

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

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,999	10,452	13,322
2010 Total Population	4,433	21,451	33,291
2021 Total Population	5,560	26,305	40,246
2021 Group Quarters	0	0	1
2026 Total Population	6,128	28,716	44,456
2021-2026 Annual Rate	1.96%	1.77%	2.01%
2021 Total Daytime Population	5,409	25,835	38,360
Workers	3,139	13,965	19,628
Residents	2,270	11,870	18,732
<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
2021 Households	1,822	9,781	14,908
2021 Average Household Size	3.05	2.69	2.70
2026 Households	2,009	10,707	16,501
2026 Average Household Size	3.05	2.68	2.69
2021-2026 Annual Rate	1.97%	1.83%	2.05%
2010 Families	1,096	5,616	9,058
2010 Average Family Size	3.37	3.09	3.05
2021 Families	1,333	6,782	10,708
2021 Average Family Size	3.42	3.09	3.07
2026 Families	1,462	7,377	11,786
2026 Average Family Size	3.42	3.08	3.07
2021-2026 Annual Rate	1.86%	1.70%	1.94%
<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%
2021 Housing Units	2,140	11,417	17,615
Owner Occupied Housing Units	57.5%	61.5%	63.5%
Renter Occupied Housing Units	27.7%	24.1%	21.1%
Vacant Housing Units	14.9%	14.3%	15.4%
2026 Housing Units	2,352	12,452	19,394
Owner Occupied Housing Units	59.0%	62.8%	64.2%
Renter Occupied Housing Units	26.4%	23.2%	20.8%
Vacant Housing Units	14.6%	14.0%	14.9%
<b>Median Household Income</b>			
2021	\$62,435	\$73,025	\$76,835
2026	\$68,581	\$78,857	\$82,728
<b>Median Home Value</b>			
2021	\$277,215	\$336,310	\$355,389
2026	\$302,419	\$360,321	\$381,874
<b>Per Capita Income</b>			
2021	\$26,895	\$36,597	\$38,924
2026	\$30,330	\$40,906	\$43,513
<b>Median Age</b>			
2010	29.9	34.1	35.2
2021	32.0	37.2	37.8
2026	30.5	36.2	36.5

**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	1,822	9,781	14,908
<\$15,000	8.7%	5.4%	4.9%
\$15,000 - \$24,999	5.2%	4.6%	4.4%
\$25,000 - \$34,999	8.2%	9.6%	9.1%
\$35,000 - \$49,999	18.6%	14.2%	12.8%
\$50,000 - \$74,999	15.9%	17.1%	17.3%
\$75,000 - \$99,999	16.5%	17.5%	15.8%
\$100,000 - \$149,999	12.0%	14.0%	15.3%
\$150,000 - \$199,999	9.2%	8.3%	9.4%
\$200,000+	5.8%	9.3%	11.0%
Average Household Income	\$84,199	\$98,556	\$105,526
<b>2026 Households by Income</b>			
Household Income Base	2,009	10,707	16,501
<\$15,000	7.8%	4.7%	4.2%
\$15,000 - \$24,999	4.7%	3.9%	3.6%
\$25,000 - \$34,999	8.3%	8.3%	7.9%
\$35,000 - \$49,999	18.2%	13.0%	11.9%
\$50,000 - \$74,999	13.7%	16.4%	16.5%
\$75,000 - \$99,999	15.5%	17.7%	15.6%
\$100,000 - \$149,999	13.7%	15.6%	16.4%
\$150,000 - \$199,999	10.8%	9.9%	11.3%
\$200,000+	7.3%	10.5%	12.5%
Average Household Income	\$94,734	\$109,854	\$117,766
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,230	7,024	11,184
<\$50,000	3.8%	1.1%	0.8%
\$50,000 - \$99,999	0.8%	0.7%	0.5%
\$100,000 - \$149,999	2.0%	2.3%	2.2%
\$150,000 - \$199,999	10.9%	9.1%	8.7%
\$200,000 - \$249,999	22.0%	15.9%	13.6%
\$250,000 - \$299,999	19.3%	13.0%	12.7%
\$300,000 - \$399,999	25.9%	21.7%	20.8%
\$400,000 - \$499,999	7.5%	9.6%	10.0%
\$500,000 - \$749,999	0.9%	15.1%	18.5%
\$750,000 - \$999,999	1.8%	6.2%	7.0%
\$1,000,000 - \$1,499,999	0.4%	3.1%	3.0%
\$1,500,000 - \$1,999,999	4.6%	2.0%	1.7%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$357,879	\$438,098	\$456,827
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,388	7,822	12,459
<\$50,000	0.9%	0.3%	0.2%
\$50,000 - \$99,999	0.2%	0.2%	0.1%
\$100,000 - \$149,999	0.6%	0.8%	0.8%
\$150,000 - \$199,999	7.2%	5.6%	5.0%
\$200,000 - \$249,999	20.5%	14.0%	11.5%
\$250,000 - \$299,999	19.7%	13.8%	12.7%
\$300,000 - \$399,999	31.3%	25.5%	24.1%
\$400,000 - \$499,999	8.6%	9.9%	10.6%
\$500,000 - \$749,999	1.1%	17.3%	21.7%
\$750,000 - \$999,999	2.7%	6.8%	7.9%
\$1,000,000 - \$1,499,999	0.5%	3.3%	3.0%
\$1,500,000 - \$1,999,999	6.6%	2.3%	2.0%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$414,798	\$469,899	\$490,037

**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>2021 Population by Age</b>			
Total	5,557	26,304	40,249
0 - 4	8.7%	7.1%	7.0%
5 - 9	8.5%	7.2%	7.2%
10 - 14	8.0%	7.0%	7.0%
15 - 24	13.1%	10.9%	10.8%
25 - 34	16.9%	14.4%	13.7%
35 - 44	16.6%	15.1%	14.8%
45 - 54	12.1%	11.8%	12.2%
55 - 64	9.1%	10.4%	10.6%
65 - 74	4.6%	10.0%	10.6%
75 - 84	1.9%	4.9%	5.0%
85 +	0.4%	1.1%	1.1%
18 +	70.8%	75.2%	75.3%
<b>2026 Population by Age</b>			
Total	6,127	28,717	44,457
0 - 4	9.4%	7.5%	7.4%
5 - 9	8.6%	7.2%	7.2%
10 - 14	8.1%	7.0%	7.1%
15 - 24	14.1%	12.2%	11.7%
25 - 34	18.0%	14.5%	14.5%
35 - 44	16.1%	14.4%	14.2%
45 - 54	11.2%	11.4%	11.6%
55 - 64	7.9%	9.6%	9.9%
65 - 74	4.4%	8.6%	8.9%
75 - 84	1.8%	6.3%	6.3%
85 +	0.3%	1.4%	1.3%
18 +	69.6%	74.6%	74.6%
<b>2010 Population by Sex</b>			
Males	2,263	10,812	16,645
Females	2,170	10,639	16,646
<b>2021 Population by Sex</b>			
Males	2,828	13,240	20,097
Females	2,732	13,065	20,150
<b>2026 Population by Sex</b>			
Males	3,083	14,323	22,033
Females	3,045	14,394	22,423

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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>2021 Population by Race/Ethnicity</b>			
Total	5,559	26,305	40,247
White Alone	68.9%	73.9%	76.3%
Black Alone	7.5%	9.8%	9.3%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.7%	1.5%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	18.6%	11.7%	9.6%
Two or More Races	2.8%	2.8%	2.7%
Hispanic Origin	33.6%	22.1%	19.3%
Diversity Index	73.4	63.5	59.3
<b>2026 Population by Race/Ethnicity</b>			
Total	6,127	28,717	44,458
White Alone	68.9%	74.1%	76.6%
Black Alone	6.8%	9.1%	8.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.9%	1.6%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	18.9%	11.9%	9.8%
Two or More Races	3.1%	3.0%	2.9%
Hispanic Origin	34.1%	22.4%	19.5%
Diversity Index	73.6	63.7	59.2
<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>2021 Population 25+ by Educational Attainment</b>			
Total	3,431	17,837	27,357
Less than 9th Grade	6.2%	5.0%	3.7%
9th - 12th Grade, No Diploma	6.7%	3.4%	3.2%
High School Graduate	21.8%	17.9%	16.5%
GED/Alternative Credential	4.1%	3.8%	3.0%
Some College, No Degree	25.5%	18.8%	20.4%
Associate Degree	9.9%	9.7%	8.9%
Bachelor's Degree	17.4%	26.5%	27.6%
Graduate/Professional Degree	8.3%	14.9%	16.8%
<b>2021 Population 15+ by Marital Status</b>			
Total	4,158	20,710	31,722
Never Married	34.3%	29.6%	28.7%
Married	45.1%	54.7%	56.8%
Widowed	2.6%	4.2%	4.0%
Divorced	18.0%	11.5%	10.5%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,412	14,926	22,272
Population 16+ Employed	97.5%	97.8%	97.6%
Population 16+ Unemployment rate	2.5%	2.2%	2.4%
Population 16-24 Employed	15.3%	12.7%	11.9%
Population 16-24 Unemployment rate	3.8%	3.8%	4.4%
Population 25-54 Employed	68.1%	66.0%	66.2%
Population 25-54 Unemployment rate	2.3%	1.8%	1.8%
Population 55-64 Employed	11.2%	12.2%	12.6%
Population 55-64 Unemployment rate	2.9%	3.9%	3.2%
Population 65+ Employed	5.4%	9.1%	9.3%
Population 65+ Unemployment rate	0.6%	0.3%	2.6%
<b>2021 Employed Population 16+ by Industry</b>			
Total	3,325	14,603	21,740
Agriculture/Mining	3.1%	1.4%	1.3%
Construction	17.8%	13.2%	12.5%
Manufacturing	3.4%	5.1%	5.1%
Wholesale Trade	0.6%	0.8%	1.0%
Retail Trade	10.3%	12.5%	12.4%
Transportation/Utilities	2.3%	1.7%	2.5%
Information	0.6%	1.2%	1.1%
Finance/Insurance/Real Estate	7.2%	7.2%	8.6%
Services	53.2%	53.4%	52.0%
Public Administration	1.4%	3.5%	3.6%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	3,326	14,602	21,738
White Collar	47.2%	53.3%	58.4%
Management/Business/Financial	13.5%	14.3%	17.2%
Professional	16.6%	19.4%	20.6%
Sales	6.4%	9.2%	11.1%
Administrative Support	10.6%	10.3%	9.5%
Services	28.6%	26.1%	23.0%
Blue Collar	24.3%	20.6%	18.6%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	15.1%	10.0%	8.4%
Installation/Maintenance/Repair	3.8%	3.1%	3.0%
Production	3.5%	4.1%	3.7%
Transportation/Material Moving	1.9%	3.4%	3.5%

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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>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	135	129	128
Percent of Income for Mortgage	18.6%	19.3%	19.4%
Wealth Index	71	121	136
<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%
<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%

**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 (8C)	Bright Young Professionals (8C)
3.	In Style (5B)	In Style (5B)	In Style (5B)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,636,371	\$22,257,872	\$36,028,599
Average Spent	\$1,995.81	\$2,275.62	\$2,416.73
Spending Potential Index	94	107	114
Education: Total \$	\$2,538,039	\$16,507,063	\$26,692,669
Average Spent	\$1,393.00	\$1,687.67	\$1,790.49
Spending Potential Index	81	98	104
Entertainment/Recreation: Total \$	\$5,263,835	\$33,484,848	\$54,598,377
Average Spent	\$2,889.04	\$3,423.46	\$3,662.35
Spending Potential Index	89	106	113
Food at Home: Total \$	\$9,017,245	\$56,272,208	\$91,285,768
Average Spent	\$4,949.09	\$5,753.22	\$6,123.27
Spending Potential Index	91	106	112
Food Away from Home: Total \$	\$6,577,215	\$40,101,206	\$65,046,811
Average Spent	\$3,609.89	\$4,099.91	\$4,363.22
Spending Potential Index	95	108	115
Health Care: Total \$	\$10,105,749	\$65,319,707	\$106,641,754
Average Spent	\$5,546.51	\$6,678.22	\$7,153.32
Spending Potential Index	89	107	115
HH Furnishings & Equipment: Total \$	\$3,907,617	\$24,262,458	\$39,674,031
Average Spent	\$2,144.69	\$2,480.57	\$2,661.26
Spending Potential Index	95	110	118
Personal Care Products & Services: Total \$	\$1,519,624	\$9,508,434	\$15,435,927
Average Spent	\$834.04	\$972.13	\$1,035.41
Spending Potential Index	93	108	115
Shelter: Total \$	\$33,225,597	\$207,960,822	\$338,013,498
Average Spent	\$18,235.78	\$21,261.71	\$22,673.30
Spending Potential Index	90	105	112
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,340,971	\$27,475,805	\$45,408,878
Average Spent	\$2,382.53	\$2,809.10	\$3,045.94
Spending Potential Index	100	118	127
Travel: Total \$	\$4,158,897	\$26,863,974	\$44,048,649
Average Spent	\$2,282.60	\$2,746.55	\$2,954.70
Spending Potential Index	90	109	117
Vehicle Maintenance & Repairs: Total \$	\$1,949,523	\$12,038,579	\$19,584,438
Average Spent	\$1,069.99	\$1,230.81	\$1,313.69
Spending Potential Index	97	111	119

**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.