%
Median Household Income			
2018	\$54,385	\$66,254	\$70,305
2023	\$60,798	\$75,793	\$79,351
Median Home Value			
2018	\$263,614	\$277,226	\$301,839
2023	\$281,360	\$307,031	\$326,528
Per Capita Income			
2018	\$25,495	\$34,191	\$35,215
2023	\$29,875	\$38,860	\$40,093
Median Age			
2010	30.4	34.2	35.1
2018	31.7	36.5	37.1
2023	30.6	35.9	36.0

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	1,521	9,008	13,719
<\$15,000	6.9%	5.5%	5.5%
\$15,000 - \$24,999	6.4%	5.5%	5.5%
\$25,000 - \$34,999	13.0%	10.0%	9.0%
\$35,000 - \$49,999	17.6%	13.3%	12.4%
\$50,000 - \$74,999	23.7%	21.4%	20.4%
\$75,000 - \$99,999	12.2%	16.1%	16.1%
\$100,000 - \$149,999	9.3%	14.3%	16.3%
\$150,000 - \$199,999	5.5%	6.5%	6.6%
\$200,000+	5.3%	7.5%	8.3%
Average Household Income	\$76,927	\$92,317	\$95,918
2023 Households by Income			
Household Income Base	1,647	9,815	15,046
<\$15,000	5.6%	4.3%	4.4%
\$15,000 - \$24,999	5.3%	4.4%	4.4%
\$25,000 - \$34,999	10.9%	8.3%	7.4%
\$35,000 - \$49,999	15.8%	11.8%	10.8%
\$50,000 - \$74,999	23.0%	20.4%	19.2%
\$75,000 - \$99,999	13.5%	17.2%	16.9%
\$100,000 - \$149,999	11.8%	17.3%	19.6%
\$150,000 - \$199,999	7.0%	7.4%	7.5%
\$200,000+	7.1%	8.9%	9.9%
Average Household Income	\$90,367	\$104,790	\$109,279
2018 Owner Occupied Housing Units by Value			
Total	925	6,168	9,929
<\$50,000	5.8%	3.5%	3.4%
\$50,000 - \$99,999	5.5%	3.4%	2.4%
\$100,000 - \$149,999	8.3%	7.1%	6.0%
\$150,000 - \$199,999	16.6%	17.4%	16.3%
\$200,000 - \$249,999	10.7%	13.9%	12.5%
\$250,000 - \$299,999	10.9%	8.7%	9.1%
\$300,000 - \$399,999	24.2%	15.5%	16.4%
\$400,000 - \$499,999	10.4%	7.4%	7.5%
\$500,000 - \$749,999	3.4%	9.7%	11.9%
\$750,000 - \$999,999	3.0%	7.7%	8.0%
\$1,000,000 - \$1,499,999	0.8%	3.4%	4.3%
\$1,500,000 - \$1,999,999	0.1%	0.5%	0.7%
\$2,000,000 +	0.2%	1.8%	1.5%
Average Home Value	\$294,351	\$405,171	\$426,926
2023 Owner Occupied Housing Units by Value			
Total	1,031	6,850	11,089
<\$50,000	4.2%	2.5%	2.4%
\$50,000 - \$99,999	4.2%	2.3%	1.7%
\$100,000 - \$149,999	6.3%	5.1%	4.5%
\$150,000 - \$199,999	16.5%	15.4%	14.6%
\$200,000 - \$249,999	11.8%	14.4%	12.6%
\$250,000 - \$299,999	11.1%	9.1%	9.3%
\$300,000 - \$399,999	26.1%	17.6%	18.6%
\$400,000 - \$499,999	11.8%	8.5%	8.4%
\$500,000 - \$749,999	3.7%	11.8%	13.1%
\$750,000 - \$999,999	2.9%	7.8%	8.6%
\$1,000,000 - \$1,499,999	1.0%	3.2%	4.1%
\$1,500,000 - \$1,999,999	0.1%	0.5%	0.7%
\$2,000,000 +	0.2%	1.9%	1.5%
Average Home Value	\$309,791	\$425,511	\$444,089

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	3,998	21,105	32,530
0 - 4	10.1%	8.5%	8.2%
5 - 9	8.9%	7.4%	7.6%
10 - 14	7.2%	6.0%	6.4%
15 - 24	13.1%	12.1%	11.3%
25 - 34	19.4%	17.5%	16.3%
35 - 44	16.0%	14.8%	15.0%
45 - 54	12.5%	11.8%	11.9%
55 - 64	7.1%	10.4%	11.3%
65 - 74	3.9%	7.7%	8.1%
75 - 84	1.4%	2.8%	2.9%
85 +	0.5%	1.1%	1.0%
18 +	70.0%	74.6%	74.2%
2018 Population by Age			
Total	4,648	24,343	37,146
0 - 4	8.8%	7.3%	7.2%
5 - 9	8.5%	7.3%	7.3%
10 - 14	7.8%	6.8%	7.0%
15 - 24	13.3%	11.0%	11.0%
25 - 34	17.4%	15.1%	14.3%
35 - 44	16.0%	14.8%	14.7%
45 - 54	12.3%	12.1%	12.4%
55 - 64	8.7%	10.3%	10.4%
65 - 74	4.9%	9.9%	10.3%
75 - 84	1.9%	4.2%	4.4%
85 +	0.5%	1.1%	1.1%
18 +	71.1%	75.3%	75.0%
2023 Population by Age			
Total	5,042	26,494	40,756
0 - 4	9.1%	7.4%	7.4%
5 - 9	8.4%	7.1%	7.2%
10 - 14	8.0%	7.0%	7.2%
15 - 24	14.1%	11.9%	11.7%
25 - 34	18.7%	15.2%	15.0%
35 - 44	15.9%	14.7%	14.4%
45 - 54	10.8%	11.2%	11.4%
55 - 64	8.0%	9.6%	9.7%
65 - 74	4.5%	9.1%	9.1%
75 - 84	2.1%	5.6%	5.8%
85 +	0.4%	1.2%	1.2%
18 +	70.2%	74.7%	74.4%
2010 Population by Sex			
Males	2,038	10,639	16,273
Females	1,960	10,468	16,258
2018 Population by Sex			
Males	2,357	12,267	18,558
Females	2,292	12,076	18,589
2023 Population by Sex			
Males	2,532	13,266	20,256
Females	2,506	13,227	20,499

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 08, 2019



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Rings: 1, 3, 5 mile radii

1176 Fording Island Rd, Bluffton, SC 29910,

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2010 Population by Race/Ethnicity			
Total	3,998	21,106	32,531
White Alone	67.1%	70.6%	73.5%
Black Alone	8.5%	11.5%	11.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.4%	1.2%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	20.0%	13.6%	11.2%
Two or More Races	2.7%	2.7%	2.6%
Hispanic Origin	36.3%	25.9%	22.5%
Diversity Index	75.4	68.4	64.0
2018 Population by Race/Ethnicity			
Total	4,650	24,343	37,148
White Alone	68.8%	73.2%	75.5%
Black Alone	7.9%	10.4%	10.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.7%	1.4%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	18.4%	11.9%	9.9%
Two or More Races	2.7%	2.8%	2.7%
Hispanic Origin	32.8%	22.4%	19.7%
Diversity Index	73.1	64.3	60.3
2023 Population by Race/Ethnicity			
Total	5,038	26,493	40,756
White Alone	68.8%	73.4%	75.7%
Black Alone	7.3%	9.6%	9.2%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.0%	1.6%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	18.7%	12.0%	9.9%
Two or More Races	2.9%	3.0%	2.9%
Hispanic Origin	33.0%	22.4%	19.6%
Diversity Index	73.3	64.2	60.1
2010 Population by Relationship and Household Type			
Total	3,998	21,107	32,531
In Households	100.0%	100.0%	100.0%
In Family Households	87.6%	84.8%	86.3%
Householder	24.4%	26.2%	27.0%
Spouse	18.0%	20.2%	21.4%
Child	33.9%	29.1%	29.7%
Other relative	6.9%	5.2%	4.7%
Nonrelative	4.5%	4.0%	3.5%
In Nonfamily Households	12.4%	15.2%	13.7%
In Group Quarters	0.0%	0.0%	0.0%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	2,864	16,448	25,075
Less than 9th Grade	1.4%	3.2%	2.6%
9th - 12th Grade, No Diploma	13.2%	6.1%	4.8%
High School Graduate	23.5%	19.5%	18.3%
GED/Alternative Credential	5.3%	3.0%	2.9%
Some College, No Degree	21.6%	24.0%	23.7%
Associate Degree	7.5%	7.6%	8.3%
Bachelor's Degree	17.7%	23.2%	25.0%
Graduate/Professional Degree	9.8%	13.4%	14.5%
2018 Population 15+ by Marital Status			
Total	3,481	19,132	29,160
Never Married	38.2%	30.9%	27.5%
Married	43.3%	49.5%	53.7%
Widowed	3.0%	6.0%	6.3%
Divorced	15.5%	13.5%	12.5%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.5%	95.3%	95.8%
Civilian Unemployed (Unemployment Rate)	5.5%	4.7%	4.2%
2018 Employed Population 16+ by Industry			
Total	2,548	12,553	19,405
Agriculture/Mining	3.1%	1.3%	1.7%
Construction	11.3%	12.2%	11.7%
Manufacturing	3.4%	4.5%	4.0%
Wholesale Trade	0.1%	0.9%	1.3%
Retail Trade	10.7%	14.7%	14.8%
Transportation/Utilities	2.9%	1.6%	1.9%
Information	0.8%	1.2%	1.3%
Finance/Insurance/Real Estate	5.6%	7.7%	7.8%
Services	58.4%	51.7%	51.3%
Public Administration	3.8%	4.3%	4.3%
2018 Employed Population 16+ by Occupation			
Total	2,547	12,554	19,404
White Collar	37.7%	49.0%	53.7%
Management/Business/Financial	10.6%	13.0%	13.9%
Professional	10.8%	15.4%	15.8%
Sales	8.0%	13.2%	16.1%
Administrative Support	8.2%	7.4%	7.9%
Services	44.7%	31.9%	28.7%
Blue Collar	17.5%	19.1%	17.6%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	11.6%	10.4%	10.0%
Installation/Maintenance/Repair	1.5%	1.7%	1.7%
Production	2.6%	3.6%	2.6%
Transportation/Material Moving	1.8%	3.4%	3.3%
2010 Population By Urban/ Rural Status			
Total Population	3,998	21,107	32,531
Population Inside Urbanized Area	98.7%	91.2%	90.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.3%
Rural Population	1.3%	8.8%	9.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,329	7,788	12,048
Households with 1 Person	16.4%	20.5%	18.8%
Households with 2+ People	83.6%	79.5%	81.2%
Family Households	74.3%	70.8%	73.4%
Husband-wife Families	54.3%	54.6%	58.0%
With Related Children	33.6%	24.7%	25.9%
Other Family (No Spouse Present)	19.9%	16.2%	15.4%
Other Family with Male Householder	7.1%	5.1%	4.7%
With Related Children	4.3%	3.3%	3.1%
Other Family with Female Householder	12.9%	11.1%	10.7%
With Related Children	9.8%	8.3%	8.1%
Nonfamily Households	9.3%	8.8%	7.8%
All Households with Children	48.2%	36.7%	37.4%
Multigenerational Households	4.7%	3.5%	3.7%
Unmarried Partner Households	8.6%	7.6%	7.2%
Male-female	8.0%	6.9%	6.5%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	1,329	7,788	12,048
1 Person Household	16.4%	20.5%	18.8%
2 Person Household	29.6%	37.1%	38.7%
3 Person Household	18.8%	16.4%	16.2%
4 Person Household	16.5%	13.4%	14.1%
5 Person Household	10.8%	7.3%	7.3%
6 Person Household	4.2%	2.9%	2.9%
7 + Person Household	3.7%	2.3%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	1,329	7,788	12,047
Owner Occupied	57.3%	62.6%	67.5%
Owned with a Mortgage/Loan	47.4%	49.4%	54.3%
Owned Free and Clear	10.0%	13.2%	13.2%
Renter Occupied	42.7%	37.4%	32.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,553	9,335	14,495
Housing Units Inside Urbanized Area	98.8%	88.4%	87.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.3%
Rural Housing Units	1.2%	11.6%	12.3%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Up and Coming Families	Up and Coming Families	Up and Coming Families
2.	Young and Restless (11B)	Bright Young Professionals	Bright Young Professionals
3.	In Style (5B)	In Style (5B)	In Style (5B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$3,223,270	\$22,066,235	\$34,774,480
Average Spent	\$2,119.18	\$2,449.63	\$2,534.77
Spending Potential Index	97	113	117
Education: Total \$	\$1,933,101	\$13,615,454	\$21,415,765
Average Spent	\$1,270.94	\$1,511.48	\$1,561.03
Spending Potential Index	88	104	108
Entertainment/Recreation: Total \$	\$4,466,221	\$31,991,834	\$50,631,971
Average Spent	\$2,936.37	\$3,551.49	\$3,690.65
Spending Potential Index	91	110	115
Food at Home: Total \$	\$7,119,667	\$49,798,701	\$78,212,768
Average Spent	\$4,680.91	\$5,528.27	\$5,701.05
Spending Potential Index	93	110	114
Food Away from Home: Total \$	\$5,246,752	\$36,074,189	\$56,733,849
Average Spent	\$3,449.54	\$4,004.68	\$4,135.42
Spending Potential Index	98	114	118
Health Care: Total \$	\$7,531,868	\$56,052,952	\$88,856,650
Average Spent	\$4,951.92	\$6,222.57	\$6,476.90
Spending Potential Index	86	109	113
HH Furnishings & Equipment: Total \$	\$3,015,627	\$21,319,886	\$33,764,464
Average Spent	\$1,982.66	\$2,366.77	\$2,461.15
Spending Potential Index	95	113	118
Personal Care Products & Services: Total \$	\$1,204,203	\$8,480,394	\$13,378,574
Average Spent	\$791.72	\$941.43	\$975.19
Spending Potential Index	96	114	118
Shelter: Total \$	\$23,936,901	\$166,656,884	\$262,010,482
Average Spent	\$15,737.61	\$18,500.99	\$19,098.37
Spending Potential Index	94	110	114
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,196,722	\$23,982,941	\$38,061,690
Average Spent	\$2,101.72	\$2,662.40	\$2,774.38
Spending Potential Index	85	107	112
Travel: Total \$	\$2,981,527	\$21,579,842	\$34,437,339
Average Spent	\$1,960.24	\$2,395.63	\$2,510.19
Spending Potential Index	91	111	117
Vehicle Maintenance & Repairs: Total \$	\$1,529,155	\$10,832,199	\$17,091,762
Average Spent	\$1,005.36	\$1,202.51	\$1,245.85
Spending Potential Index	93	112	116

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.