

Shoppes at Myrtle Park  
50 Burnt Church Rd, Bluffton, South Carolina, 29910  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 32.24704  
Longitude: -80.84532

	<b>1 mile</b>	<b>3 miles</b>	<b>5 miles</b>
<b>Population Summary</b>			
2000 Total Population	1,999	10,452	13,322
2010 Total Population	4,433	21,451	33,291
2019 Total Population	5,153	25,408	38,918
2019 Group Quarters	0	0	1
2024 Total Population	5,579	27,716	42,946
2019-2024 Annual Rate	1.60%	1.75%	1.99%
2019 Total Daytime Population	6,341	27,886	38,619
Workers	4,248	16,563	20,722
Residents	2,093	11,323	17,897
<b>Household Summary</b>			
2000 Households	715	4,079	5,293
2000 Average Household Size	2.80	2.56	2.52
2010 Households	1,474	7,923	12,312
2010 Average Household Size	3.01	2.71	2.70
2019 Households	1,694	9,416	14,364
2019 Average Household Size	3.04	2.70	2.71
2024 Households	1,834	10,295	15,865
2024 Average Household Size	3.04	2.69	2.71
2019-2024 Annual Rate	1.60%	1.80%	2.01%
2010 Families	1,096	5,616	9,058
2010 Average Family Size	3.37	3.09	3.05
2019 Families	1,238	6,569	10,379
2019 Average Family Size	3.42	3.10	3.08
2024 Families	1,332	7,142	11,409
2024 Average Family Size	3.43	3.10	3.09
2019-2024 Annual Rate	1.47%	1.69%	1.91%
<b>Housing Unit Summary</b>			
2000 Housing Units	809	4,570	5,905
Owner Occupied Housing Units	55.5%	62.7%	66.2%
Renter Occupied Housing Units	32.9%	26.6%	23.4%
Vacant Housing Units	11.6%	10.7%	10.4%
2010 Housing Units	1,764	9,480	14,806
Owner Occupied Housing Units	48.1%	52.4%	56.4%
Renter Occupied Housing Units	35.4%	31.2%	26.8%
Vacant Housing Units	16.4%	16.4%	16.8%
2019 Housing Units	1,967	10,927	16,901
Owner Occupied Housing Units	51.2%	57.4%	60.2%
Renter Occupied Housing Units	34.9%	28.8%	24.7%
Vacant Housing Units	13.9%	13.8%	15.0%
2024 Housing Units	2,123	11,897	18,560
Owner Occupied Housing Units	51.7%	58.3%	60.7%
Renter Occupied Housing Units	34.8%	28.2%	24.8%
Vacant Housing Units	13.6%	13.5%	14.5%
<b>Median Household Income</b>			
2019	\$52,684	\$58,864	\$63,414
2024	\$63,115	\$68,231	\$74,703
<b>Median Home Value</b>			
2019	\$244,746	\$316,530	\$337,640
2024	\$271,104	\$347,247	\$366,518
<b>Per Capita Income</b>			
2019	\$26,269	\$31,788	\$33,321
2024	\$31,051	\$36,856	\$38,484
<b>Median Age</b>			
2010	29.9	34.1	35.2
2019	31.5	36.6	37.2
2024	30.2	35.7	35.9

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2019 Households by Income</b>			
Household Income Base	1,694	9,416	14,364
<\$15,000	10.3%	6.6%	6.2%
\$15,000 - \$24,999	7.2%	9.0%	8.0%
\$25,000 - \$34,999	12.3%	12.0%	10.9%
\$35,000 - \$49,999	16.6%	13.4%	12.3%
\$50,000 - \$74,999	22.5%	20.1%	20.0%
\$75,000 - \$99,999	10.1%	14.1%	14.7%
\$100,000 - \$149,999	6.1%	11.4%	13.2%
\$150,000 - \$199,999	6.8%	6.5%	6.9%
\$200,000+	8.1%	7.0%	7.8%
Average Household Income	\$81,630	\$85,896	\$90,894
<b>2024 Households by Income</b>			
Household Income Base	1,834	10,295	15,865
<\$15,000	8.7%	5.5%	5.2%
\$15,000 - \$24,999	5.6%	7.5%	6.6%
\$25,000 - \$34,999	10.5%	10.7%	9.6%
\$35,000 - \$49,999	13.3%	11.3%	10.3%
\$50,000 - \$74,999	19.2%	18.9%	18.5%
\$75,000 - \$99,999	12.8%	15.0%	15.2%
\$100,000 - \$149,999	12.1%	14.5%	16.4%
\$150,000 - \$199,999	8.6%	8.2%	8.8%
\$200,000+	9.2%	8.5%	9.4%
Average Household Income	\$96,412	\$99,355	\$104,919
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,008	6,270	10,182
<\$50,000	11.8%	3.9%	2.9%
\$50,000 - \$99,999	6.1%	3.2%	2.4%
\$100,000 - \$149,999	5.1%	5.1%	4.9%
\$150,000 - \$199,999	14.9%	14.1%	13.1%
\$200,000 - \$249,999	13.7%	12.6%	11.0%
\$250,000 - \$299,999	14.1%	8.5%	9.5%
\$300,000 - \$399,999	19.5%	15.5%	16.7%
\$400,000 - \$499,999	4.1%	8.9%	9.0%
\$500,000 - \$749,999	0.4%	14.7%	17.2%
\$750,000 - \$999,999	6.6%	6.8%	6.9%
\$1,000,000 - \$1,499,999	0.1%	1.8%	2.5%
\$1,500,000 - \$1,999,999	3.2%	1.6%	1.5%
\$2,000,000 +	0.6%	3.3%	2.5%
Average Home Value	\$326,611	\$456,730	\$462,170
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,097	6,941	11,263
<\$50,000	7.9%	2.6%	1.9%
\$50,000 - \$99,999	5.5%	2.3%	1.6%
\$100,000 - \$149,999	3.3%	3.4%	3.2%
\$150,000 - \$199,999	13.5%	12.3%	10.8%
\$200,000 - \$249,999	13.9%	12.2%	10.4%
\$250,000 - \$299,999	14.0%	8.8%	9.5%
\$300,000 - \$399,999	22.2%	17.8%	18.9%
\$400,000 - \$499,999	5.5%	10.2%	10.5%
\$500,000 - \$749,999	0.5%	16.2%	19.4%
\$750,000 - \$999,999	9.1%	7.3%	7.3%
\$1,000,000 - \$1,499,999	0.0%	1.5%	2.2%
\$1,500,000 - \$1,999,999	3.8%	1.7%	1.5%
\$2,000,000 +	0.7%	3.8%	2.7%
Average Home Value	\$372,400	\$486,504	\$488,267

**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.

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<b>2010 Population by Age</b>			
Total	4,436	21,451	33,290
0 - 4	10.3%	8.5%	8.2%
5 - 9	9.1%	7.4%	7.6%
10 - 14	7.3%	6.1%	6.4%
15 - 24	13.3%	12.1%	11.3%
25 - 34	20.0%	17.5%	16.2%
35 - 44	16.3%	14.9%	15.1%
45 - 54	12.3%	11.9%	11.9%
55 - 64	6.5%	10.3%	11.3%
65 - 74	3.2%	7.5%	8.1%
75 - 84	1.2%	2.7%	2.9%
85 +	0.3%	1.1%	1.0%
18 +	69.3%	74.5%	74.2%
<b>2019 Population by Age</b>			
Total	5,151	25,408	38,921
0 - 4	9.0%	7.4%	7.2%
5 - 9	8.6%	7.3%	7.2%
10 - 14	8.0%	7.0%	7.0%
15 - 24	13.2%	11.0%	11.0%
25 - 34	17.4%	14.8%	14.1%
35 - 44	16.5%	14.9%	14.6%
45 - 54	12.2%	12.1%	12.4%
55 - 64	8.7%	10.3%	10.4%
65 - 74	4.3%	9.7%	10.2%
75 - 84	1.7%	4.5%	4.7%
85 +	0.4%	1.1%	1.1%
18 +	70.5%	75.0%	74.9%
<b>2024 Population by Age</b>			
Total	5,580	27,717	42,944
0 - 4	9.6%	7.6%	7.6%
5 - 9	8.7%	7.2%	7.3%
10 - 14	8.1%	7.1%	7.2%
15 - 24	14.1%	12.1%	11.8%
25 - 34	18.5%	14.9%	14.8%
35 - 44	16.1%	14.5%	14.1%
45 - 54	11.0%	11.3%	11.5%
55 - 64	7.7%	9.6%	9.7%
65 - 74	4.1%	8.6%	8.7%
75 - 84	1.6%	5.8%	6.0%
85 +	0.3%	1.3%	1.3%
18 +	69.3%	74.3%	74.2%
<b>2010 Population by Sex</b>			
Males	2,263	10,812	16,645
Females	2,170	10,639	16,646
<b>2019 Population by Sex</b>			
Males	2,625	12,798	19,426
Females	2,528	12,611	19,492
<b>2024 Population by Sex</b>			
Males	2,810	13,837	21,276
Females	2,769	13,878	21,670

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<b>2010 Population by Race/Ethnicity</b>			
Total	4,433	21,451	33,290
White Alone	65.7%	70.7%	73.8%
Black Alone	8.8%	11.5%	10.9%
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	21.0%	13.6%	11.0%
Two or More Races	2.7%	2.7%	2.6%
Hispanic Origin	38.1%	25.8%	22.3%
Diversity Index	76.8	68.4	63.6
<b>2019 Population by Race/Ethnicity</b>			
Total	5,152	25,409	38,917
White Alone	68.2%	73.5%	76.0%
Black Alone	8.0%	10.3%	9.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.6%	1.4%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.1%	11.7%	9.7%
Two or More Races	2.8%	2.8%	2.7%
Hispanic Origin	34.1%	22.2%	19.4%
Diversity Index	74.1	63.9	59.6
<b>2024 Population by Race/Ethnicity</b>			
Total	5,579	27,714	42,946
White Alone	68.2%	73.8%	76.4%
Black Alone	7.4%	9.6%	9.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.7%	1.5%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.4%	11.9%	9.7%
Two or More Races	3.0%	3.0%	2.9%
Hispanic Origin	34.5%	22.3%	19.4%
Diversity Index	74.2	63.8	59.3
<b>2010 Population by Relationship and Household Type</b>			
Total	4,433	21,451	33,291
In Households	100.0%	100.0%	100.0%
In Family Households	87.8%	84.8%	86.5%
Householder	24.0%	26.2%	27.1%
Spouse	17.4%	20.2%	21.5%
Child	34.6%	29.3%	29.7%
Other relative	7.2%	5.2%	4.7%
Nonrelative	4.6%	4.0%	3.5%
In Nonfamily Households	12.2%	15.2%	13.5%
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.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	3,154	17,130	26,250
Less than 9th Grade	6.1%	4.2%	3.2%
9th - 12th Grade, No Diploma	6.5%	4.6%	3.7%
High School Graduate	22.0%	16.9%	16.4%
GED/Alternative Credential	6.2%	3.4%	3.2%
Some College, No Degree	22.0%	23.7%	23.0%
Associate Degree	7.8%	7.8%	8.3%
Bachelor's Degree	21.4%	25.2%	26.1%
Graduate/Professional Degree	8.1%	14.3%	16.2%
<b>2019 Population 15+ by Marital Status</b>			
Total	3,832	19,927	30,540
Never Married	37.9%	30.7%	28.0%
Married	46.1%	53.5%	56.5%
Widowed	3.0%	4.7%	4.9%
Divorced	13.0%	11.1%	10.6%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.8%	98.3%	98.1%
Civilian Unemployed (Unemployment Rate)	2.2%	1.7%	1.9%
<b>2019 Employed Population 16+ by Industry</b>			
Total	3,108	14,341	21,378
Agriculture/Mining	2.8%	1.2%	1.1%
Construction	17.4%	12.9%	12.3%
Manufacturing	3.1%	4.8%	4.8%
Wholesale Trade	0.6%	0.9%	1.1%
Retail Trade	9.5%	12.0%	11.9%
Transportation/Utilities	1.8%	1.5%	2.3%
Information	0.8%	1.5%	1.4%
Finance/Insurance/Real Estate	6.2%	6.1%	7.4%
Services	56.5%	56.3%	54.6%
Public Administration	1.2%	2.9%	3.0%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	3,108	14,343	21,377
White Collar	40.3%	48.2%	53.6%
Management/Business/Financial	9.1%	10.1%	12.7%
Professional	13.3%	16.3%	17.7%
Sales	6.4%	9.9%	12.2%
Administrative Support	11.5%	11.8%	11.0%
Services	36.8%	32.2%	28.6%
Blue Collar	22.9%	19.6%	17.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.0%
Construction/Extraction	13.9%	9.3%	7.9%
Installation/Maintenance/Repair	4.2%	3.4%	3.3%
Production	3.5%	4.4%	4.0%
Transportation/Material Moving	1.3%	2.4%	2.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,433	21,451	33,291
Population Inside Urbanized Area	99.8%	91.6%	89.3%
Population Inside Urbanized Cluster	0.0%	0.0%	1.4%
Rural Population	0.2%	8.4%	9.4%

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<b>2010 Households by Type</b>			
Total	1,474	7,924	12,312
Households with 1 Person	16.2%	20.4%	18.6%
Households with 2+ People	83.8%	79.6%	81.4%
Family Households	74.4%	70.9%	73.6%
Husband-wife Families	53.7%	54.6%	58.3%
With Related Children	34.6%	25.0%	26.1%
Other Family (No Spouse Present)	20.6%	16.2%	15.3%
Other Family with Male Householder	7.3%	5.1%	4.7%
With Related Children	4.4%	3.3%	3.0%
Other Family with Female Householder	13.3%	11.2%	10.6%
With Related Children	10.1%	8.3%	8.0%
Nonfamily Households	9.4%	8.8%	7.8%
All Households with Children	49.5%	37.0%	37.5%
Multigenerational Households	5.0%	3.5%	3.7%
Unmarried Partner Households	8.7%	7.6%	7.2%
Male-female	8.1%	6.9%	6.5%
Same-sex	0.6%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	1,472	7,923	12,311
1 Person Household	16.2%	20.4%	18.6%
2 Person Household	28.3%	36.9%	38.7%
3 Person Household	19.0%	16.5%	16.2%
4 Person Household	16.6%	13.5%	14.2%
5 Person Household	11.3%	7.4%	7.3%
6 Person Household	4.4%	3.0%	2.9%
7 + Person Household	4.1%	2.3%	2.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,474	7,923	12,312
Owner Occupied	57.6%	62.7%	67.8%
Owned with a Mortgage/Loan	47.7%	49.7%	54.7%
Owned Free and Clear	9.9%	13.0%	13.1%
Renter Occupied	42.4%	37.3%	32.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,764	9,480	14,806
Housing Units Inside Urbanized Area	99.8%	88.9%	86.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	1.2%
Rural Housing Units	0.2%	11.1%	12.4%

**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.	Up and Coming Families (7A)Up and Coming Families (7A)Up and Coming Families (7A)		
2.	Young and Restless (11B) Bright Young Professionals Bright Young Professionals		
3.	In Style (5B) In Style (5B) In Style (5B)		
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,603,044	\$20,237,412	\$32,492,749
Average Spent	\$2,126.94	\$2,149.26	\$2,262.10
Spending Potential Index	99	100	106
Education: Total \$	\$2,242,503	\$13,369,973	\$21,589,896
Average Spent	\$1,323.79	\$1,419.92	\$1,503.06
Spending Potential Index	83	89	94
Entertainment/Recreation: Total \$	\$5,153,693	\$30,265,458	\$48,950,801
Average Spent	\$3,042.32	\$3,214.26	\$3,407.88
Spending Potential Index	93	98	104
Food at Home: Total \$	\$8,400,327	\$48,239,196	\$77,439,790
Average Spent	\$4,958.87	\$5,123.11	\$5,391.24
Spending Potential Index	96	99	104
Food Away from Home: Total \$	\$6,217,688	\$35,032,280	\$56,271,922
Average Spent	\$3,670.42	\$3,720.51	\$3,917.57
Spending Potential Index	100	101	107
Health Care: Total \$	\$9,153,187	\$55,049,980	\$88,976,463
Average Spent	\$5,403.30	\$5,846.43	\$6,194.41
Spending Potential Index	91	99	104
HH Furnishings & Equipment: Total \$	\$3,602,667	\$20,588,938	\$33,319,063
Average Spent	\$2,126.72	\$2,186.59	\$2,319.62
Spending Potential Index	100	103	109
Personal Care Products & Services: Total \$	\$1,508,786	\$8,626,477	\$13,886,936
Average Spent	\$890.66	\$916.15	\$966.79
Spending Potential Index	100	103	109
Shelter: Total \$	\$29,140,668	\$169,709,350	\$272,616,171
Average Spent	\$17,202.28	\$18,023.51	\$18,979.13
Spending Potential Index	93	97	103
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,921,716	\$23,522,319	\$38,072,331
Average Spent	\$2,315.06	\$2,498.12	\$2,650.54
Spending Potential Index	93	101	107
Travel: Total \$	\$3,479,112	\$20,915,617	\$34,036,513
Average Spent	\$2,053.79	\$2,221.28	\$2,369.57
Spending Potential Index	92	99	106
Vehicle Maintenance & Repairs: Total \$	\$1,896,059	\$10,975,570	\$17,570,513
Average Spent	\$1,119.28	\$1,165.63	\$1,223.23
Spending Potential Index	98	102	107

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.