Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups

SOUTHEAST CENTERS
www.southeastcenters.com

Lat/Lon: 32.2431/-80.9787

May River Xing Bluffton, SC	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2024)	2,362		20,938		46,013	
Projected Population (2029)	2,781		23,805		52,016	
Census Population (2020)	2,256		19,371		43,686	
Census Population (2010)	671		10,677		27,788	
Projected Annual Growth (2024 to 2029)	419	3.6%	2,868	2.7%	6,003	2.6%
Historical Annual Growth (2020 to 2024)	105	1.2%	1,567	2.0%	2,327	1.3%
Historical Annual Growth (2010 to 2020)	1,585	59.0%	8,693	20.4%	15,898	14.3%
Estimated Population Density (2024)	752	psm	741	psm	586	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2024)	834		9,134		19,650	
Projected Households (2029)	954		10,010		21,624	
Census Households (2020)	805		8,440		18,255	
Census Households (2010)	231		4,874		11,783	
Estimated Households with Children (2024)	300	35.9%	2,016	22.1%	4,278	21.8%
Estimated Average Household Size (2024)	2.83		2.29		2.29	
Average Household Income						
Estimated Average Household Income (2024)	$151,546		$150,617		$137,382	
Projected Average Household Income (2029)	$138,222		$143,712		$130,582	
Estimated Average Family Income (2024)	$143,040		$209,220		$187,076	
Median Household Income						
Estimated Median Household Income (2024)	$105,207		$97,197		$93,718	
Projected Median Household Income (2029)	$106,588		$99,868		$95,343	
Estimated Median Family Income (2024)	$110,688		$120,793		$114,051	
Per Capita Income						
Estimated Per Capita Income (2024)	$53,516		$65,754		$58,874	
Projected Per Capita Income (2029)	$47,463		$60,473		$54,467	
Estimated Per Capita Income 5 Year Growth	-$6,053	-11.3%	-$5,281	-8.0%	-$4,407	-7.5%
Estimated Average Household Net Worth (2024)	$1,402,112		$1,543,768		$1,482,447	
Daytime Demos (2024)						
Total Businesses	41		158		792	
Total Employees	280		895		5,877	
Company Headquarter Businesses	-	-	1	0.8%	14	1.7%
Company Headquarter Employees	8	2.8%	14	1.5%	251	4.3%
Employee Population per Business	6.8		5.7		7.4	
Residential Population per Business	57.0		132.7		58.1	

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Race & Ethnicity						
White (2024)	1,733	73.4%	15,435	73.7%	31,656	68.8%
Black or African American (2024)	326	13.8%	3,357	16.0%	9,117	19.8%
American Indian or Alaska Native (2024)	8	0.3%	58	0.3%	116	0.3%
Asian (2024)	57	2.4%	391	1.9%	995	2.2%
Hawaiian or Pacific Islander (2024)	1	-	6	-	11	-
Other Race (2024)	83	3.5%	578	2.8%	1,583	3.4%
Two or More Races (2024)	153	6.5%	1,112	5.3%	2,534	5.5%
Not Hispanic or Latino Population (2024)	2,071	87.7%	18,875	90.2%	41,221	89.6%
Hispanic or Latino Population (2024)	291	12.3%	2,062	9.8%	4,791	10.4%
Not Hispanic or Latino Population (2029)	2,406	86.5%	20,972	88.1%	45,380	87.2%
Hispanic or Latino Population (2029)	375	13.5%	2,834	11.9%	6,636	12.8%
Not Hispanic or Latino Population (2020)	1,954	86.6%	17,437	90.0%	38,184	87.4%
Hispanic or Latino Population (2020)	302	13.4%	1,934	10.0%	5,502	12.6%
Not Hispanic or Latino Population (2010)	570	84.8%	9,755	91.4%	24,499	88.2%
Hispanic or Latino Population (2010)	102	15.2%	922	8.6%	3,289	11.8%
Projected Hispanic Annual Growth (2024 to 2029)	84	5.8%	771	7.5%	1,844	7.7%
Historic Hispanic Annual Growth (2010 to 2024)	189	13.3%	1,140	8.8%	1,502	3.3%
Age Distribution (2024)						
Age Under 5	116	4.9%	1,142	5.5%	2,615	5.7%
Age 5 to 9 Years	116	4.9%	1,124	5.4%	2,628	5.7%
Age 10 to 14 Years	115	4.9%	1,114	5.3%	2,705	5.9%
Age 15 to 19 Years	120	5.1%	1,061	5.1%	2,626	5.7%
Age 20 to 24 Years	101	4.3%	688	3.3%	2,207	4.8%
Age 25 to 29 Years	124	5.2%	790	3.8%	1,918	4.2%
Age 30 to 34 Years	170	7.2%	1,028	4.9%	2,099	4.6%
Age 35 to 39 Years	197	8.4%	1,124	5.4%	2,241	4.9%
Age 40 to 44 Years	184	7.8%	1,121	5.4%	2,265	4.9%
Age 45 to 49 Years	156	6.6%	960	4.6%	2,021	4.4%
Age 50 to 54 Years	142	6.0%	943	4.5%	2,047	4.4%
Age 55 to 59 Years	150	6.4%	1,090	5.2%	2,422	5.3%
Age 60 to 64 Years	170	7.2%	1,467	7.0%	3,231	7.0%
Age 65 to 74 Years	334	14.2%	4,081	19.5%	8,423	18.3%
Age 75 to 84 Years	137	5.8%	2,717	13.0%	5,420	11.8%
Age 85 Years or Over	25	1.1%	485	2.3%	1,143	2.5%
Median Age	42.2		49.4		47.6	
Gender Age Distribution (2024)						
Female Population	1,240	52.5%	10,938	52.2%	23,499	51.1%
Age 0 to 19 Years	236	19.0%	2,133	19.5%	4,966	21.1%
Age 20 to 64 Years	743	59.9%	4,887	44.7%	10,521	44.8%
Age 65 Years or Over	262	21.1%	3,917	35.8%	8,012	34.1%
Female Median Age	42.7		50.2		50.3	
Male Population	1,121	47.5%	10,000	47.8%	22,514	48.9%
Age 0 to 19 Years	233	20.7%	2,308	23.1%	5,608	24.9%
Age 20 to 64 Years	653	58.3%	4,325	43.3%	9,932	44.1%
Age 65 Years or Over	235	21.0%	3,367	33.7%	6,974	31.0%
Male Median Age	41.6		48.5		45.7	

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Household Income Distribution (2024)						
HH Income $200,000 or More	97	11.6%	1,342	14.7%	2,750	14.0%
HH Income $150,000 to $199,999	125	15.1%	914	10.0%	1,763	9.0%
HH Income $100,000 to $149,999	217	26.0%	2,186	23.9%	4,393	22.4%
HH Income $75,000 to $99,999	132	15.9%	1,291	14.1%	3,020	15.4%
HH Income $50,000 to $74,999	116	13.9%	1,631	17.9%	3,429	17.5%
HH Income $35,000 to $49,999	78	9.4%	822	9.0%	1,890	9.6%
HH Income $25,000 to $34,999	21	2.5%	302	3.3%	757	3.9%
HH Income $15,000 to $24,999	17	2.0%	331	3.6%	634	3.2%
HH Income Under $15,000	31	3.7%	315	3.5%	1,015	5.2%
HH Income $35,000 or More	766	91.8%	8,185	89.6%	17,245	87.8%
HH Income $75,000 or More	571	68.5%	5,733	62.8%	11,925	60.7%
Housing (2024)						
Total Housing Units	983		10,838		23,192	
Housing Units Occupied	834	84.8%	9,134	84.3%	19,650	84.7%
Housing Units Owner-Occupied	744	89.2%	8,212	89.9%	16,502	84.0%
Housing Units, Renter-Occupied	90	10.8%	922	10.1%	3,148	16.0%
Housing Units, Vacant	149	17.9%	1,704	18.7%	3,542	18.0%
Marital Status (2024)						
Never Married	466	23.1%	2,898	16.5%	7,999	21.0%
Currently Married	1,232	61.2%	11,612	66.1%	23,206	61.0%
Separated	118	5.9%	651	3.7%	1,711	4.5%
Widowed	50	2.5%	935	5.3%	1,923	5.1%
Divorced	148	7.3%	1,460	8.3%	3,225	8.5%
Household Type (2024)						
Population Family	2,281	96.6%	16,448	78.6%	35,745	77.7%
Population Non-Family	77	3.3%	4,425	21.1%	9,272	20.2%
Population Group Quarters	4	0.2%	65	0.3%	997	2.2%
Family Households	775	92.9%	5,767	63.1%	12,373	63.0%
Non-Family Households	59	7.1%	3,367	36.9%	7,277	37.0%
Married Couple with Children	223	18.1%	1,535	13.2%	3,122	13.5%
Average Family Household Size	2.9		2.9		2.9	
Household Size (2024)						
1 Person Households	51	6.2%	3,200	35.0%	6,701	34.1%
2 Person Households	605	72.6%	4,567	50.0%	9,036	46.0%
3 Person Households	72	8.6%	508	5.6%	1,391	7.1%
4 Person Households	63	7.6%	526	5.8%	1,440	7.3%
5 Person Households	30	3.6%	229	2.5%	696	3.5%
6 or More Person Households	13	1.5%	104	1.1%	385	2.0%
Household Vehicles (2024)						
Households with 0 Vehicles Available	2	0.3%	284	3.1%	414	2.1%
Households with 1 Vehicles Available	226	27.1%	2,869	31.4%	7,067	36.0%
Households with 2 or More Vehicles Available	606	72.6%	5,981	65.5%	12,169	61.9%
Total Vehicles Available	1,612		16,417		34,741	
Average Vehicles Per Household	1.9		1.8		1.8	

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Labor Force (2024)						
Estimated Labor Population Age 16 Years or Over	1,990		17,302		37,529	
Estimated Civilian Employed	1,217	61.2%	8,021	46.4%	18,661	49.7%
Estimated Civilian Unemployed	15	0.8%	435	2.5%	915	2.4%
Estimated in Armed Forces	38	1.9%	206	1.2%	254	0.7%
Estimated Not in Labor Force	719	36.2%	8,640	49.9%	17,699	47.2%
Unemployment Rate	0.8%		2.5%		2.4%	
Occupation (2024)						
Occupation: Population Age 16 Years or Over	1,217		8,021		18,661	
Management, Business, Financial Operations	261	21.4%	1,642	20.5%	3,521	18.9%
Professional, Related	291	23.9%	1,696	21.1%	3,936	21.1%
Service	193	15.8%	1,296	16.2%	2,926	15.7%
Sales, Office	322	26.4%	2,273	28.3%	4,932	26.4%
Farming, Fishing, Forestry	4	0.3%	25	0.3%	95	0.5%
Construct, Extraction, Maintenance	63	5.2%	497	6.2%	1,436	7.7%
Production, Transport Material Moving	84	6.9%	593	7.4%	1,816	9.7%
White Collar Workers	873	71.7%	5,611	69.9%	12,389	66.4%
Blue Collar Workers	344	28.3%	2,410	30.1%	6,272	33.6%
Consumer Expenditure (2024)						
Total Household Expenditure	$80.33 M		$867.01 M		$1.73 B	
Total Non-Retail Expenditure	$42.35 M	52.7%	$458.8 M	52.9%	$916.29 M	52.9%
Total Retail Expenditure	$37.99 M	47.3%	$408.2 M	47.1%	$815.82 M	47.1%
Apparel	$2.84 M	3.5%	$30.47 M	3.5%	$60.91 M	3.5%
Contributions	$2.79 M	3.5%	$30.71 M	3.5%	$60.71 M	3.5%
Education	$2.56 M	3.2%	$27.58 M	3.2%	$54.7 M	3.2%
Entertainment	$4.7 M	5.8%	$50.43 M	5.8%	$100.25 M	5.8%
Food and Beverages	$11.65 M	14.5%	$125.24 M	14.4%	$250.96 M	14.5%
Furnishings and Equipment	$2.92 M	3.6%	$31.33 M	3.6%	$62.33 M	3.6%
Gifts	$2.08 M	2.6%	$23.12 M	2.7%	$45.88 M	2.6%
Health Care	$6.76 M	8.4%	$73.46 M	8.5%	$146.7 M	8.5%
Household Operations	$3.22 M	4.0%	$34.96 M	4.0%	$69.61 M	4.0%
Miscellaneous Expenses	$1.53 M	1.9%	$16.66 M	1.9%	$33.22 M	1.9%
Personal Care	$1.08 M	1.3%	$11.67 M	1.3%	$23.32 M	1.3%
Personal Insurance	$613.79 K	0.8%	$6.57 M	0.8%	$12.99 M	0.8%
Reading	$179.83 K	0.2%	$1.97 M	0.2%	$3.91 M	0.2%
Shelter	$16.64 M	20.7%	$180.03 M	20.8%	$360.22 M	20.8%
Tobacco	$418.8 K	0.5%	$4.55 M	0.5%	$9.29 M	0.5%
Transportation	$14.7 M	18.3%	$157.13 M	18.1%	$314.16 M	18.1%
Utilities	$5.64 M	7.0%	$61.12 M	7.0%	$122.96 M	7.1%
Educational Attainment (2024)						
Adult Population Age 25 Years or Over	1,792		15,808		33,231	
Elementary (Grade Level 0 to 8)	21	1.2%	160	1.0%	473	1.4%
Some High School (Grade Level 9 to 11)	38	2.1%	298	1.9%	833	2.5%
High School Graduate	305	17.0%	2,534	16.0%	5,864	17.6%
Some College	423	23.6%	3,832	24.2%	7,570	22.8%
Associate Degree Only	177	9.9%	1,541	9.8%	3,115	9.4%
Bachelor Degree Only	490	27.4%	4,208	26.6%	9,174	27.6%
Graduate Degree	337	18.8%	3,234	20.5%	6,203	18.7%

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Units In Structure (2024)						
1 Detached Unit	733	317.7%	7,998	164.1%	15,854	134.5%
1 Attached Unit	30	13.1%	289	5.9%	832	7.1%
2 to 4 Units	26	11.5%	166	3.4%	430	3.7%
5 to 9 Units	9	3.8%	134	2.7%	485	4.1%
10 to 19 Units	5	2.3%	86	1.8%	406	3.4%
20 to 49 Units	5	2.2%	69	1.4%	253	2.1%
50 or More Units	4	1.9%	47	1.0%	157	1.3%
Mobile Home or Trailer	19	8.3%	334	6.8%	1,173	10.0%
Other Structure	1	0.5%	12	0.2%	62	0.5%
Homes Built By Year (2024)						
Homes Built 2010 or later	587	254.3%	4,071	83.5%	7,093	60.2%
Homes Built 2000 to 2009	180	78.2%	3,897	80.0%	8,471	71.9%
Homes Built 1990 to 1999	36	15.7%	610	12.5%	2,403	20.4%
Homes Built 1980 to 1989	10	4.2%	202	4.1%	537	4.6%
Homes Built 1970 to 1979	7	2.8%	169	3.5%	528	4.5%
Homes Built 1960 to 1969	2	0.9%	34	0.7%	192	1.6%
Homes Built 1950 to 1959	5	2.2%	97	2.0%	184	1.6%
Homes Built Before 1949	7	2.9%	53	1.1%	241	2.0%
Home Values (2024)						
Home Values $1,000,000 or More	61	8.2%	721	8.8%	1,175	7.1%
Home Values $500,000 to $999,999	149	20.1%	1,839	22.4%	3,890	23.6%
Home Values $400,000 to $499,999	208	28.0%	1,982	24.1%	3,722	22.6%
Home Values $300,000 to $399,999	189	25.4%	2,115	25.8%	3,944	23.9%
Home Values $200,000 to $299,999	96	12.9%	886	10.8%	2,097	12.7%
Home Values $150,000 to $199,999	22	2.9%	331	4.0%	709	4.3%
Home Values $100,000 to $149,999	4	0.6%	124	1.5%	269	1.6%
Home Values $70,000 to $99,999	2	0.2%	10	0.1%	98	0.6%
Home Values $50,000 to $69,999	-	-	11	0.1%	164	1.0%
Home Values $25,000 to $49,999	5	0.7%	94	1.1%	182	1.1%
Home Values Under $25,000	7	0.9%	98	1.2%	251	1.5%
Owner-Occupied Median Home Value	$437,608		$443,756		$435,266	
Renter-Occupied Median Rent	$2,398		$2,031		$1,639	
Transportation To Work (2024)						
Drive to Work Alone	922	75.7%	5,853	73.0%	13,847	74.2%
Drive to Work in Carpool	89	7.3%	555	6.9%	1,542	8.3%
Travel to Work by Public Transportation	3	0.2%	22	0.3%	209	1.1%
Drive to Work on Motorcycle	1	0.1%	11	0.1%	25	0.1%
Walk or Bicycle to Work	10	0.8%	93	1.2%	241	1.3%
Other Means	6	0.5%	47	0.6%	117	0.6%
Work at Home	187	15.3%	1,440	18.0%	2,680	14.4%
Travel Time (2024)						
Travel to Work in 14 Minutes or Less	284	23.3%	1,760	21.9%	4,574	24.5%
Travel to Work in 15 to 29 Minutes	303	24.8%	2,086	26.0%	5,055	27.1%
Travel to Work in 30 to 59 Minutes	400	32.8%	2,311	28.8%	5,439	29.1%
Travel to Work in 60 Minutes or More	45	3.7%	424	5.3%	913	4.9%
Average Minutes Travel to Work	24.0		22.8		22.6	