

# Complete Profile

2010-2020 Census, 2021 Estimates with 2026 Projections  
 Calculated using Weighted Block Centroid from Block Groups  
 NORTHRIDGE PLAZA

Lat/Lon: 32.217/-80.7035

435 William Hilton Pkwy Hilton Head Island, SC 29926		1 mi radius		3 mi radius		5 mi radius	
<b>Population</b>							
Estimated Population (2021)		3,819		21,351		29,456	
Projected Population (2026)		3,889		21,849		30,447	
Census Population (2020)		3,758		20,736		29,058	
Census Population (2010)		3,680		20,507		28,847	
Projected Annual Growth (2021-2026)		70	0.4%	498	0.5%	991	0.7%
Historical Annual Growth (2020-2021)		61	-	614	3.0%	398	1.4%
Historical Annual Growth (2010-2020)		78	0.2%	229	0.1%	211	-
Estimated Population Density (2021)		1,216 <i>psm</i>		756 <i>psm</i>		375 <i>psm</i>	
Trade Area Size		3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>	
<b>Households</b>							
Estimated Households (2021)		1,485		9,520		13,043	
Projected Households (2026)		1,571		10,132		14,029	
Census Households (2020)		1,488		9,288		12,915	
Census Households (2010)		1,402		8,835		12,375	
Projected Annual Growth (2021-2026)		86	1.2%	612	1.3%	986	1.5%
Historical Annual Change (2010-2021)		83	0.5%	686	0.7%	668	0.5%
<b>Average Household Income</b>							
Estimated Average Household Income (2021)		\$99,157		\$128,318		\$145,107	
Projected Average Household Income (2026)		\$113,374		\$144,516		\$160,763	
Census Average Household Income (2010)		\$69,214		\$84,010		\$93,973	
Census Average Household Income (2000)		\$61,862		\$75,148		\$83,262	
Projected Annual Change (2021-2026)		\$14,217	2.9%	\$16,198	2.5%	\$15,656	2.2%
Historical Annual Change (2000-2021)		\$37,295	2.9%	\$53,170	3.4%	\$61,845	3.5%
<b>Median Household Income</b>							
Estimated Median Household Income (2021)		\$69,633		\$90,789		\$96,410	
Projected Median Household Income (2026)		\$80,911		\$104,758		\$111,742	
Census Median Household Income (2010)		\$52,040		\$58,804		\$64,168	
Census Median Household Income (2000)		\$51,498		\$60,741		\$63,918	
Projected Annual Change (2021-2026)		\$11,278	3.2%	\$13,969	3.1%	\$15,332	3.2%
Historical Annual Change (2000-2021)		\$18,136	1.7%	\$30,048	2.4%	\$32,492	2.4%
<b>Per Capita Income</b>							
Estimated Per Capita Income (2021)		\$38,604		\$57,338		\$64,370	
Projected Per Capita Income (2026)		\$45,844		\$67,136		\$74,187	
Census Per Capita Income (2010)		\$26,369		\$36,193		\$40,314	
Census Per Capita Income (2000)		\$22,832		\$30,113		\$33,605	
Projected Annual Change (2021-2026)		\$7,240	3.8%	\$9,798	3.4%	\$9,818	3.1%
Historical Annual Change (2000-2021)		\$15,772	3.3%	\$27,224	4.3%	\$30,765	4.4%
Estimated Average Household Net Worth (2021)		\$615,330		\$892,140		\$997,104	

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435 William Hilton Pkwy Hilton Head Island, SC 29926		1 mi radius		3 mi radius		5 mi radius	
<b>Race and Ethnicity</b>							
Total Population (2021)		3,819		21,351		29,456	
White (2021)		1,883	49.3%	15,559	72.9%	21,893	74.3%
Black or African American (2021)		480	12.6%	1,605	7.5%	2,207	7.5%
American Indian or Alaska Native (2021)		38	1.0%	115	0.5%	134	0.5%
Asian (2021)		27	0.7%	208	1.0%	266	0.9%
Hawaiian or Pacific Islander (2021)		2	-	5	-	7	-
Other Race (2021)		862	22.6%	2,109	9.9%	2,731	9.3%
Two or More Races (2021)		527	13.8%	1,750	8.2%	2,219	7.5%
Population < 18 (2021)		864	22.6%	3,488	16.3%	4,734	16.1%
White Not Hispanic		186	21.6%	1,580	45.3%	2,274	48.0%
Black or African American		140	16.2%	369	10.6%	490	10.4%
Asian		4	0.4%	42	1.2%	57	1.2%
Other Race Not Hispanic		43	4.9%	162	4.7%	211	4.5%
Hispanic		491	56.9%	1,334	38.3%	1,702	35.9%
Not Hispanic or Latino Population (2021)		2,266	59.3%	17,141	80.3%	24,076	81.7%
Not Hispanic White		1,700	75.0%	14,851	86.6%	20,976	87.1%
Not Hispanic Black or African American		445	19.7%	1,530	8.9%	2,116	8.8%
Not Hispanic American Indian or Alaska Native		7	0.3%	33	0.2%	41	0.2%
Not Hispanic Asian		25	1.1%	196	1.1%	254	1.1%
Not Hispanic Hawaiian or Pacific Islander		1	-	3	-	4	-
Not Hispanic Other Race		8	0.4%	65	0.4%	74	0.3%
Not Hispanic Two or More Races		78	3.4%	463	2.7%	612	2.5%
Hispanic or Latino Population (2021)		1,553	40.7%	4,210	19.7%	5,380	18.3%
Hispanic White		183	11.8%	708	16.8%	917	17.1%
Hispanic Black or African American		34	2.2%	76	1.8%	91	1.7%
Hispanic American Indian or Alaska Native		31	2.0%	82	1.9%	93	1.7%
Hispanic Asian		2	0.1%	12	0.3%	12	0.2%
Hispanic Hawaiian or Pacific Islander		-	-	2	-	3	-
Hispanic Other Race		853	54.9%	2,044	48.5%	2,657	49.4%
Hispanic Two or More Races		449	28.9%	1,287	30.6%	1,607	29.9%
Not Hispanic or Latino Population (2020)		2,654	70.6%	17,176	82.8%	24,575	84.6%
Hispanic or Latino Population (2020)		1,104	29.4%	3,560	17.2%	4,482	15.4%
Not Hispanic or Latino Population (2010)		2,390	64.9%	16,744	81.6%	23,870	82.7%
Hispanic or Latino Population (2010)		1,290	35.1%	3,763	18.4%	4,977	17.3%
Not Hispanic or Latino Population (2026)		2,212	56.9%	17,269	79.0%	24,600	80.8%
Hispanic or Latino Population (2026)		1,676	43.1%	4,580	21.0%	5,846	19.2%
Projected Annual Growth (2021-2026)		123	1.6%	370	1.8%	466	1.7%
Historical Annual Growth (2010-2020)		-186	-1.4%	-203	-0.5%	-495	-1.0%

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<b>Total Age Distribution (2021)</b>							
Total Population		3,819		21,351		29,456	
Age Under 5 Years		237	6.2%	845	4.0%	1,143	3.9%
Age 5 to 9 Years		249	6.5%	980	4.6%	1,325	4.5%
Age 10 to 14 Years		243	6.4%	1,084	5.1%	1,475	5.0%
Age 15 to 19 Years		232	6.1%	1,022	4.8%	1,426	4.8%
Age 20 to 24 Years		243	6.4%	866	4.1%	1,148	3.9%
Age 25 to 29 Years		238	6.2%	893	4.2%	1,213	4.1%
Age 30 to 34 Years		203	5.3%	826	3.9%	1,153	3.9%
Age 35 to 39 Years		193	5.0%	919	4.3%	1,275	4.3%
Age 40 to 44 Years		238	6.2%	1,037	4.9%	1,413	4.8%
Age 45 to 49 Years		247	6.5%	1,089	5.1%	1,466	5.0%
Age 50 to 54 Years		215	5.6%	1,149	5.4%	1,648	5.6%
Age 55 to 59 Years		210	5.5%	1,329	6.2%	1,924	6.5%
Age 60 to 64 Years		245	6.4%	1,604	7.5%	2,288	7.8%
Age 65 to 69 Years		220	5.8%	1,750	8.2%	2,501	8.5%
Age 70 to 74 Years		230	6.0%	1,931	9.0%	2,722	9.2%
Age 75 to 79 Years		178	4.7%	1,670	7.8%	2,303	7.8%
Age 80 to 84 Years		101	2.6%	1,156	5.4%	1,524	5.2%
Age 85 Years or Over		97	2.5%	1,200	5.6%	1,509	5.1%
Median Age		41.8		53.1		53.1	
Age 19 Years or Less		961	25.2%	3,931	18.4%	5,369	18.2%
Age 20 to 64 Years		2,032	53.2%	9,713	45.5%	13,527	45.9%
Age 65 Years or Over		826	21.6%	7,707	36.1%	10,560	35.8%
<b>Female Age Distribution (2021)</b>							
Female Population		1,875	49.1%	10,964	51.4%	15,091	51.2%
Age Under 5 Years		111	5.9%	408	3.7%	543	3.6%
Age 5 to 9 Years		119	6.4%	488	4.4%	666	4.4%
Age 10 to 14 Years		107	5.7%	528	4.8%	732	4.8%
Age 15 to 19 Years		132	7.0%	527	4.8%	718	4.8%
Age 20 to 24 Years		101	5.4%	398	3.6%	525	3.5%
Age 25 to 29 Years		110	5.9%	427	3.9%	580	3.8%
Age 30 to 34 Years		98	5.2%	394	3.6%	561	3.7%
Age 35 to 39 Years		82	4.4%	450	4.1%	631	4.2%
Age 40 to 44 Years		98	5.2%	493	4.5%	688	4.6%
Age 45 to 49 Years		133	7.1%	561	5.1%	760	5.0%
Age 50 to 54 Years		96	5.1%	603	5.5%	880	5.8%
Age 55 to 59 Years		114	6.1%	742	6.8%	1,067	7.1%
Age 60 to 64 Years		122	6.5%	872	8.0%	1,234	8.2%
Age 65 to 69 Years		117	6.2%	907	8.3%	1,290	8.5%
Age 70 to 74 Years		125	6.7%	1,017	9.3%	1,393	9.2%
Age 75 to 79 Years		91	4.9%	811	7.4%	1,101	7.3%
Age 80 to 84 Years		59	3.1%	620	5.7%	816	5.4%
Age 85 Years or Over		60	3.2%	720	6.6%	906	6.0%
Female Median Age		42.9		53.8		53.7	
Age 19 Years or Less		469	25.0%	1,950	17.8%	2,658	17.6%
Age 20 to 64 Years		953	50.8%	4,940	45.1%	6,926	45.9%
Age 65 Years or Over		452	24.1%	4,074	37.2%	5,506	36.5%

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<b>Male Age Distribution (2021)</b>							
Male Population		1,944	50.9%	10,387	48.6%	14,365	48.8%
Age Under 5 Years		125	6.5%	437	4.2%	601	4.2%
Age 5 to 9 Years		130	6.7%	493	4.7%	659	4.6%
Age 10 to 14 Years		135	7.0%	556	5.4%	743	5.2%
Age 15 to 19 Years		101	5.2%	495	4.8%	708	4.9%
Age 20 to 24 Years		143	7.3%	469	4.5%	624	4.3%
Age 25 to 29 Years		129	6.6%	466	4.5%	633	4.4%
Age 30 to 34 Years		105	5.4%	432	4.2%	592	4.1%
Age 35 to 39 Years		111	5.7%	470	4.5%	645	4.5%
Age 40 to 44 Years		140	7.2%	544	5.2%	724	5.0%
Age 45 to 49 Years		114	5.9%	529	5.1%	706	4.9%
Age 50 to 54 Years		119	6.1%	547	5.3%	767	5.3%
Age 55 to 59 Years		96	4.9%	587	5.7%	857	6.0%
Age 60 to 64 Years		123	6.3%	731	7.0%	1,054	7.3%
Age 65 to 69 Years		103	5.3%	843	8.1%	1,211	8.4%
Age 70 to 74 Years		105	5.4%	914	8.8%	1,329	9.3%
Age 75 to 79 Years		86	4.4%	859	8.3%	1,202	8.4%
Age 80 to 84 Years		42	2.2%	536	5.2%	708	4.9%
Age 85 Years or Over		37	1.9%	480	4.6%	603	4.2%
Male Median Age		40.7		52.3		52.4	
Age 19 Years or Less		491	25.3%	1,980	19.1%	2,711	18.9%
Age 20 to 64 Years		1,079	55.5%	4,774	46.0%	6,601	46.0%
Age 65 Years or Over		374	19.2%	3,632	35.0%	5,053	35.2%
<b>Males per 100 Females (2021)</b>							
Overall Comparison		104		95		95	
Age Under 5 Years		113	53.0%	107	51.7%	111	52.5%
Age 5 to 9 Years		109	52.1%	101	50.3%	99	49.7%
Age 10 to 14 Years		126	55.8%	105	51.3%	102	50.4%
Age 15 to 19 Years		77	43.4%	94	48.4%	99	49.7%
Age 20 to 24 Years		141	58.6%	118	54.1%	119	54.3%
Age 25 to 29 Years		117	53.9%	109	52.1%	109	52.2%
Age 30 to 34 Years		108	51.8%	109	52.3%	105	51.3%
Age 35 to 39 Years		135	57.5%	104	51.1%	102	50.5%
Age 40 to 44 Years		144	58.9%	110	52.5%	105	51.3%
Age 45 to 49 Years		86	46.3%	94	48.5%	93	48.2%
Age 50 to 54 Years		123	55.2%	91	47.6%	87	46.6%
Age 55 to 59 Years		84	45.6%	79	44.2%	80	44.6%
Age 60 to 64 Years		101	50.3%	84	45.6%	85	46.1%
Age 65 to 69 Years		88	46.9%	93	48.2%	94	48.4%
Age 70 to 74 Years		84	45.7%	90	47.3%	95	48.8%
Age 75 to 79 Years		94	48.6%	106	51.5%	109	52.2%
Age 80 to 84 Years		72	41.9%	87	46.4%	87	46.4%
Age 85 Years or Over		61	37.8%	67	40.0%	66	39.9%
Age 19 Years or Less		105	51.1%	102	50.4%	102	50.5%
Age 20 to 39 Years		125	55.5%	110	52.4%	109	52.0%
Age 40 to 64 Years		105	51.3%	90	47.3%	89	47.0%
Age 65 Years or Over		83	45.3%	89	47.1%	92	47.9%

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435 William Hilton Pkwy Hilton Head Island, SC 29926		1 mi radius		3 mi radius		5 mi radius	
<b>Household Type (2021)</b>							
Total Households		1,485		9,520		13,043	
Households with Children		473	31.8%	1,952	20.5%	2,608	20.0%
Average Household Size		2.6		2.2		2.2	
Household Density per Square Mile		473		337		166	
Population Family		3,062	80.2%	16,824	78.8%	23,587	80.1%
Population Non-Family		738	19.3%	4,276	20.0%	5,556	18.9%
Population Group Quarters		18	0.5%	250	1.2%	313	1.1%
Family Households		974	65.6%	6,052	63.6%	8,526	65.4%
Married Couple Households		657	67.4%	4,946	81.7%	7,110	83.4%
Other Family Households with Children		317	32.6%	1,105	18.3%	1,416	16.6%
Family Households with Children		465	47.8%	1,922	31.8%	2,566	30.1%
Married Couple with Children		243	52.2%	1,239	64.5%	1,705	66.5%
Other Family Households with Children		222	47.8%	683	35.5%	861	33.5%
Family Households No Children		509	52.2%	4,130	68.2%	5,960	69.9%
Married Couple No Children		414	81.3%	3,707	89.8%	5,405	90.7%
Other Family Households No Children		95	18.7%	423	10.2%	555	9.3%
Non-Family Households		511	34.4%	3,469	36.4%	4,517	34.6%
Non-Family Households with Children		8	1.5%	30	0.9%	42	0.9%
Non-Family Households No Children		503	98.5%	3,438	99.1%	4,475	99.1%
Average Family Household Size		3.1		2.8		2.8	
Average Family Income		\$118,670		\$161,596		\$183,447	
Median Family Income		\$85,630		\$115,164		\$121,872	
Average Non-Family Household Size		1.4		1.2		1.2	
<b>Marital Status (2021)</b>							
Population Age 15 Years or Over		3,090		18,442		25,513	
Never Married		1,148	37.1%	4,568	24.8%	6,149	24.1%
Currently Married		1,160	37.5%	9,927	53.8%	14,154	55.5%
Previously Married		782	25.3%	3,947	21.4%	5,211	20.4%
Separated		206	26.4%	816	20.7%	1,037	19.9%
Widowed		251	32.1%	1,608	40.7%	2,056	39.5%
Divorced		325	41.5%	1,523	38.6%	2,117	40.6%
<b>Educational Attainment (2021)</b>							
Adult Population Age 25 Years or Over		2,615		16,554		22,939	
Elementary (Grade Level 0 to 8)		110	4.2%	361	2.2%	495	2.2%
Some High School (Grade Level 9 to 11)		256	9.8%	654	3.9%	830	3.6%
High School Graduate		764	29.2%	3,125	18.9%	4,150	18.1%
Some College		420	16.1%	2,671	16.1%	3,741	16.3%
Associate Degree Only		169	6.5%	1,303	7.9%	1,707	7.4%
Bachelor Degree Only		556	21.3%	4,769	28.8%	6,891	30.0%
Graduate Degree		339	13.0%	3,671	22.2%	5,124	22.3%
Any College (Some College or Higher)		1,485	56.8%	12,414	75.0%	17,464	76.1%
College Degree + (Bachelor Degree or Higher)		896	34.3%	8,440	51.0%	12,016	52.4%

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<b>Housing</b>							
Total Housing Units (2021)		1,859		14,194		19,997	
Total Housing Units (2020)		1,857		13,843		19,794	
Historical Annual Growth (2020-2021)		2	-	351	-	203	-
Housing Units Occupied (2021)		1,485	79.9%	9,520	67.1%	13,043	65.2%
Housing Units Owner-Occupied		715	48.2%	6,493	68.2%	9,323	71.5%
Housing Units Renter-Occupied		770	51.8%	3,027	31.8%	3,720	28.5%
Housing Units Vacant (2021)		375	20.1%	4,674	32.9%	6,954	34.8%
<b>Household Size (2021)</b>							
Total Households		1,485		9,520		13,043	
1 Person Households		385	25.9%	2,908	30.5%	3,787	29.0%
2 Person Households		543	36.6%	4,231	44.4%	5,984	45.9%
3 Person Households		210	14.1%	946	9.9%	1,305	10.0%
4 Person Households		170	11.4%	765	8.0%	1,046	8.0%
5 Person Households		86	5.8%	362	3.8%	499	3.8%
6 Person Households		48	3.3%	180	1.9%	240	1.8%
7 or More Person Households		43	2.9%	128	1.3%	182	1.4%
<b>Household Income Distribution (2021)</b>							
HH Income \$200,000 or More		149	10.0%	1,499	15.7%	2,403	18.4%
HH Income \$150,000 to \$199,999		109	7.3%	953	10.0%	1,329	10.2%
HH Income \$125,000 to \$149,999		72	4.9%	719	7.5%	983	7.5%
HH Income \$100,000 to \$124,999		94	6.3%	949	10.0%	1,328	10.2%
HH Income \$75,000 to \$99,999		118	8.0%	1,180	12.4%	1,595	12.2%
HH Income \$50,000 to \$74,999		228	15.3%	1,396	14.7%	1,827	14.0%
HH Income \$35,000 to \$49,999		247	16.6%	952	10.0%	1,181	9.1%
HH Income \$25,000 to \$34,999		105	7.0%	625	6.6%	827	6.3%
HH Income \$15,000 to \$24,999		151	10.2%	576	6.0%	778	6.0%
HH Income \$10,000 to \$14,999		85	5.7%	227	2.4%	265	2.0%
HH Income Under \$10,000		128	8.6%	446	4.7%	526	4.0%
<b>Household Vehicles (2021)</b>							
Households 0 Vehicles Available		149	10.1%	553	5.8%	675	5.2%
Households 1 Vehicle Available		626	42.2%	3,220	33.8%	4,340	33.3%
Households 2 Vehicles Available		521	35.1%	4,190	44.0%	5,671	43.5%
Households 3 or More Vehicles Available		188	12.7%	1,558	16.4%	2,358	18.1%
Total Vehicles Available		2,309		16,740		23,418	
Average Vehicles per Household		1.6		1.8		1.8	
Owner-Occupied Household Vehicles		1,367	59.2%	12,407	74.1%	18,033	77.0%
Average Vehicles per Owner-Occupied Household		1.9		1.9		1.9	
Renter-Occupied Household Vehicles		942	40.8%	4,333	25.9%	5,385	23.0%
Average Vehicles per Renter-Occupied Household		1.2		1.4		1.4	
<b>Travel Time (2021)</b>							
Worker Base Age 16 years or Over		1,677		9,024		12,334	
Travel to Work in 14 Minutes or Less		568	33.9%	2,925	32.4%	4,262	34.6%
Travel to Work in 15 to 29 Minutes		573	34.2%	3,524	39.1%	4,664	37.8%
Travel to Work in 30 to 59 Minutes		373	22.2%	1,444	16.0%	1,795	14.6%
Travel to Work in 60 Minutes or More		30	1.8%	205	2.3%	237	1.9%
Work at Home		133	7.9%	926	10.3%	1,376	11.2%
Average Minutes Travel to Work		17.2		16.5		16.0	

# Complete Profile

2010-2020 Census, 2021 Estimates with 2026 Projections  
 Calculated using Weighted Block Centroid from Block Groups  
 NORTHRIDGE PLAZA

Lat/Lon: 32.217/-80.7035

435 William Hilton Pkwy Hilton Head Island, SC 29926		1 mi radius		3 mi radius		5 mi radius	
<b>Transportation To Work (2021)</b>							
Worker Base Age 16 years or Over		1,677		9,024		12,334	
Drive to Work Alone		1,064	63.4%	6,671	73.9%	9,179	74.4%
Drive to Work in Carpool		375	22.4%	1,020	11.3%	1,272	10.3%
Travel to Work by Public Transportation		11	0.6%	58	0.6%	95	0.8%
Drive to Work on Motorcycle		1	-	5	-	5	-
Bicycle to Work		18	1.1%	52	0.6%	53	0.4%
Walk to Work		49	2.9%	125	1.4%	152	1.2%
Other Means		26	1.6%	166	1.8%	202	1.6%
Work at Home		133	7.9%	926	10.3%	1,376	11.2%
<b>Daytime Demographics (2021)</b>							
Total Businesses		611		1,342		1,801	
Total Employees		4,903		12,522		16,907	
Company Headquarter Businesses		27	4.4%	46	3.4%	59	3.3%
Company Headquarter Employees		333	6.8%	939	7.5%	1,333	7.9%
Employee Population per Business		8.0 to 1		9.3 to 1		9.4 to 1	
Residential Population per Business		6.3 to 1		15.9 to 1		16.4 to 1	
Adj. Daytime Demographics Age 16 Years or Over		6,270		21,739		29,814	
<b>Labor Force</b>							
Labor Population Age 16 Years or Over (2021)		3,045		18,252		25,253	
Labor Force Total Males (2021)		1,529	50.2%	8,809	48.3%	12,241	48.5%
Male Civilian Employed		954	62.4%	4,823	54.8%	6,513	53.2%
Male Civilian Unemployed		39	2.6%	200	2.3%	272	2.2%
Males in Armed Forces		-	-	10	0.1%	11	-
Males Not in Labor Force		535	35.0%	3,776	42.9%	5,445	44.5%
Labor Force Total Females (2021)		1,516	49.8%	9,443	51.7%	13,012	51.5%
Female Civilian Employed		723	47.7%	4,201	44.5%	5,821	44.7%
Female Civilian Unemployed		33	2.2%	224	2.4%	294	2.3%
Females in Armed Forces		-	-	1	-	1	-
Females Not in Labor Force		760	50.1%	5,018	53.1%	6,896	53.0%
Unemployment Rate		72	2.4%	423	2.3%	566	2.2%
<b>Occupation (2021)</b>							
Occupation Population Age 16 Years or Over		1,677		9,024		12,334	
Occupation Total Males		954	56.9%	4,823	53.4%	6,513	52.8%
Occupation Total Females		723	43.1%	4,201	46.6%	5,821	47.2%
Management, Business, Financial Operations		199	11.9%	1,681	18.6%	2,515	20.4%
Professional, Related		235	14.0%	1,865	20.7%	2,544	20.6%
Service		412	24.5%	1,647	18.2%	2,288	18.6%
Sales, Office		312	18.6%	2,004	22.2%	2,662	21.6%
Farming, Fishing, Forestry		1	-	3	-	7	-
Construction, Extraction, Maintenance		336	20.0%	1,028	11.4%	1,284	10.4%
Production, Transport, Material Moving		183	10.9%	797	8.8%	1,035	8.4%
White Collar Workers		746	44.5%	5,549	61.5%	7,721	62.6%
Blue Collar Workers		931	55.5%	3,474	38.5%	4,614	37.4%

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 NORTHRIDGE PLAZA

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435 William Hilton Pkwy Hilton Head Island, SC 29926		1 mi radius		3 mi radius		5 mi radius	
<b>Units In Structure (2021)</b>							
Total Units		1,402		8,835		12,375	
1 Detached Unit		617	44.0%	5,748	65.1%	7,991	64.6%
1 Attached Unit		58	4.1%	348	3.9%	529	4.3%
2 Units		23	1.6%	109	1.2%	162	1.3%
3 to 4 Units		203	14.5%	607	6.9%	760	6.1%
5 to 9 Units		267	19.0%	779	8.8%	1,079	8.7%
10 to 19 Units		60	4.3%	230	2.6%	282	2.3%
20 to 49 Units		83	5.9%	513	5.8%	597	4.8%
50 or More Units		62	4.5%	409	4.6%	464	3.8%
Mobile Home or Trailer		109	7.8%	765	8.7%	1,091	8.8%
Other Structure		2	0.1%	12	0.1%	88	0.7%
<b>Homes Built By Year (2021)</b>							
Homes Built 2014 or later		97	5.2%	538	3.8%	821	4.1%
Homes Built 2010 to 2013		57	3.0%	227	1.6%	265	1.3%
Homes Built 2000 to 2009		269	14.5%	2,293	16.2%	3,145	15.7%
Homes Built 1990 to 1999		340	18.3%	2,321	16.4%	3,225	16.1%
Homes Built 1980 to 1989		289	15.5%	2,480	17.5%	3,420	17.1%
Homes Built 1970 to 1979		358	19.2%	1,217	8.6%	1,571	7.9%
Homes Built 1960 to 1969		43	2.3%	220	1.6%	313	1.6%
Homes Built 1950 to 1959		21	1.2%	133	0.9%	172	0.9%
Homes Built 1940 to 1949		7	0.4%	69	0.5%	80	0.4%
Homes Built Before 1939		4	0.2%	22	0.2%	32	0.2%
Median Age of Homes		26.0	yrs	23.8	yrs	23.4	yrs
<b>Home Values (2021)</b>							
Owner Specified Housing Units		715		6,493		9,323	
Home Values \$1,000,000 or More		64	8.9%	454	7.0%	1,048	11.2%
Home Values \$750,000 to \$999,999		77	10.8%	541	8.3%	915	9.8%
Home Values \$500,000 to \$749,999		194	27.1%	1,821	28.0%	2,463	26.4%
Home Values \$400,000 to \$499,999		65	9.0%	1,025	15.8%	1,348	14.5%
Home Values \$300,000 to \$399,999		85	11.9%	1,074	16.5%	1,377	14.8%
Home Values \$250,000 to \$299,999		41	5.7%	415	6.4%	609	6.5%
Home Values \$200,000 to \$249,999		23	3.3%	245	3.8%	350	3.8%
Home Values \$175,000 to \$199,999		36	5.1%	189	2.9%	255	2.7%
Home Values \$150,000 to \$174,999		8	1.1%	105	1.6%	127	1.4%
Home Values \$125,000 to \$149,999		17	2.4%	115	1.8%	152	1.6%
Home Values \$100,000 to \$124,999		9	1.3%	67	1.0%	112	1.2%
Home Values \$90,000 to \$99,999		3	0.5%	11	0.2%	17	0.2%
Home Values \$80,000 to \$89,999		23	3.2%	62	1.0%	78	0.8%
Home Values \$70,000 to \$79,999		16	2.2%	50	0.8%	72	0.8%
Home Values \$60,000 to \$69,999		17	2.3%	64	1.0%	68	0.7%
Home Values \$50,000 to \$59,999		5	0.7%	22	0.3%	25	0.3%
Home Values \$35,000 to \$49,999		-	-	7	0.1%	12	0.1%
Home Values \$25,000 to \$34,999		15	2.0%	48	0.7%	51	0.5%
Home Values \$10,000 to \$24,999		7	1.0%	95	1.5%	130	1.4%
Home Values Under \$10,000		9	1.3%	83	1.3%	113	1.2%
Owner-Occupied Median Home Value		\$486,127		\$481,728		\$516,750	
Renter-Occupied Median Rent		\$974		\$1,168		\$1,173	



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 NORTHRIDGE PLAZA

Lat/Lon: 32.217/-80.7035

435 William Hilton Pkwy Hilton Head Island, SC 29926		1 mi radius	3 mi radius	5 mi radius
<b>Total Annual Consumer Expenditure (2021)</b>				
Total Household Expenditure		\$101.21 M	\$791.55 M	\$1.2 B
Total Non-Retail Expenditure		\$53.8 M	\$420.47 M	\$638.43 M
Total Retail Expenditure		\$47.41 M	\$371.09 M	\$562.01 M
Apparel		\$3.58 M	\$27.95 M	\$42.54 M
Contributions		\$3.42 M	\$27.94 M	\$43.1 M
Education		\$3.22 M	\$25.7 M	\$40.03 M
Entertainment		\$5.74 M	\$45.7 M	\$69.69 M
Food and Beverages		\$14.81 M	\$114.5 M	\$172.9 M
Furnishings and Equipment		\$3.56 M	\$28.32 M	\$43.13 M
Gifts		\$2.59 M	\$21.11 M	\$32.75 M
Health Care		\$8.49 M	\$66.6 M	\$100.34 M
Household Operations		\$4.02 M	\$31.9 M	\$48.65 M
Miscellaneous Expenses		\$1.92 M	\$15.16 M	\$23.01 M
Personal Care		\$1.36 M	\$10.64 M	\$16.11 M
Personal Insurance		\$724.72 K	\$5.94 M	\$9.14 M
Reading		\$224.25 K	\$1.79 M	\$2.72 M
Shelter		\$21.46 M	\$165.89 M	\$251.07 M
Tobacco		\$596.68 K	\$4.26 M	\$6.26 M
Transportation		\$18.14 M	\$142.19 M	\$215.08 M
Utilities		\$7.36 M	\$55.97 M	\$83.9 M
<b>Monthly Household Consumer Expenditure (2021)</b>				
Total Household Expenditure		\$5,680	\$6,929	\$7,670
Total Non-Retail Expenditure		\$3,019 53.2%	\$3,680 53.1%	\$4,079 53.2%
Total Retail Expenditures		\$2,661 46.8%	\$3,248 46.9%	\$3,591 46.8%
Apparel		\$201 3.5%	\$245 3.5%	\$272 3.5%
Contributions		\$192 3.4%	\$245 3.5%	\$275 3.6%
Education		\$181 3.2%	\$225 3.2%	\$256 3.3%
Entertainment		\$322 5.7%	\$400 5.8%	\$445 5.8%
Food and Beverages		\$831 14.6%	\$1,002 14.5%	\$1,105 14.4%
Furnishings and Equipment		\$200 3.5%	\$248 3.6%	\$276 3.6%
Gifts		\$146 2.6%	\$185 2.7%	\$209 2.7%
Health Care		\$476 8.4%	\$583 8.4%	\$641 8.4%
Household Operations		\$226 4.0%	\$279 4.0%	\$311 4.1%
Miscellaneous Expenses		\$108 1.9%	\$133 1.9%	\$147 1.9%
Personal Care		\$76 1.3%	\$93 1.3%	\$103 1.3%
Personal Insurance		\$41 0.7%	\$52 0.7%	\$58 0.8%
Reading		\$13 0.2%	\$16 0.2%	\$17 0.2%
Shelter		\$1,204 21.2%	\$1,452 21.0%	\$1,604 20.9%
Tobacco		\$33 0.6%	\$37 0.5%	\$40 0.5%
Transportation		\$1,018 17.9%	\$1,245 18.0%	\$1,374 17.9%
Utilities		\$413 7.3%	\$490 7.1%	\$536 7.0%