

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
Population Summary			
2010 Total Population	4,558	20,550	31,979
2020 Total Population	4,898	23,041	38,458
2020 Group Quarters	0	76	181
2022 Total Population	5,039	23,874	39,430
2022 Group Quarters	0	76	174
2027 Total Population	5,319	24,817	40,741
2022-2027 Annual Rate	1.09%	0.78%	0.66%
2022 Total Daytime Population	5,227	24,346	37,165
Workers	3,346	14,310	19,755
Residents	1,881	10,036	17,410
Household Summary			
2010 Households	1,451	7,600	11,787
2010 Average Household Size	3.14	2.70	2.71
2020 Total Households	1,784	8,995	14,997
2020 Average Household Size	2.75	2.55	2.55
2022 Total Households	1,844	9,331	15,454
2022 Average Household Size	2.73	2.55	2.54
2027 Total Households	1,959	9,780	16,092
2027 Average Household Size	2.72	2.53	2.52
2022-2027 Annual Rate	1.22%	0.94%	0.81%
2010 Families	1,005	5,358	8,658
2010 Average Family Size	3.61	3.09	3.06
2022 Total Families	1,216	6,264	10,920
2022 Average Family Size	3.23	3.00	2.93
2027 Total Families	1,285	6,534	11,320
2027 Average Family Size	3.21	2.98	2.92
2022-2027 Annual Rate	1.11%	0.85%	0.72%
Housing Unit Summary			
2000 Housing Units	960	4,514	5,874
Owner Occupied Housing Units	55.8%	61.6%	65.3%
Renter Occupied Housing Units	34.9%	27.1%	23.4%
Vacant Housing Units	9.3%	11.3%	11.3%
2010 Housing Units	1,730	9,166	14,227
Owner Occupied Housing Units	40.8%	51.6%	56.0%
Renter Occupied Housing Units	42.8%	31.4%	26.9%
Vacant Housing Units	16.1%	17.1%	17.2%
2020 Housing Units	1,944	10,056	16,829
Vacant Housing Units	8.2%	10.6%	10.9%
2022 Housing Units	2,004	10,429	17,329
Owner Occupied Housing Units	41.0%	59.9%	65.8%
Renter Occupied Housing Units	51.0%	29.6%	23.3%
Vacant Housing Units	8.0%	10.5%	10.8%
2027 Housing Units	2,123	10,906	17,992
Owner Occupied Housing Units	42.5%	60.9%	66.9%
Renter Occupied Housing Units	49.7%	28.8%	22.5%
Vacant Housing Units	7.7%	10.3%	10.6%
Median Household Income			
2022	\$69,618	\$78,127	\$83,488
2027	\$75,818	\$87,335	\$97,524
Median Home Value			
2022	\$285,333	\$345,993	\$367,469
2027	\$304,225	\$363,812	\$384,342
Per Capita Income			
2022	\$37,286	\$44,185	\$47,759
2027	\$44,014	\$50,953	\$55,306
Median Age			
2010	29.4	34.1	35.2
2022	32.5	37.2	38.1
2027	31.4	36.2	36.6

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	1,844	9,331	15,454
<\$15,000	8.6%	4.9%	4.1%
\$15,000 - \$24,999	3.9%	4.0%	3.8%
\$25,000 - \$34,999	8.0%	8.8%	8.0%
\$35,000 - \$49,999	16.6%	13.1%	11.6%
\$50,000 - \$74,999	15.5%	16.2%	15.9%
\$75,000 - \$99,999	17.2%	17.6%	15.8%
\$100,000 - \$149,999	11.6%	14.4%	16.1%
\$150,000 - \$199,999	10.2%	9.6%	11.2%
\$200,000+	8.5%	11.3%	13.4%
Average Household Income	\$97,848	\$113,066	\$121,970
2027 Households by Income			
Household Income Base	1,959	9,780	16,092
<\$15,000	7.0%	3.8%	3.1%
\$15,000 - \$24,999	3.3%	3.1%	2.8%
\$25,000 - \$34,999	7.6%	8.1%	7.0%
\$35,000 - \$49,999	17.1%	12.6%	10.5%
\$50,000 - \$74,999	14.4%	13.7%	13.2%
\$75,000 - \$99,999	13.0%	15.3%	14.4%
\$100,000 - \$149,999	12.3%	16.7%	18.0%
\$150,000 - \$199,999	14.0%	13.6%	15.1%
\$200,000+	11.3%	13.1%	15.8%
Average Household Income	\$114,473	\$129,261	\$140,208
2022 Owner Occupied Housing Units by Value			
Total	821	6,246	11,411
<\$50,000	8.0%	3.9%	2.6%
\$50,000 - \$99,999	3.2%	1.2%	0.8%
\$100,000 - \$149,999	1.6%	2.8%	2.4%
\$150,000 - \$199,999	9.7%	7.7%	7.0%
\$200,000 - \$249,999	14.6%	10.7%	8.6%
\$250,000 - \$299,999	18.3%	14.9%	14.0%
\$300,000 - \$399,999	22.4%	18.8%	21.5%
\$400,000 - \$499,999	8.4%	11.0%	11.8%
\$500,000 - \$749,999	1.6%	14.2%	17.1%
\$750,000 - \$999,999	3.7%	7.0%	7.6%
\$1,000,000 - \$1,499,999	0.7%	3.4%	3.2%
\$1,500,000 - \$1,999,999	7.2%	2.0%	1.6%
\$2,000,000 +	0.7%	2.3%	1.7%
Average Home Value	\$415,511	\$478,342	\$482,229
2027 Owner Occupied Housing Units by Value			
Total	903	6,641	12,036
<\$50,000	6.5%	3.2%	2.1%
\$50,000 - \$99,999	2.9%	1.1%	0.7%
\$100,000 - \$149,999	1.1%	2.3%	1.9%
\$150,000 - \$199,999	8.0%	6.6%	5.7%
\$200,000 - \$249,999	12.2%	9.3%	7.4%
\$250,000 - \$299,999	18.3%	15.3%	13.8%
\$300,000 - \$399,999	23.6%	19.5%	21.8%
\$400,000 - \$499,999	10.4%	11.7%	12.7%
\$500,000 - \$749,999	1.8%	15.1%	18.6%
\$750,000 - \$999,999	4.5%	7.5%	8.1%
\$1,000,000 - \$1,499,999	1.0%	3.6%	3.4%
\$1,500,000 - \$1,999,999	8.7%	2.4%	1.8%
\$2,000,000 +	0.9%	2.8%	2.0%
Average Home Value	\$462,999	\$507,453	\$507,695

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

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2010 Population by Age			
Total	4,558	20,551	31,978
0 - 4	10.3%	8.5%	8.2%
5 - 9	8.6%	7.4%	7.6%
10 - 14	6.7%	6.0%	6.4%
15 - 24	14.6%	12.2%	11.3%
25 - 34	21.4%	17.5%	16.2%
35 - 44	15.9%	14.8%	15.0%
45 - 54	11.4%	11.9%	11.9%
55 - 64	6.7%	10.3%	11.3%
65 - 74	3.1%	7.5%	8.1%
75 - 84	1.1%	2.7%	2.9%
85 +	0.4%	1.1%	1.0%
18 +	70.9%	74.6%	74.2%
2022 Population by Age			
Total	5,038	23,872	39,431
0 - 4	8.6%	7.1%	7.0%
5 - 9	8.4%	7.2%	7.2%
10 - 14	7.8%	6.9%	6.9%
15 - 24	12.3%	10.8%	10.7%
25 - 34	17.8%	14.7%	13.6%
35 - 44	17.2%	15.3%	14.9%
45 - 54	11.9%	11.7%	12.0%
55 - 64	8.6%	10.2%	10.6%
65 - 74	4.9%	10.0%	10.7%
75 - 84	2.1%	5.1%	5.2%
85 +	0.4%	1.1%	1.2%
18 +	71.5%	75.4%	75.4%
2027 Population by Age			
Total	5,319	24,818	40,741
0 - 4	9.1%	7.4%	7.3%
5 - 9	8.4%	7.2%	7.2%
10 - 14	7.9%	7.0%	7.1%
15 - 24	13.5%	11.9%	11.5%
25 - 34	17.7%	14.6%	14.5%
35 - 44	17.6%	15.0%	14.4%
45 - 54	11.2%	11.4%	11.5%
55 - 64	7.7%	9.3%	9.6%
65 - 74	4.5%	8.5%	8.9%
75 - 84	1.9%	6.4%	6.5%
85 +	0.4%	1.4%	1.4%
18 +	70.5%	74.7%	74.5%
2010 Population by Sex			
Males	2,353	10,371	16,004
Females	2,205	10,180	15,975
2022 Population by Sex			
Males	2,590	12,045	19,706
Females	2,449	11,830	19,723
2027 Population by Sex			
Males	2,708	12,435	20,250
Females	2,611	12,383	20,490

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2010 Population by Race/Ethnicity			
Total	4,559	20,551	31,979
White Alone	65.5%	70.5%	73.4%
Black Alone	9.2%	11.6%	11.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.2%	1.2%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	21.1%	13.7%	11.4%
Two or More Races	2.6%	2.7%	2.6%
Hispanic Origin	39.1%	26.0%	22.7%
Diversity Index	74.7	67.3	63.4
2020 Population by Race/Ethnicity			
Total	4,898	23,041	38,458
White Alone	55.3%	65.4%	68.9%
Black Alone	7.1%	8.5%	8.0%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	1.3%	1.3%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	22.9%	14.0%	11.2%
Two or More Races	12.9%	10.2%	9.8%
Hispanic Origin	39.5%	25.4%	21.4%
Diversity Index	80.2	71.1	66.5
2022 Population by Race/Ethnicity			
Total	5,038	23,874	39,430
White Alone	55.2%	65.1%	68.5%
Black Alone	7.1%	8.5%	8.0%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	1.3%	1.3%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	22.6%	13.9%	11.2%
Two or More Races	13.2%	10.6%	10.1%
Hispanic Origin	39.1%	25.4%	21.5%
Diversity Index	80.2	71.3	66.9
2027 Population by Race/Ethnicity			
Total	5,319	24,819	40,741
White Alone	54.6%	64.4%	67.8%
Black Alone	7.0%	8.3%	7.8%
American Indian Alone	0.6%	0.7%	0.6%
Asian Alone	1.3%	1.3%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	22.4%	14.0%	11.3%
Two or More Races	14.0%	11.3%	10.8%
Hispanic Origin	38.5%	25.3%	21.5%
Diversity Index	80.3	71.7	67.5
2010 Population by Relationship and Household Type			
Total	4,558	20,550	31,978
In Households	100.0%	100.0%	100.0%
In Family Households	84.8%	84.6%	86.4%
Householder	23.1%	26.1%	27.0%
Spouse	16.2%	20.0%	21.4%
Child	32.8%	29.1%	29.7%
Other relative	7.5%	5.3%	4.8%
Nonrelative	5.1%	4.1%	3.5%
In Nonfamily Households	15.2%	15.4%	13.6%
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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2022 Population 25+ by Educational Attainment			
Total	3,173	16,264	26,916
Less than 9th Grade	5.8%	4.6%	3.3%
9th - 12th Grade, No Diploma	6.3%	3.4%	3.1%
High School Graduate	23.9%	18.8%	17.2%
GED/Alternative Credential	4.0%	3.8%	2.9%
Some College, No Degree	22.5%	17.1%	18.4%
Associate Degree	10.7%	10.4%	9.7%
Bachelor's Degree	18.2%	26.9%	28.1%
Graduate/Professional Degree	8.5%	14.9%	17.3%
2022 Population 15+ by Marital Status			
Total	3,796	18,834	31,136
Never Married	34.5%	30.0%	28.0%
Married	44.7%	54.7%	57.9%
Widowed	3.5%	4.2%	4.0%
Divorced	17.4%	11.1%	10.2%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,267	14,326	22,825
Population 16+ Employed	98.0%	98.2%	98.0%
Population 16+ Unemployment rate	2.0%	1.8%	2.0%
Population 16-24 Employed	14.7%	13.4%	12.8%
Population 16-24 Unemployment rate	5.0%	4.1%	4.9%
Population 25-54 Employed	68.5%	65.1%	64.9%
Population 25-54 Unemployment rate	1.4%	1.3%	1.3%
Population 55-64 Employed	10.8%	12.3%	12.7%
Population 55-64 Unemployment rate	2.3%	2.9%	2.3%
Population 65+ Employed	6.0%	9.1%	9.6%
Population 65+ Unemployment rate	0.5%	0.3%	1.9%
2022 Employed Population 16+ by Industry			
Total	3,203	14,073	22,374
Agriculture/Mining	2.5%	1.2%	1.1%
Construction	17.7%	13.4%	12.5%
Manufacturing	3.6%	4.9%	4.9%
Wholesale Trade	0.5%	0.8%	1.0%
Retail Trade	9.6%	12.3%	12.1%
Transportation/Utilities	2.8%	1.7%	2.8%
Information	0.6%	1.2%	1.2%
Finance/Insurance/Real Estate	6.0%	6.6%	8.2%
Services	55.2%	54.6%	52.7%
Public Administration	1.5%	3.3%	3.4%
2022 Employed Population 16+ by Occupation			
Total	3,204	14,074	22,373
White Collar	43.6%	49.6%	56.1%
Management/Business/Financial	12.5%	13.7%	16.9%
Professional	15.9%	17.3%	19.6%
Sales	5.7%	8.6%	10.4%
Administrative Support	9.5%	10.0%	9.2%
Services	31.2%	29.0%	24.6%
Blue Collar	25.2%	21.4%	19.3%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	14.7%	10.4%	8.6%
Installation/Maintenance/Repair	4.0%	3.3%	3.0%
Production	3.0%	4.2%	3.8%
Transportation/Material Moving	3.4%	3.5%	3.9%

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2010 Households by Type			
Total	1,453	7,599	11,787
Households with 1 Person	19.5%	20.6%	18.7%
Households with 2+ People	80.5%	79.4%	81.3%
Family Households	69.2%	70.5%	73.5%
Husband-wife Families	48.5%	54.2%	58.2%
With Related Children	31.0%	24.7%	26.1%
Other Family (No Spouse Present)	20.7%	16.3%	15.3%
Other Family with Male Householder	7.4%	5.1%	4.7%
With Related Children	4.4%	3.3%	3.1%
Other Family with Female Householder	13.4%	11.2%	10.6%
With Related Children	10.2%	8.4%	8.0%
Nonfamily Households	11.3%	8.9%	7.9%
All Households with Children	46.1%	36.8%	37.5%
Multigenerational Households	4.8%	3.6%	3.6%
Unmarried Partner Households	9.2%	7.7%	7.2%
Male-female	8.5%	7.0%	6.5%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	1,452	7,600	11,785
1 Person Household	19.4%	20.6%	18.7%
2 Person Household	28.7%	36.8%	38.5%
3 Person Household	18.3%	16.5%	16.3%
4 Person Household	14.9%	13.4%	14.2%
5 Person Household	10.5%	7.3%	7.3%
6 Person Household	4.1%	3.0%	2.9%
7 + Person Household	4.1%	2.3%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	1,446	7,600	11,786
Owner Occupied	48.8%	62.2%	67.6%
Owned with a Mortgage/Loan	39.9%	49.2%	54.4%
Owned Free and Clear	9.3%	13.0%	13.2%
Renter Occupied	51.2%	37.8%	32.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	118	110	110
Percent of Income for Mortgage	21.6%	23.3%	23.2%
Wealth Index	67	122	137
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,730	9,166	14,227
Housing Units Inside Urbanized Area	96.6%	88.2%	86.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	1.0%
Rural Housing Units	3.4%	11.8%	12.3%
2010 Population By Urban/ Rural Status			
Total Population	4,558	20,550	31,979
Population Inside Urbanized Area	97.2%	90.9%	89.3%
Population Inside Urbanized Cluster	0.0%	0.0%	1.2%
Rural Population	2.8%	9.1%	9.6%

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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Top 3 Tapestry Segments			
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.	The Great Outdoors (6C)	In Style (5B)	In Style (5B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$4,276,631	\$24,388,240	\$43,166,372
Average Spent	\$2,319.21	\$2,613.68	\$2,793.22
Spending Potential Index	96	108	116
Education: Total \$	\$2,984,978	\$17,951,155	\$31,762,672
Average Spent	\$1,618.75	\$1,923.82	\$2,055.30
Spending Potential Index	83	98	105
Entertainment/Recreation: Total \$	\$6,194,907	\$36,598,116	\$65,350,614
Average Spent	\$3,359.49	\$3,922.21	\$4,228.72
Spending Potential Index	92	107	115
Food at Home: Total \$	\$10,612,106	\$61,488,061	\$109,214,589
Average Spent	\$5,754.94	\$6,589.65	\$7,067.08
Spending Potential Index	93	106	114
Food Away from Home: Total \$	\$7,738,212	\$43,949,189	\$77,977,234
Average Spent	\$4,196.43	\$4,710.02	\$5,045.76
Spending Potential Index	97	109	117
Health Care: Total \$	\$11,895,158	\$71,305,970	\$127,618,961
Average Spent	\$6,450.74	\$7,641.84	\$8,257.99
Spending Potential Index	91	108	117
HH Furnishings & Equipment: Total \$	\$4,597,765	\$26,619,445	\$47,642,033
Average Spent	\$2,493.36	\$2,852.80	\$3,082.83
Spending Potential Index	97	111	120
Personal Care Products & Services: Total \$	\$1,787,478	\$10,412,823	\$18,491,892
Average Spent	\$969.35	\$1,115.94	\$1,196.58
Spending Potential Index	95	109	117
Shelter: Total \$	\$39,102,528	\$227,358,169	\$404,647,593
Average Spent	\$21,205.28	\$24,365.90	\$26,184.00
Spending Potential Index	93	106	114
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,113,781	\$30,193,799	\$54,644,985
Average Spent	\$2,773.20	\$3,235.86	\$3,535.98
Spending Potential Index	102	119	130
Travel: Total \$	\$4,895,282	\$29,395,896	\$52,774,477
Average Spent	\$2,654.71	\$3,150.35	\$3,414.94
Spending Potential Index	92	110	119
Vehicle Maintenance & Repairs: Total \$	\$2,294,515	\$13,186,980	\$23,482,267
Average Spent	\$1,244.31	\$1,413.24	\$1,519.49
Spending Potential Index	99	112	121

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.