Population Summary

2000 Total Population	23,268
2010 Total Population	23,421
2017 Total Population	25,854
2017 Group Quarters	312
2022 Total Population	28,252
2017-2022 Annual Rate	1.79%
2017 Total Daytime Population	30,085
Workers	12,718
Residents	17,367

Household Summary

2000 Households	11,732
2000 Average Household Size	1.98
2010 Households	12,170
2010 Average Household Size	1.90
2017 Households	13,428
2017 Average Household Size	1.90
2022 Households	14,680
2022 Average Household Size	1.90
2017-2022 Annual Rate	1.80%
2010 Families	7,510
2010 Average Family Size	2.30
2017 Families	8,199
2017 Average Family Size	2.31
2022 Families	8,915
2022 Average Family Size	2.32
2017-2022 Annual Rate	1.69%

Housing Unit Summary

2000 Housing Units	24,375
Owner Occupied Housing Units	40.0%
Renter Occupied Housing Units	8.1%
Vacant Housing Units	51.9%
2010 Housing Units	27,207
Owner Occupied Housing Units	37.1%
Renter Occupied Housing Units	7.7%
Vacant Housing Units	55.3%
2017 Housing Units	29,844
Owner Occupied Housing Units	35.8%
Renter Occupied Housing Units	9.2%
Vacant Housing Units	55.0%
2022 Housing Units	32,635
Owner Occupied Housing Units	35.6%
Renter Occupied Housing Units	9.3%
Vacant Housing Units	55.0%

Median Household Income

2017	$62,664
2022	$74,791

Median Home Value

2017	$440,664
2022	$516,067

Per Capita Income

2017	$53,092
2022	$59,323

Median Age

2010	62.7
2017	65.2
2022	66.9

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Households by Income	
Household Income Base	13,428
<$15,000	7.6%
$15,000 - $24,999	9.1%
$25,000 - $34,999	9.5%
$35,000 - $49,999	13.7%
$50,000 - $74,999	17.1%
$75,000 - $99,999	11.4%
$100,000 - $149,999	14.1%
$150,000 - $199,999	7.1%
$200,000+	10.4%
Average Household Income	$101,450
2022 Households by Income	
Household Income Base	14,680
<$15,000	6.9%
$15,000 - $24,999	7.8%
$25,000 - $34,999	8.1%
$35,000 - $49,999	11.4%
$50,000 - $74,999	15.9%
$75,000 - $99,999	14.0%
$100,000 - $149,999	17.0%
$150,000 - $199,999	8.1%
$200,000+	10.9%
Average Household Income	$113,457
2017 Owner Occupied Housing Units by Value	
Total	10,685
<$50,000	2.8%
$50,000 - $99,999	3.9%
$100,000 - $149,999	4.7%
$150,000 - $199,999	5.7%
$200,000 - $249,999	6.3%
$250,000 - $299,999	5.7%
$300,000 - $399,999	16.1%
$400,000 - $499,999	11.3%
$500,000 - $749,999	21.2%
$750,000 - $999,999	9.5%
$1,000,000 +	12.6%
Average Home Value	$529,996
2022 Owner Occupied Housing Units by Value	
Total	11,630
<$50,000	1.0%
$50,000 - $99,999	1.6%
$100,000 - $149,999	2.4%
$150,000 - $199,999	3.0%
$200,000 - $249,999	4.9%
$250,000 - $299,999	5.6%
$300,000 - $399,999	16.2%
$400,000 - $499,999	13.7%
$500,000 - $749,999	26.2%
$750,000 - $999,999	11.2%
$1,000,000 +	14.3%
Average Home Value	$594,509

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2010 Population by Age	
Total	23,420
0 - 4	1.6%
5 - 9	2.1%
10 - 14	2.5%
15 - 24	4.5%
25 - 34	4.4%
35 - 44	6.4%
45 - 54	12.4%
55 - 64	22.0%
65 - 74	26.0%
75 - 84	14.5%
85 +	3.7%
18 +	92.3%
2017 Population by Age	
Total	25,852
0 - 4	1.5%
5 - 9	1.8%
10 - 14	2.0%
15 - 24	4.0%
25 - 34	4.4%
35 - 44	5.1%
45 - 54	9.5%
55 - 64	21.1%
65 - 74	29.0%
75 - 84	16.5%
85 +	5.1%
18 +	93.6%
2022 Population by Age	
Total	28,250
0 - 4	1.4%
5 - 9	1.8%
10 - 14	1.9%
15 - 24	3.5%
25 - 34	4.3%
35 - 44	5.0%
45 - 54	7.8%
55 - 64	18.4%
65 - 74	30.5%
75 - 84	19.8%
85 +	5.6%
18 +	93.9%
2010 Population by Sex	
Males	11,499
Females	11,922
2017 Population by Sex	
Males	12,764
Females	13,090
2022 Population by Sex	
Males	13,955
Females	14,297

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity

Total	23,420
White Alone	96.4%
Black Alone	1.2%
American Indian Alone	0.2%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	0.8%
Hispanic Origin	3.9%
Diversity Index	14.1

2017 Population by Race/Ethnicity

Total	25,854
White Alone	95.8%
Black Alone	1.4%
American Indian Alone	0.2%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	1.0%
Hispanic Origin	4.6%
Diversity Index	16.3

2022 Population by Race/Ethnicity

Total	28,251
White Alone	95.2%
Black Alone	1.5%
American Indian Alone	0.2%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	1.2%
Hispanic Origin	5.2%
Diversity Index	18.3

2010 Population by Relationship and Household Type

Total	23,421
In Households	98.7%
In Family Households	75.0%
Householder	32.1%
Spouse	29.2%
Child	10.9%
Other relative	1.8%
Nonrelative	1.1%
In Nonfamily Households	23.6%
In Group Quarters	1.3%
Institutionalized Population	0.0%
Noninstitutionalized Population	1.3%

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2017 Population 25+ by Educational Attainment

Total	23,463
Less than 9th Grade	0.7%
9th - 12th Grade, No Diploma	4.7%
High School Graduate	20.9%
GED/Alternative Credential	2.8%
Some College, No Degree	21.4%
Associate Degree	7.0%
Bachelor's Degree	25.6%
Graduate/Professional Degree	17.0%

2017 Population 15+ by Marital Status

Total	24,502
Never Married	14.7%
Married	62.2%
Widowed	9.0%
Divorced	14.1%

2017 Civilian Population 16+ in Labor Force

Civilian Employed	95.1%
Civilian Unemployed (Unemployment Rate)	4.9%

2017 Employed Population 16+ by Industry

Total	8,605
Agriculture/Mining	1.9%
Construction	6.3%
Manufacturing	4.6%
Wholesale Trade	2.8%
Retail Trade	11.7%
Transportation/Utilities	6.5%
Information	1.5%
Finance/Insurance/Real Estate	10.7%
Services	51.6%
Public Administration	2.5%

2017 Employed Population 16+ by Occupation

Total	8,605
White Collar	66.6%
Management/Business/Financial	19.9%
Professional	21.0%
Sales	14.2%
Administrative Support	11.4%
Services	14.8%
Blue Collar	18.5%
Farming/Forestry/Fishing	2.0%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	6.0%
Production	2.4%
Transportation/Material Moving	4.2%

2010 Population By Urban/ Rural Status

Total Population	23,421
Population Inside Urbanized Area	45.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	54.6%

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The Beaches and Barrier Islands
Area: 241.07 square miles

2010 Households by Type	
Total	12,170
Households with 1 Person	31.9%
Households with 2+ People	68.1%
Family Households	61.7%
Husband-wife Families	56.1%
With Related Children	5.8%
Other Family (No Spouse Present)	5.6%
Other Family with Male Householder	2.0%
With Related Children	0.8%
Other Family with Female Householder	3.6%
With Related Children	1.8%
Nonfamily Households	6.4%
All Households with Children	8.7%
Multigenerational Households	1.0%
Unmarried Partner Households	5.1%
Male-female	4.3%
Same-sex	0.8%

2010 Households by Size	
Total	12,170
1 Person Household	31.9%
2 Person Household	55.8%
3 Person Household	6.4%
4 Person Household	3.7%
5 Person Household	1.5%
6 Person Household	0.5%
7 + Person Household	0.3%

2010 Households by Tenure and Mortgage Status	
Total	12,170
Owner Occupied	82.9%
Owned with a Mortgage/Loan	36.4%
Owned Free and Clear	46.5%
Renter Occupied	17.1%

2010 Housing Units By Urban/ Rural Status	
Total Housing Units	27,207
Housing Units Inside Urbanized Area	57.2%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	42.8%

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Top 3 Tapestry Segments	
1.	Silver & Gold (9A)
2.	Rural Resort Dwellers (6E)
3.	The Elders (9C)

2017 Consumer Spending	
Apparel & Services: Total $	$33,597,724
Average Spent	$2,502.06
Spending Potential Index	116
Education: Total $	$19,095,480
Average Spent	$1,422.06
Spending Potential Index	98
Entertainment/Recreation: Total $	$54,640,298
Average Spent	$4,069.13
Spending Potential Index	130
Food at Home: Total $	$85,212,657
Average Spent	$6,345.89
Spending Potential Index	126
Food Away from Home: Total $	$54,605,150
Average Spent	$4,066.51
Spending Potential Index	122
Health Care: Total $	$110,208,172
Average Spent	$8,207.34
Spending Potential Index	147
HH Furnishings & Equipment: Total $	$34,224,880
Average Spent	$2,548.77
Spending Potential Index	131
Personal Care Products & Services: Total $	$13,915,424
Average Spent	$1,036.30
Spending Potential Index	130
Shelter: Total $	$262,004,939
Average Spent	$19,511.84
Spending Potential Index	120
Support Payments/Cash Contributions/Gifts in Kind: Total $	$46,632,456
Average Spent	$3,472.78
Spending Potential Index	148
Travel: Total $	$36,550,171
Average Spent	$2,721.94
Spending Potential Index	131
Vehicle Maintenance & Repairs: Total $	$19,157,795
Average Spent	$1,426.71
Spending Potential Index	133

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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