BEAUFORT, SC
REGIONAL CHAMBER OF COMMERCE

# 2025 STATE OF THE COMMUNITY

PRESENTED BY:

Coastal Community Foundation
OF SOUTH CAROLINA

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BEAUFORT, SC
REGIONAL CHAMBER OF COMMERCE

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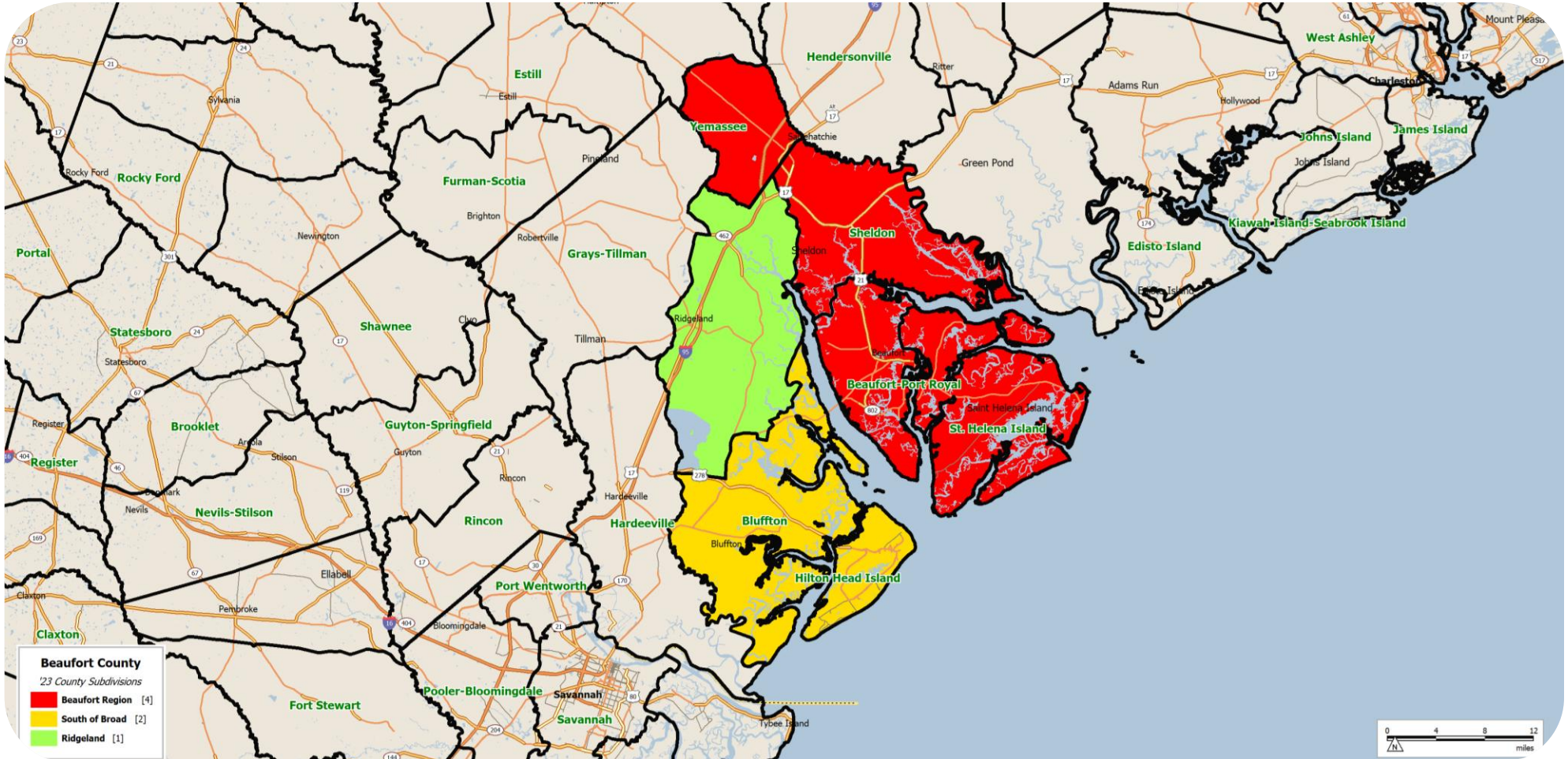
# 4 Census Districts in our Region

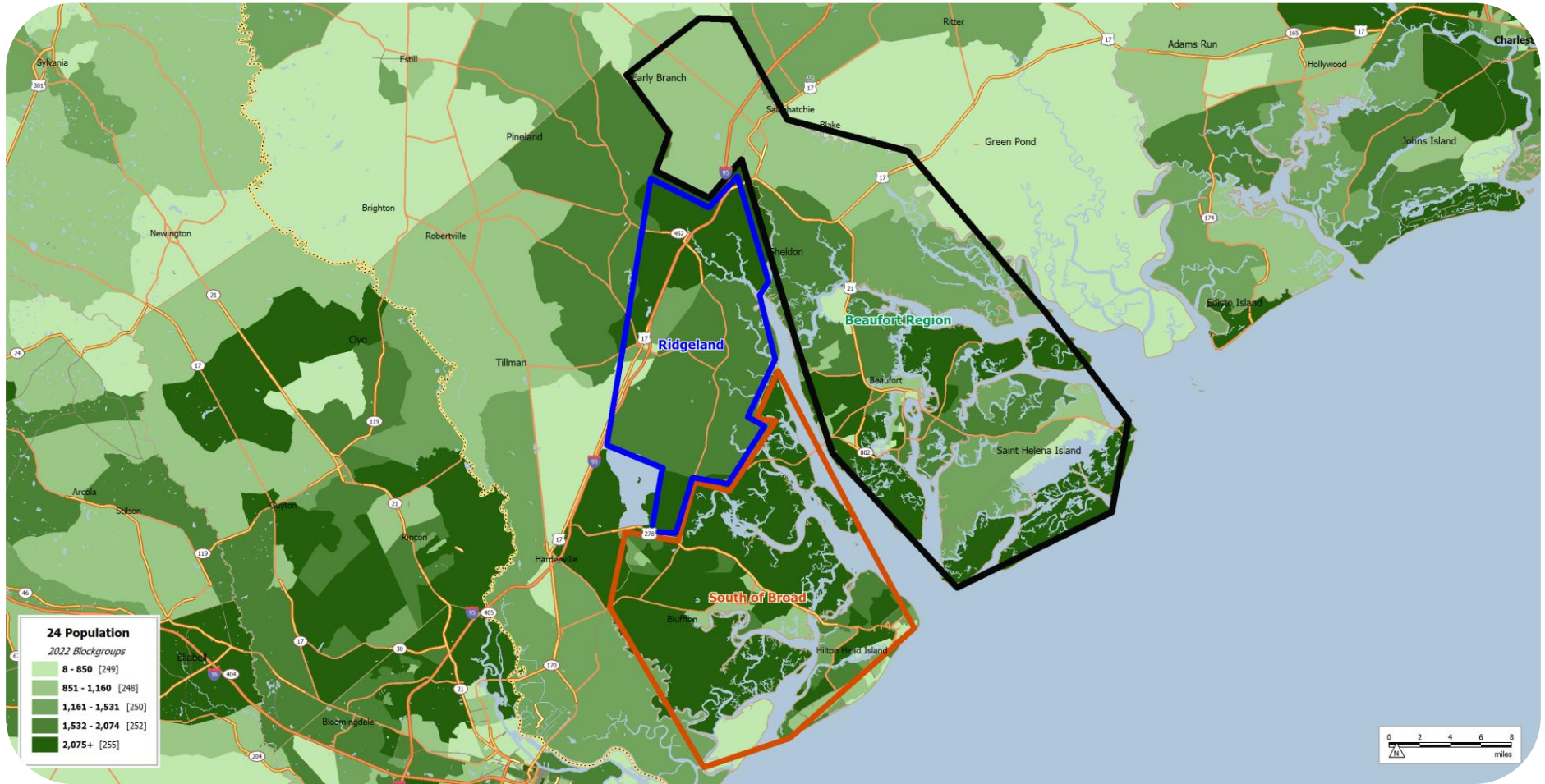


# POPULATION & HOUSEHOLDS

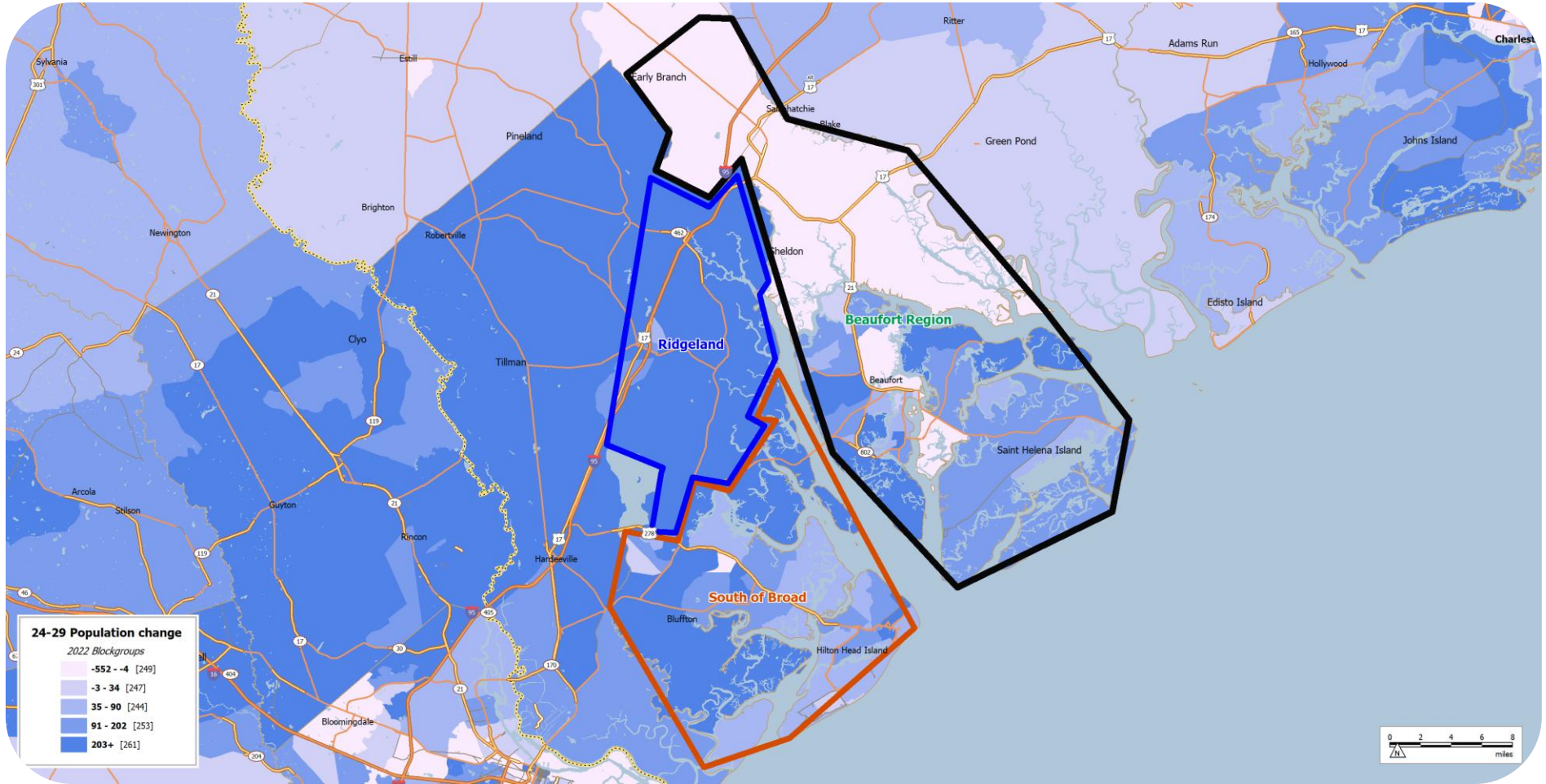
# KEY FINDINGS

- Majority of our region's population is in Beaufort-Port Royal and St. Helena districts (92.5%)
- St. Helena was fastest growing district between 2010-24, Beaufort-Port Royal district is forecast to grow the fastest of the 4 districts in 2024-29
- The region is on an upward growth trajectory. Average annual growth between 2024 and 2029 (1.1%) is projected to be greater than the U.S. (0.5%) but lower than the state (1.9%)
- Average household size (2.36 persons per household) is below state (2.39 persons) and national (2.50 persons) averages
- Owner Occupancy rates (53.0%) are below state (60.2%) and national (56.3%) rates
- Vacancy rates are higher in the Beaufort region (26.3%) than in the state (13.1%) and nation (10.4%). This is partly explained by the higher percentage of vacation homes in Beaufort and Jasper Counties

# 2024 POPULATION DISTRIBUTION



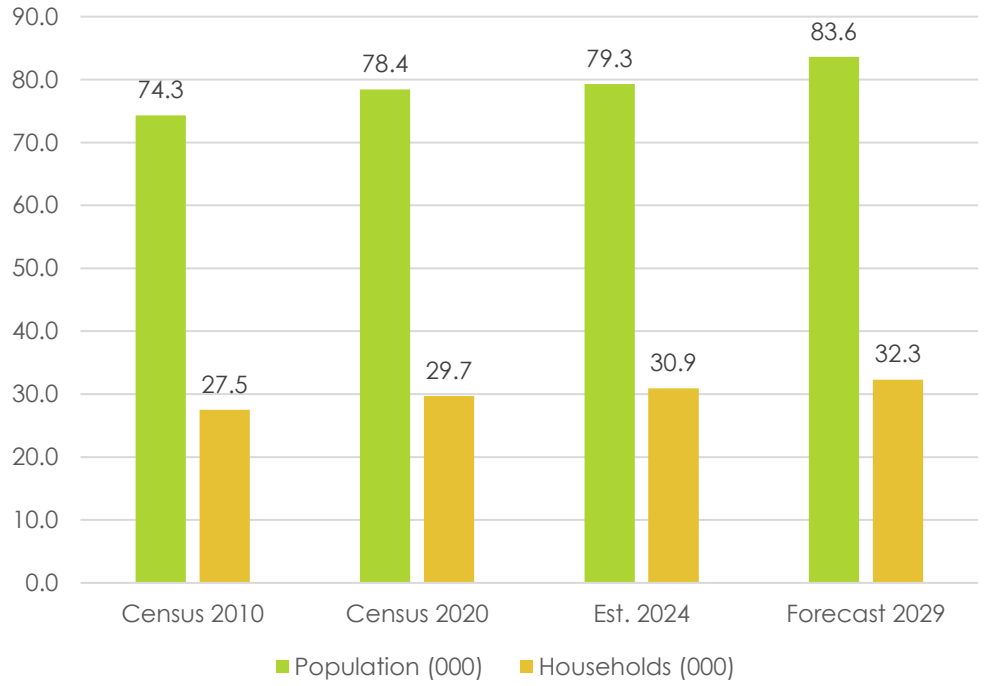
# 2024-2029 POPULATION GROWTH



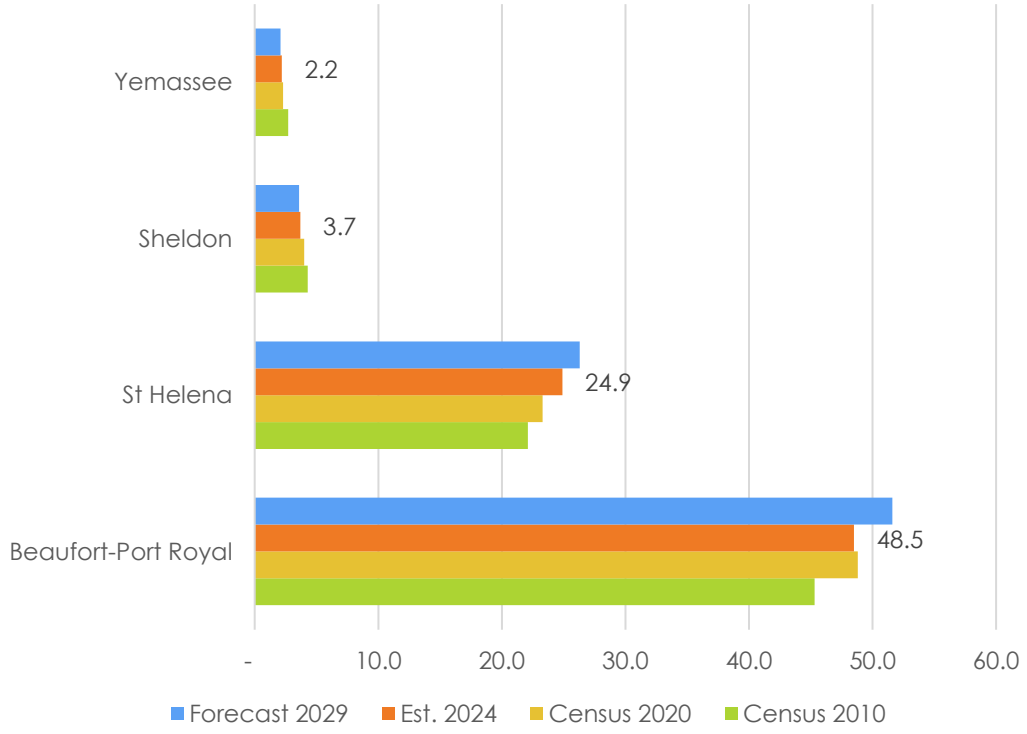
# POPULATION AND HOUSEHOLD GROWTH 2010-2029 IN BEAUFORT REGION

| | Population (000) | Households (000) |
|---|---|---|
| Census 2010 | 74.3 | 27.5 |
| Census 2020 | 78.4 | 29.7 |
| Est. 2024 | 79.3 | 30.9 |
| Forecast 2029 | 83.6 | 32.3 |

Source: U.S. Census Bureau
SCAN US



# POPULATION GROWTH TRENDS BY CENSUS DISTRICTS (CCD)



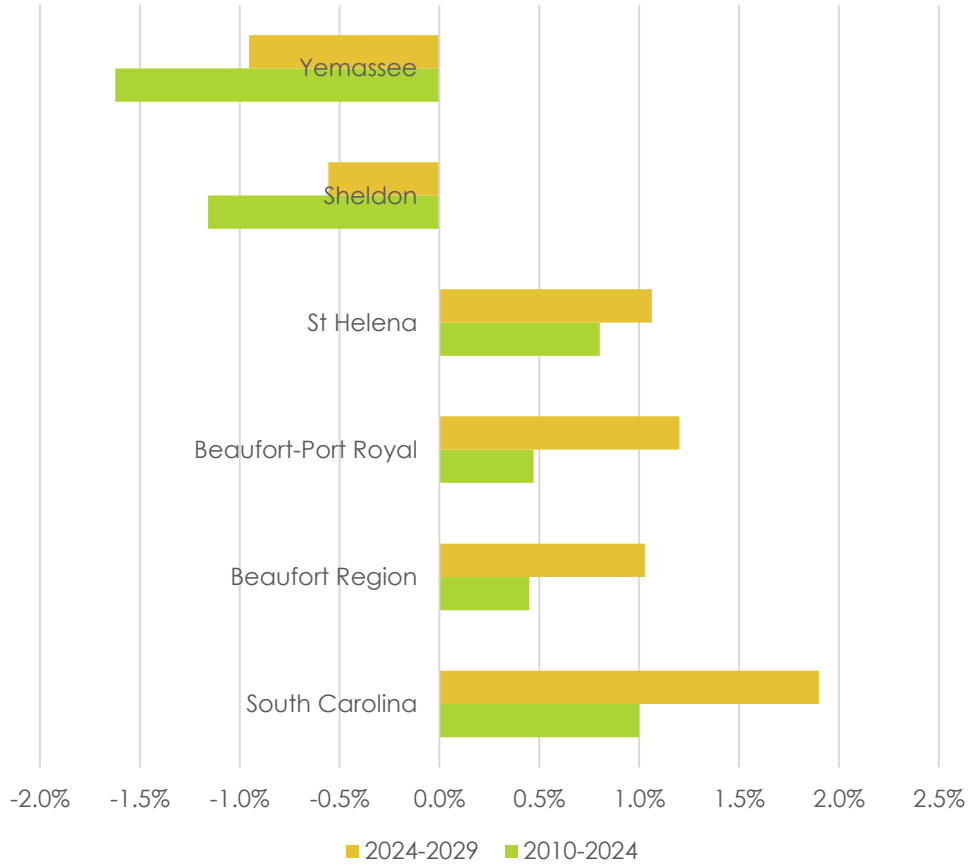

| | Beaufort-Port Royal | St Helena | Sheldon | Yemassee |
|---|---|---|---|---|
| Census 2010 | 45.3 | 22.1 | 4.3 | 2.7 |
| Census 2020 | 48.8 | 23.3 | 4.0 | 2.3 |
| Est. 2024 | 48.5 | 24.9 | 3.7 | 2.2 |
| Forecast 2029 | 51.6 | 26.3 | 3.6 | 2.1 |

Source: U.S. Census Bureau
SCAN US

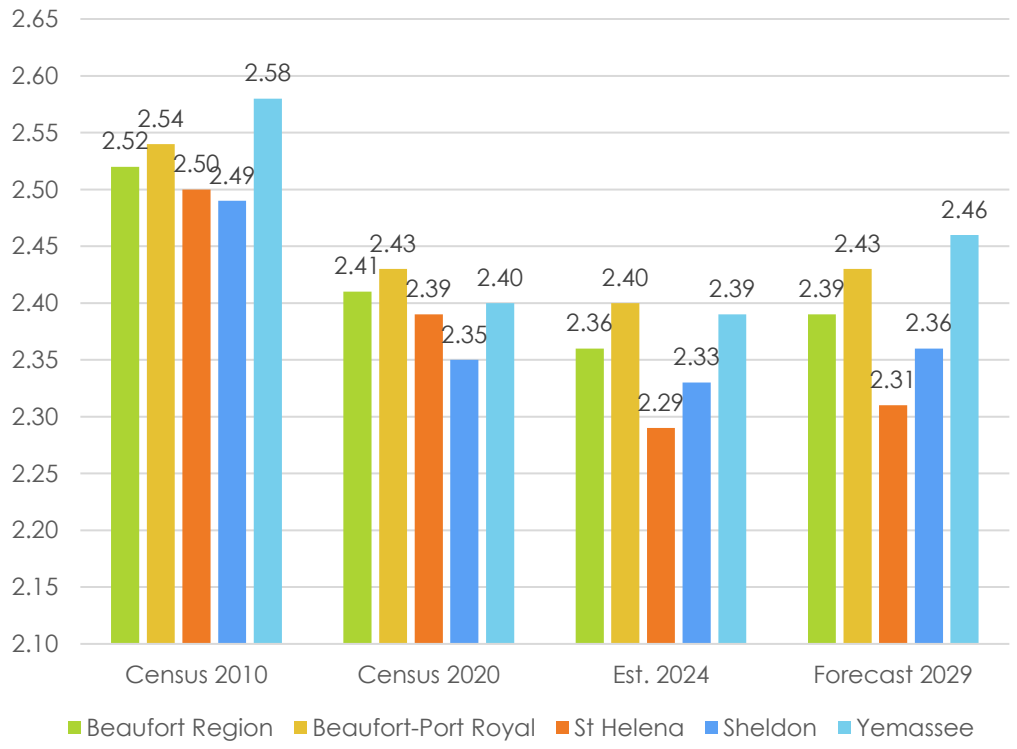
# PERCENTAGE GROWTH TRENDS BY CCD

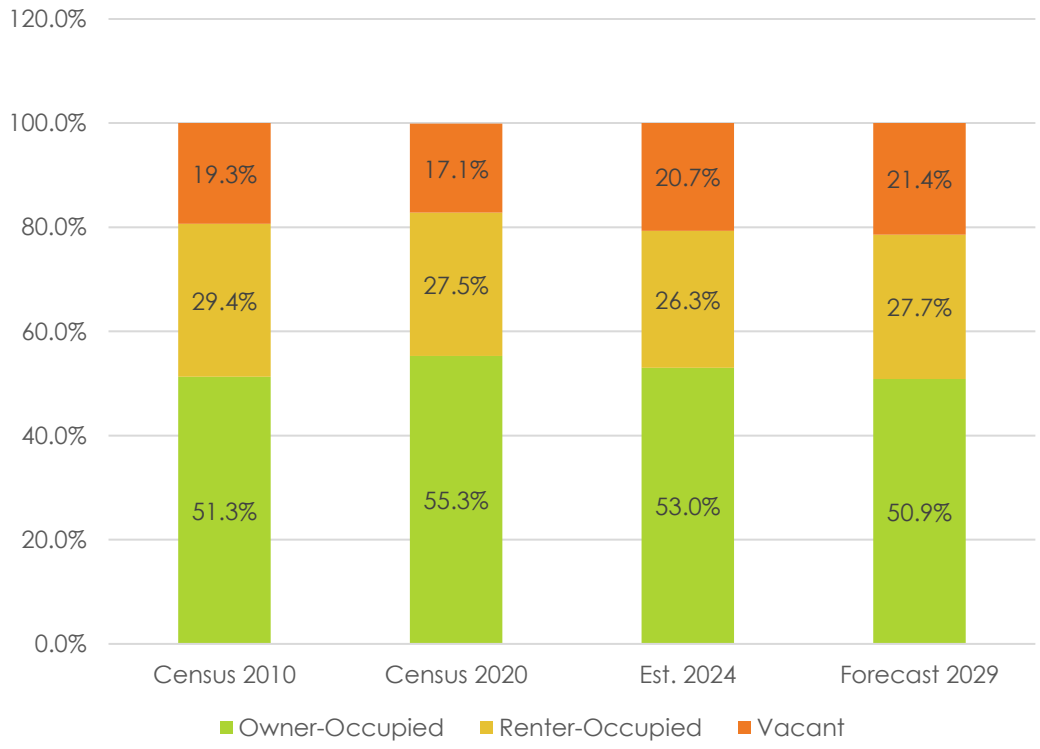
| | South Carolina | Beaufort Region | Beaufort-Port Royal | St Helena | Sheldon | Yemassee |
|---|---|---|---|---|---|---|
| 2010-2024 | 1.0% | 0.5% | 0.5% | 0.8% | -1.2% | -1.6% |
| 2024-2029 | 1.9% | 1.1% | 1.2% | 1.1% | -0.6% | -1.0% |

Source: U.S. Census, SCAN US



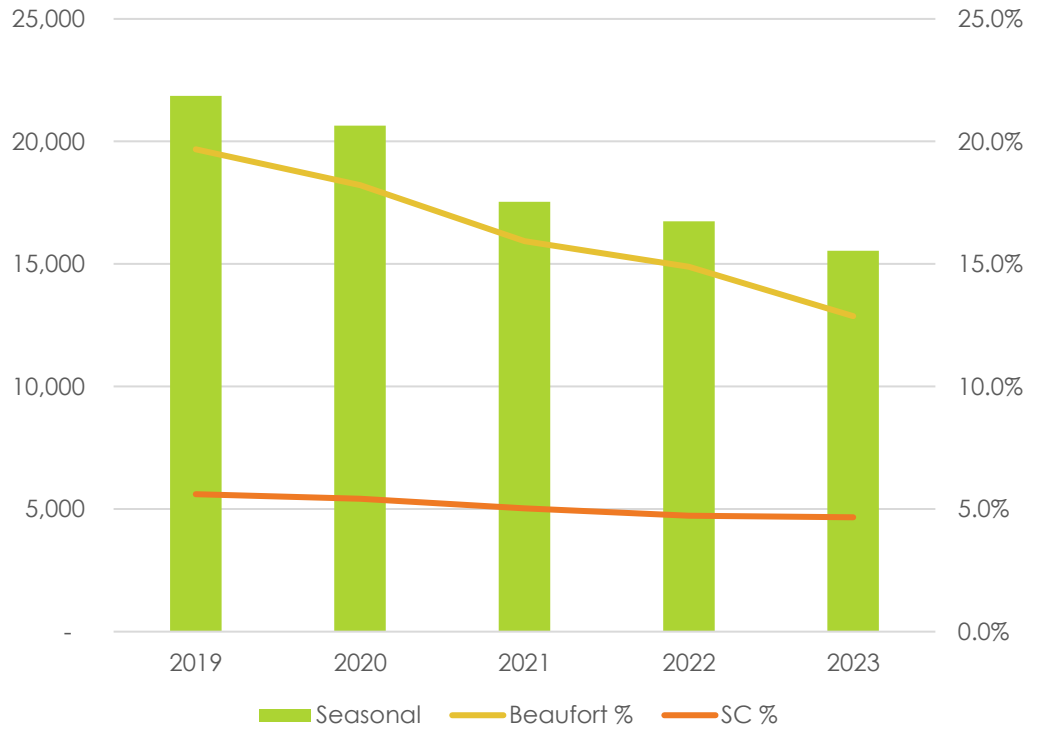
# HOUSEHOLD SIZE & TENURE



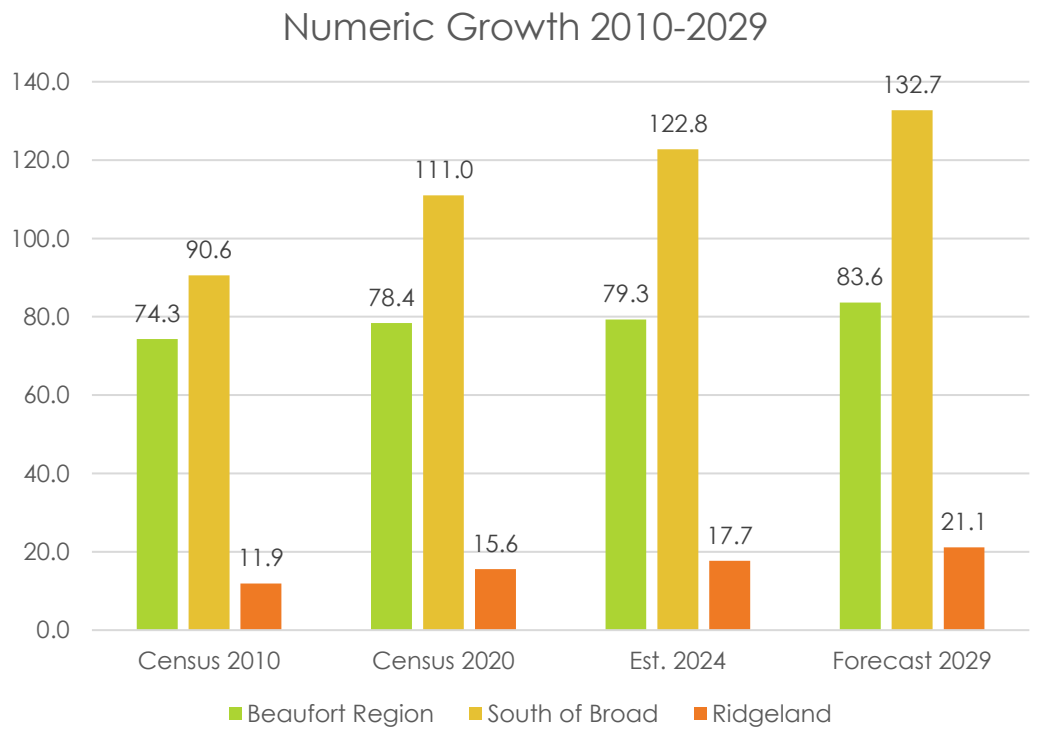



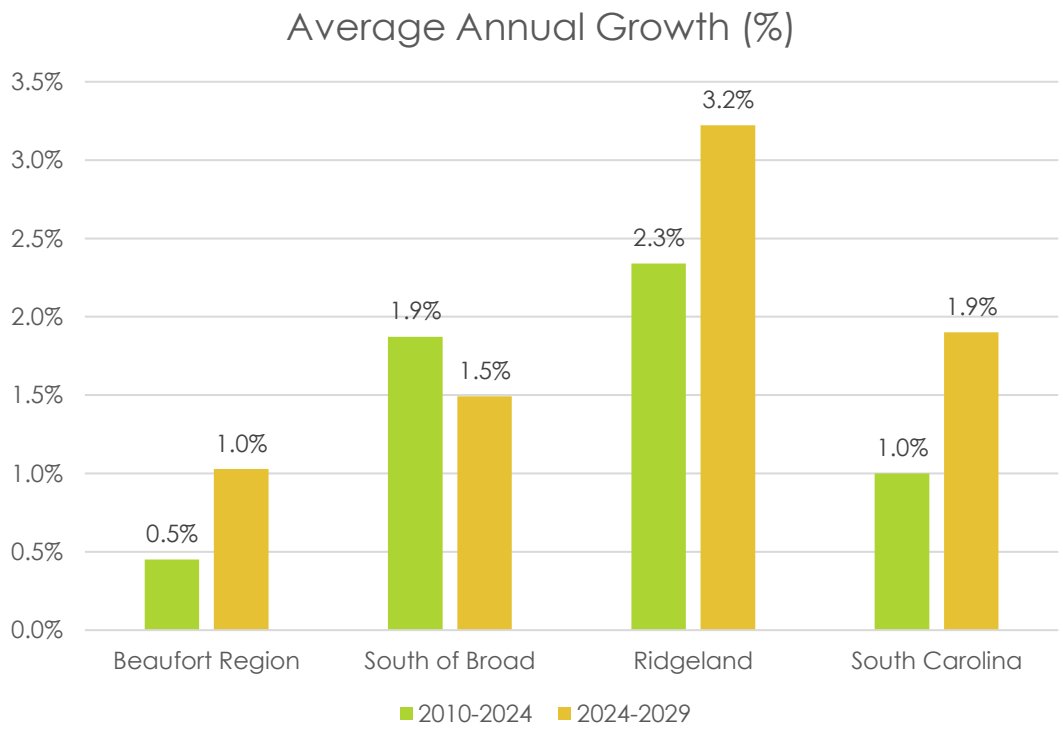
# VACATION HOMES 2019-2023

| | Beaufort/Jasper | Percent | SC % |
|---|---|---|---|
| 2019 | 21,858 | 19.7% | 5.6% |
| 2020 | 20,641 | 18.2% | 5.4% |
| 2021 | 17,537 | 15.9% | 5.0% |
| 2022 | 16,741 | 14.9% | 4.7% |
| 2023 | 15,539 | 12.9% | 4.7% |



# GROWTH IN CONTEXT



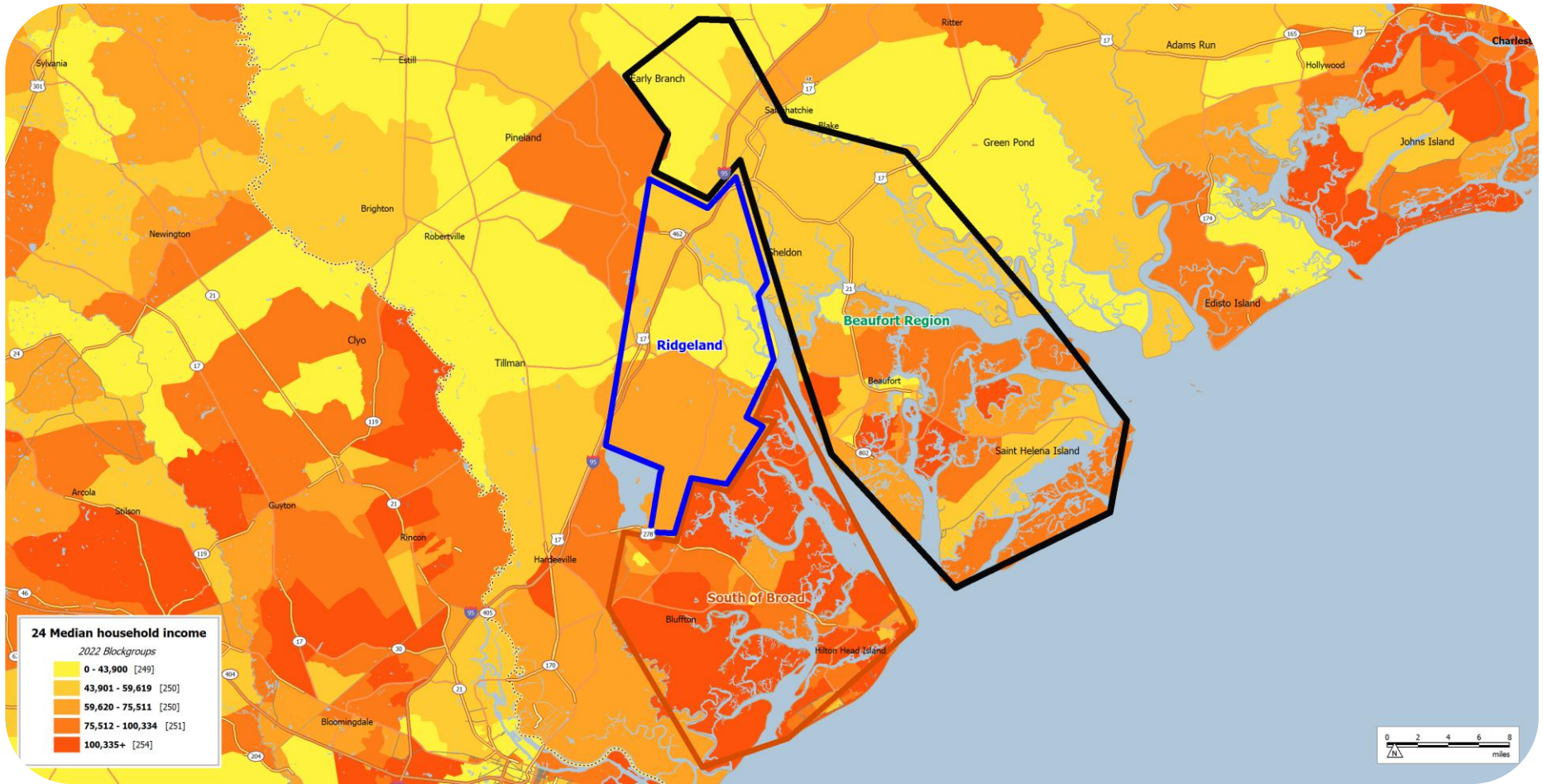



# INCOME

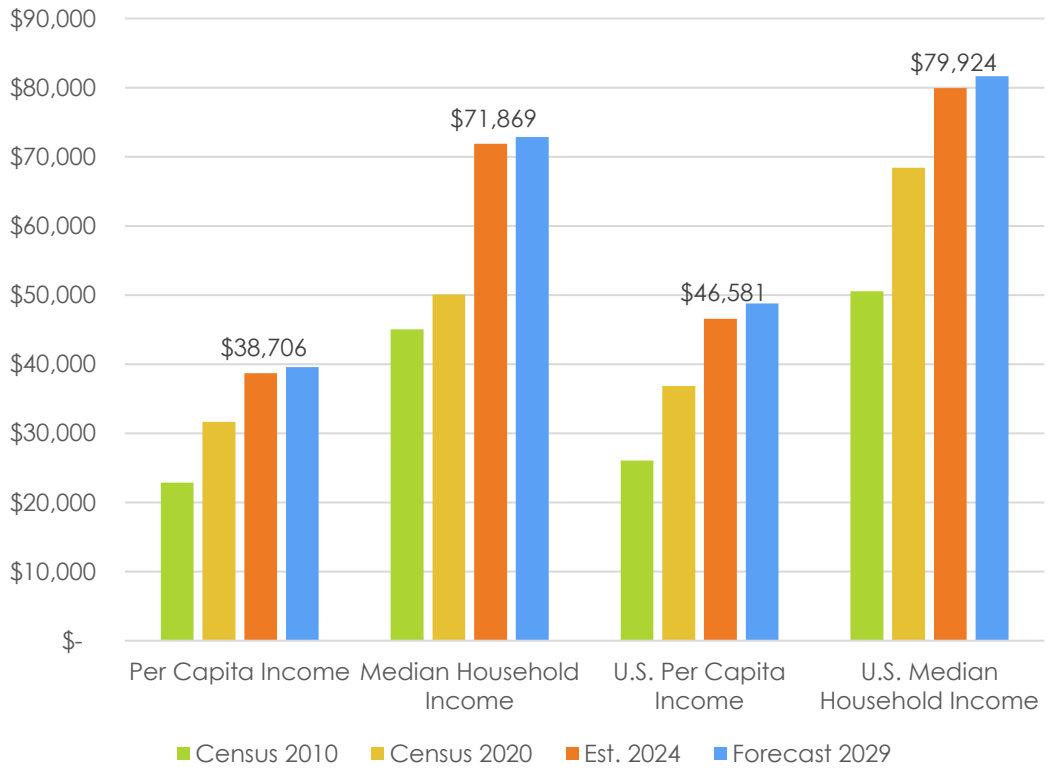
# KEY FINDINGS

- Per capita income average ($38,706) and median household income ($71,869)are equivalent to state averages but below national averages in 2024
- Per capita income for our region is 17% below national average, median income 10% below
- Median income in the St. Helena district is significantly higher than other districts
- Higher incomes in Beaufort County are concentrated south of the Broad River, which was $96,136 in 2024

# MEDIAN HOUSEHOLD INCOME 2024



# REGION PER CAPITA AND MEDIAN HOUSEHOLD INCOME TRENDS 2010-2029



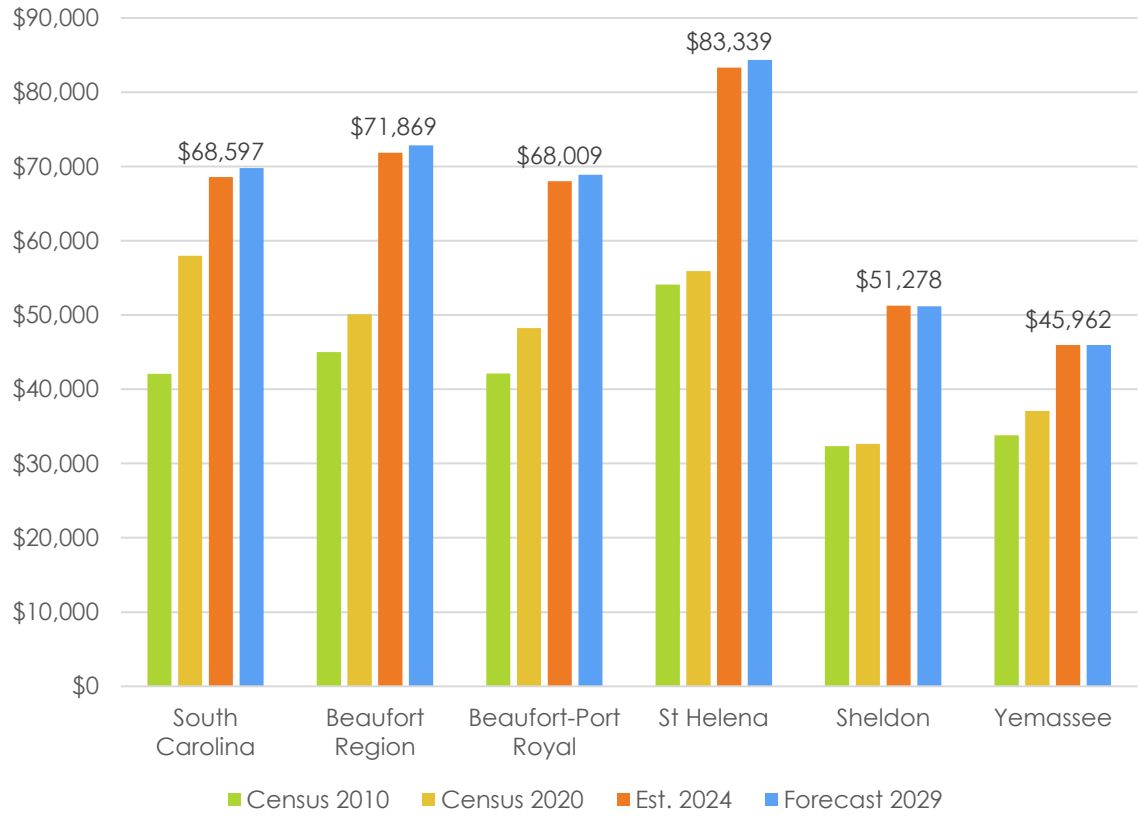

| | Per Capita Income | Median Household Income | U.S. Per Capita Income | U.S. Median Household Income |
|---|---|---|---|---|
| Census 2010 | $ 22,883 | $ 45,032 | $ 26,038 | $ 50,556 |
| Census 2020 | $ 31,638 | $ 50,078 | $ 36,851 | $ 68,390 |
| Est. 2024 | $ 38,706 | $ 71,869 | $ 46,581 | $ 79,924 |
| Forecast 2029 | $ 39,589 | $ 72,838 | $ 48,789 | $ 81,656 |

Source: U.S. Census, SCAN US

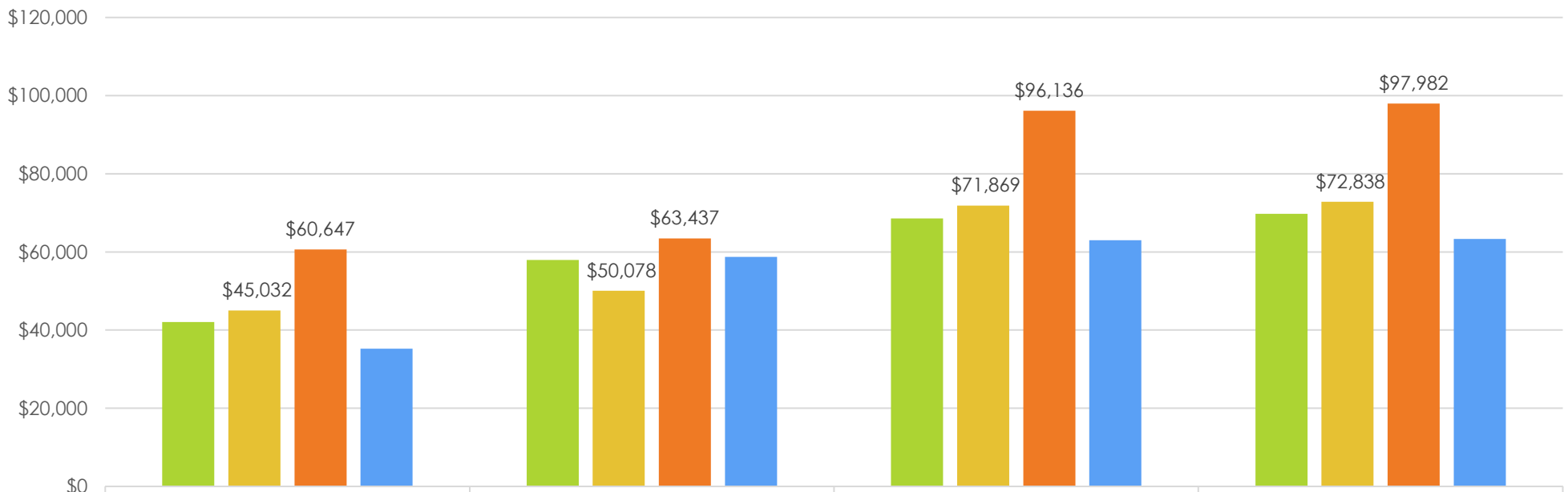
# MEDIAN HOUSEHOLD INCOME BY CCD 2010-2029

| | South Carolina | Beaufort Region | Beaufort-Port Royal | St Helena | Sheldon | Yemassee |
|---|---|---|---|---|---|---|
| Census 2010 | $42,079 | $ 45,032 | $42,146 | $54,084 | $32,359 | $33,825 |
| ACS 2020 | $57,964 | $ 50,078 | $48,251 | $55,922 | $32,664 | $37,092 |
| Est. 2024 | $68,597 | $ 71,869 | $68,009 | $83,339 | $51,278 | $45,962 |
| Forecast 2029 | $69,771 | $ 72,838 | $68,886 | $84,363 | $51,177 | $45,969 |

Source: U.S. Census, SCAN US



# INCOME IN CONTEXT




| | Census 2010 | Census 2020 | Est. 2024 | Forecast 2029 |
|---|---|---|---|---|
| South Carolina | $42,079 | $57,964 | $68,597 | $69,771 |
| Beaufort Region | $45,032 | $50,078 | $71,869 | $72,838 |
| South of Broad | $60,647 | $63,437 | $96,136 | $97,982 |
| Ridgeland | $35,258 | $58,730 | $62,973 | $63,353 |

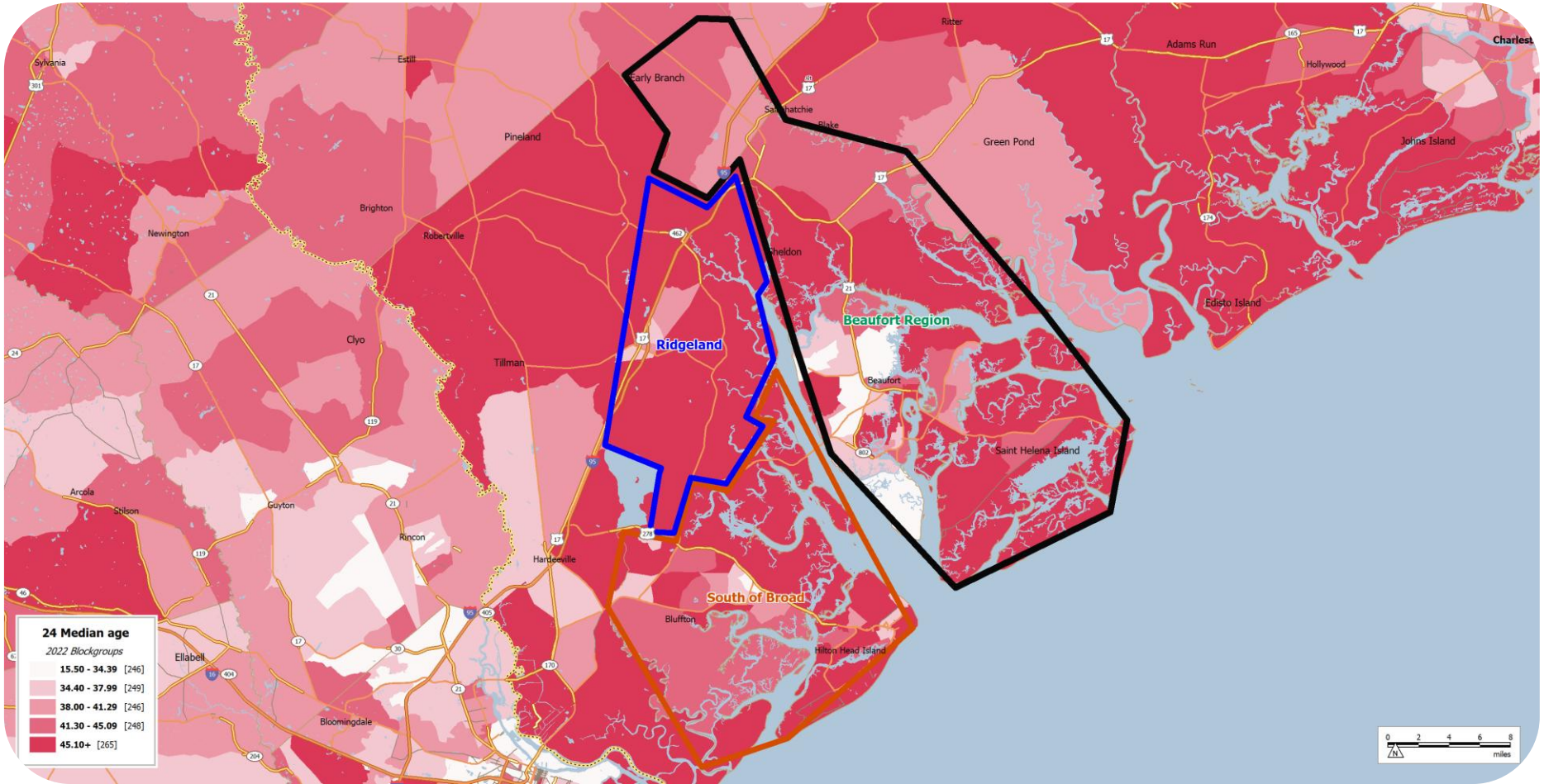
South Carolina  Beaufort Region  South of Broad  Ridgeland

# AGE

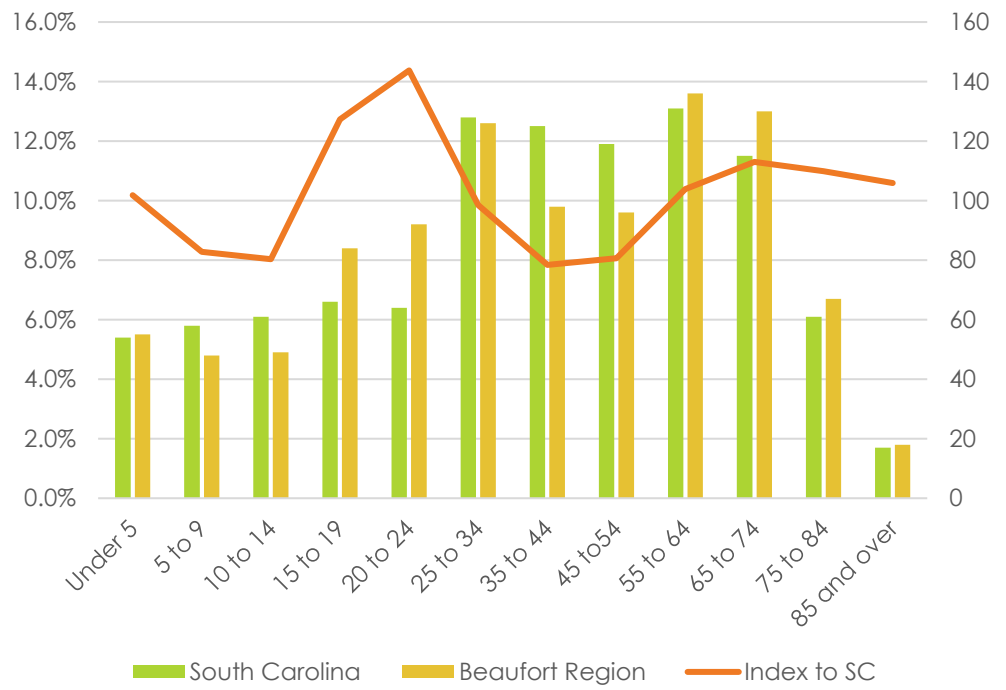
# KEY FINDINGS

- Beaufort region median age 44.1 in 2024 – 40.3 in South Carolina, 41.7 nationally.
- High concentration of 15-24 ages (18% in Beaufort region, 13% in South Carolina) – reflects military presence
- Conversely, Beaufort region is under-represented in key workforce ages of 25-54 years of age (32% in Beaufort, 37% in South Carolina)
- Percentage of 65+ is projected to increase in Beaufort region – from 22% in 2024 to 25% in 2029.

# MEDIAN AGE 2024



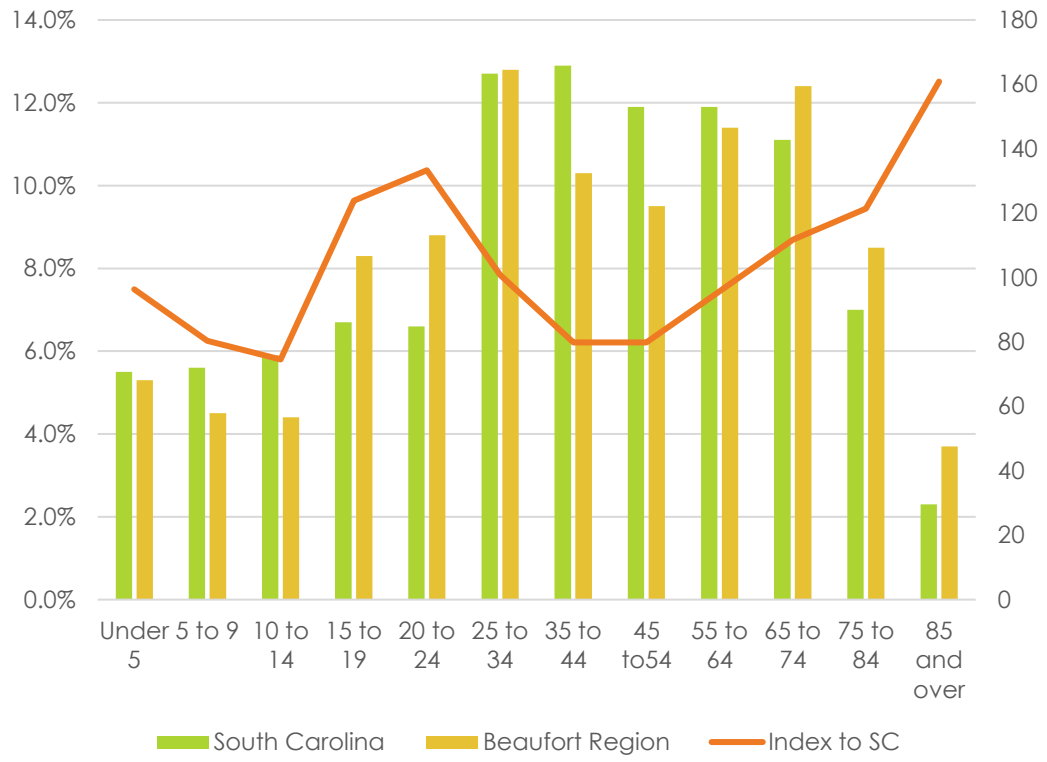
# AGE DISTRIBUTION 2024




| | South Carolina | Beaufort Region | Index to SC |
|---|---|---|---|
| Under 5 | 5.4% | 5.5% | 102 |
| 5 to 9 | 5.8% | 4.8% | 83 |
| 10 to 14 | 6.1% | 4.9% | 80 |
| 15 to 19 | 6.6% | 8.4% | 127 |
| 20 to 24 | 6.4% | 9.2% | 144 |
| 25 to 34 | 12.8% | 12.6% | 98 |
| 35 to 44 | 12.5% | 9.8% | 78 |
| 45 to54 | 11.9% | 9.6% | 81 |
| 55 to 64 | 13.1% | 13.6% | 104 |
| 65 to 74 | 11.5% | 13.0% | 113 |
| 75 to 84 | 6.1% | 6.7% | 110 |
| 85 and over | 1.7% | 1.8% | 106 |

Source: ACS, SCAN US

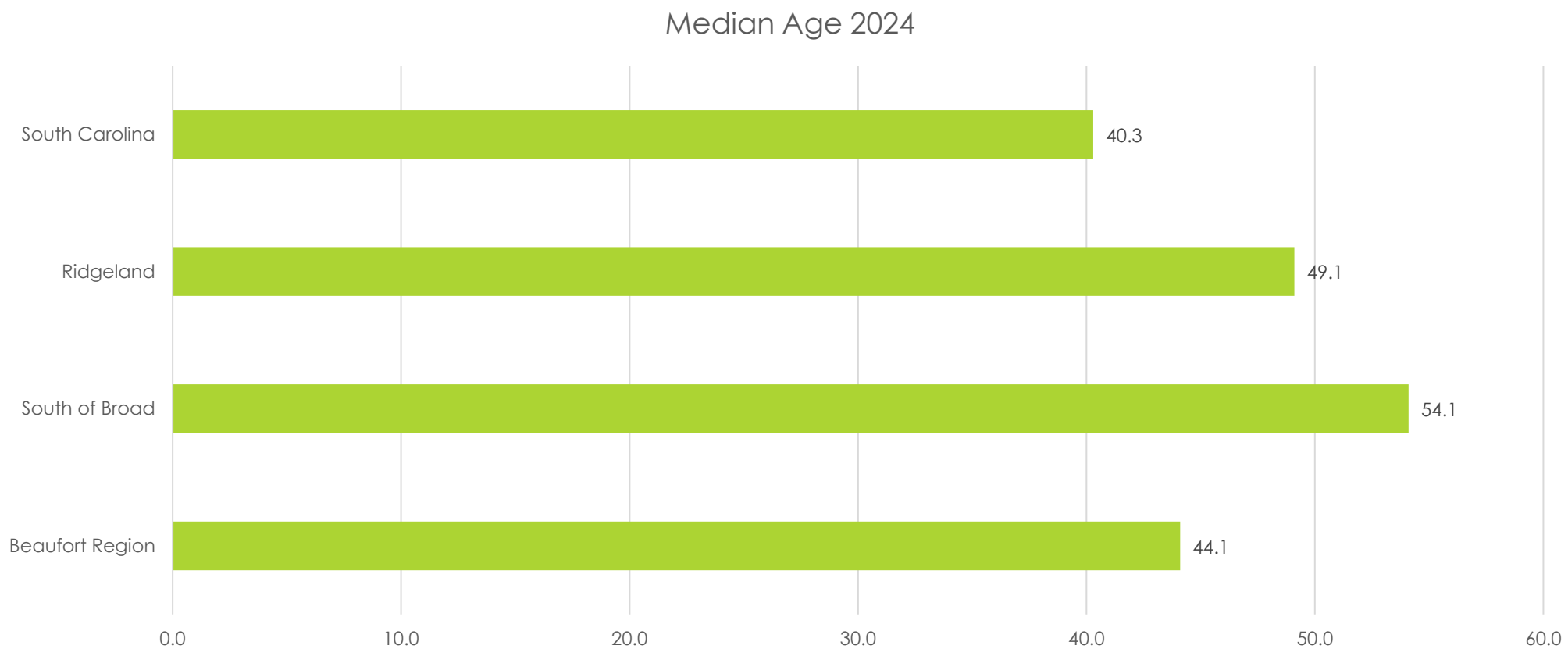
# AGE DISTRIBUTION 2029




| | South Carolina | Beaufort Region | Index to SC |
|---|---|---|---|
| Under 5 | 5.5% | 5.3% | 96 |
| 5 to 9 | 5.6% | 4.5% | 80 |
| 10 to 14 | 5.9% | 4.4% | 75 |
| 15 to 19 | 6.7% | 8.3% | 124 |
| 20 to 24 | 6.6% | 8.8% | 133 |
| 25 to 34 | 12.7% | 12.8% | 101 |
| 35 to 44 | 12.9% | 10.3% | 80 |
| 45 to54 | 11.9% | 9.5% | 80 |
| 55 to 64 | 11.9% | 11.4% | 96 |
| 65 to 74 | 11.1% | 12.4% | 112 |
| 75 to 84 | 7.0% | 8.5% | 121 |
| 85 and over | 2.3% | 3.7% | 161 |

Source: U.S. Census, SCAN US

# AGE IN CONTEXT

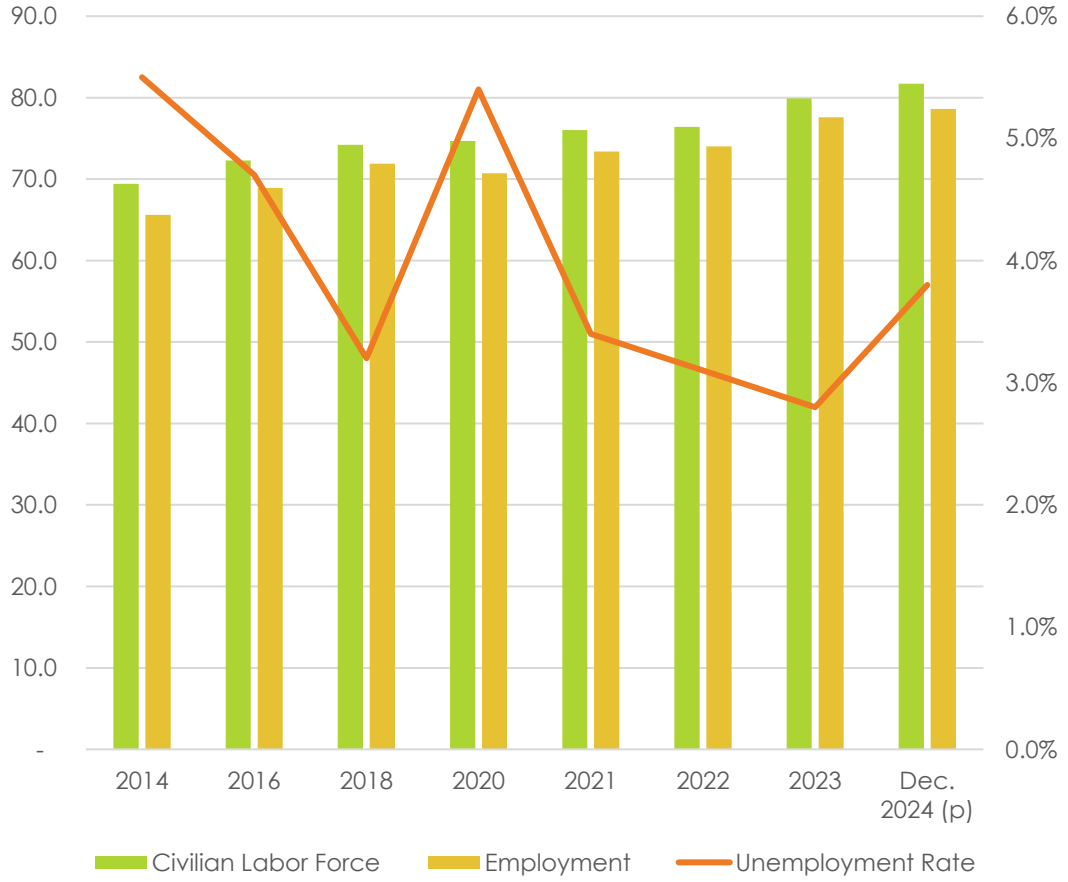


# LABOR FORCE AND EMPLOYMENT

# KEY FINDINGS

- Civilian labor force increased almost every year since 2010.  Labor force and employment are above pre-pandemic levels
- Unemployment in 2024 was around 4% - reflecting a tight labor market
- 74% of employment in Beaufort County is in Services and Retail Trade – compared to 65% nationally
- We are above average in Arts, Entertainment & Recreation and Hospitality sectors, which generally pay lower wages
- Armed Services employment is important to the Beaufort region

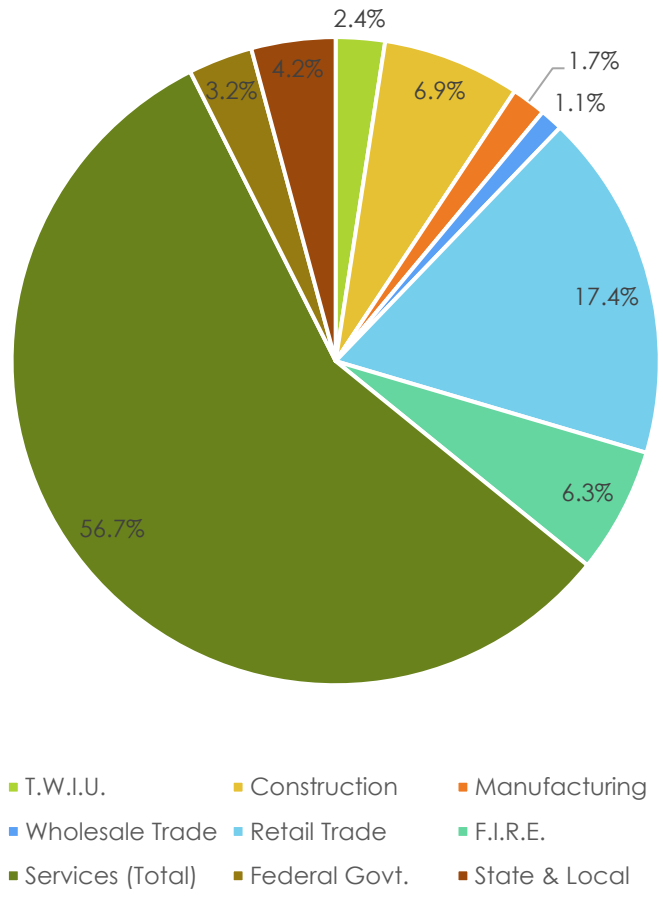
# BEAUFORT COUNTY LABOR FORCE CHARACTERISTICS 2014-2024




| | 2014 | 2016 | 2018 | 2020 | 2021 | 2022 | 2023 | Dec. 2024 (p) |
|---|---|---|---|---|---|---|---|---|
| Civilian Labor Force | 69.4 | 72.3 | 74.2 | 74.7 | 76.0 | 76.4 | 79.9 | 81.7 |
| Employment | 65.6 | 68.9 | 71.9 | 70.7 | 73.4 | 74.0 | 77.6 | 78.6 |
| Unemployment Rate | 5.5% | 4.7% | 3.2% | 5.4% | 3.4% | 3.1% | 2.8% | 3.8% |

Source: Bureau of Labor Statistics

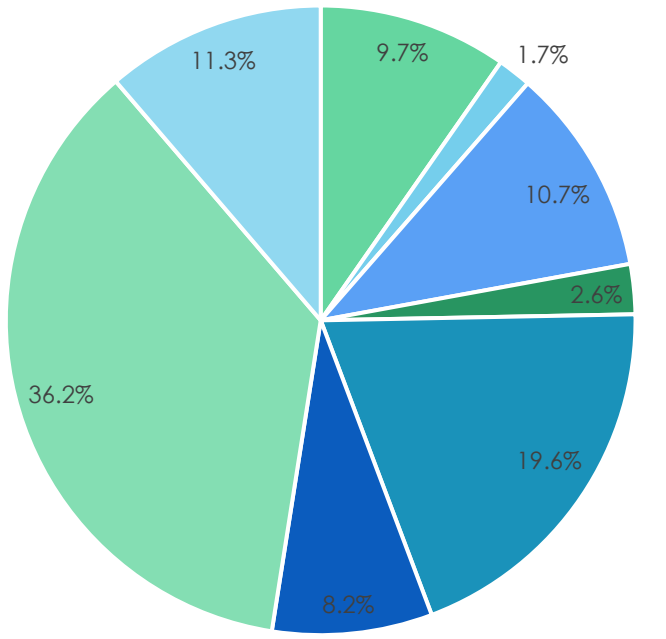
# EMPLOYMENT BY SECTOR 2024




| | Beaufort County | USA |
|---|---|---|
| T.W.I.U. | 2.4% | 6.4% |
| Construction | 6.9% | 5.4% |
| Manufacturing | 1.7% | 8.4% |
| Wholesale Trade | 1.1% | 4.0% |
| Retail Trade | 17.4% | 10.1% |
| F.I.R.E. | 6.3% | 5.7% |
| Services (Total) | 56.7% | 45.5% |
| Federal Govt. | 3.2% | 2.0% |
| State & Local | 4.2% | 12.6% |

Source: Bureau of Labor Statistics

# SERVICE EMPLOYMENT BY SECTOR - 2024



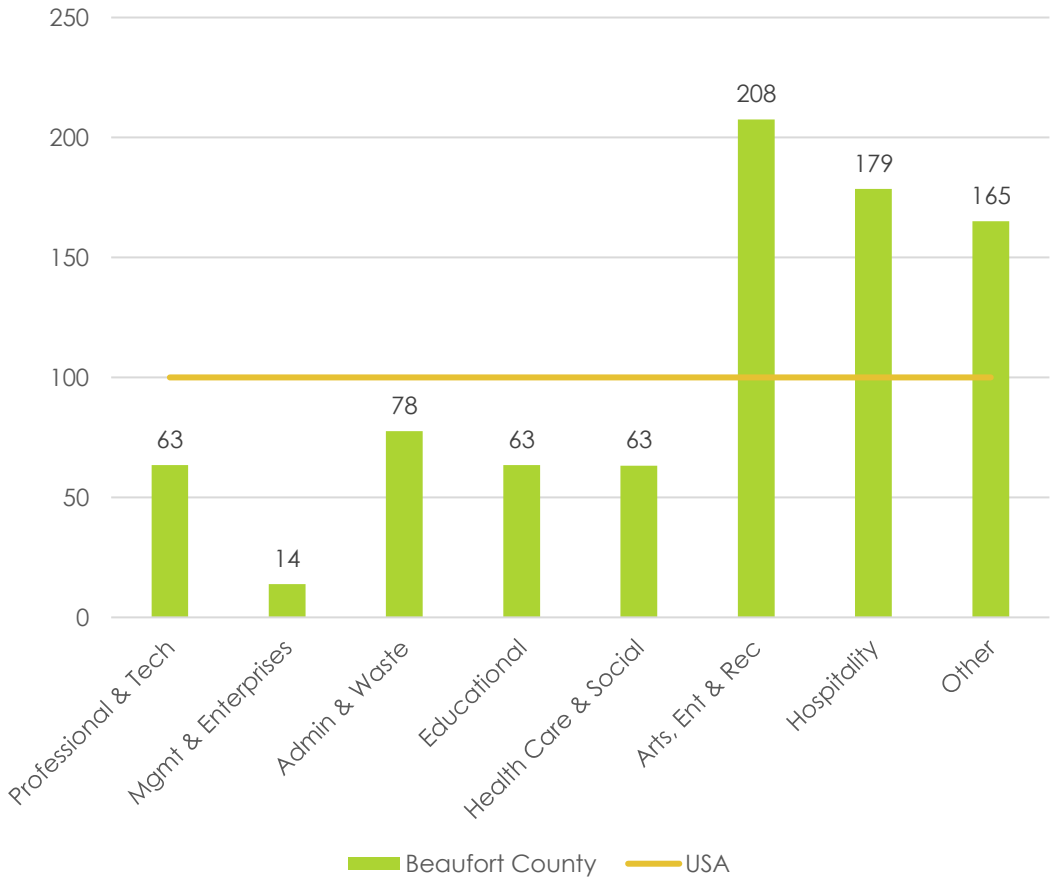

| | Beaufort County |
|---|---|
| Professional & Tech | 9.7% |
| Mgmt. & Enterprises | 1.7% |
| Admin & Waste | 10.7% |
| Educational | 2.6% |
| Health Care & Social | 19.6% |
| Arts, Ent & Rec | 8.2% |
| Hospitality | 36.2% |
| Other | 11.3% |

Source: Bureau of Labor Statistics

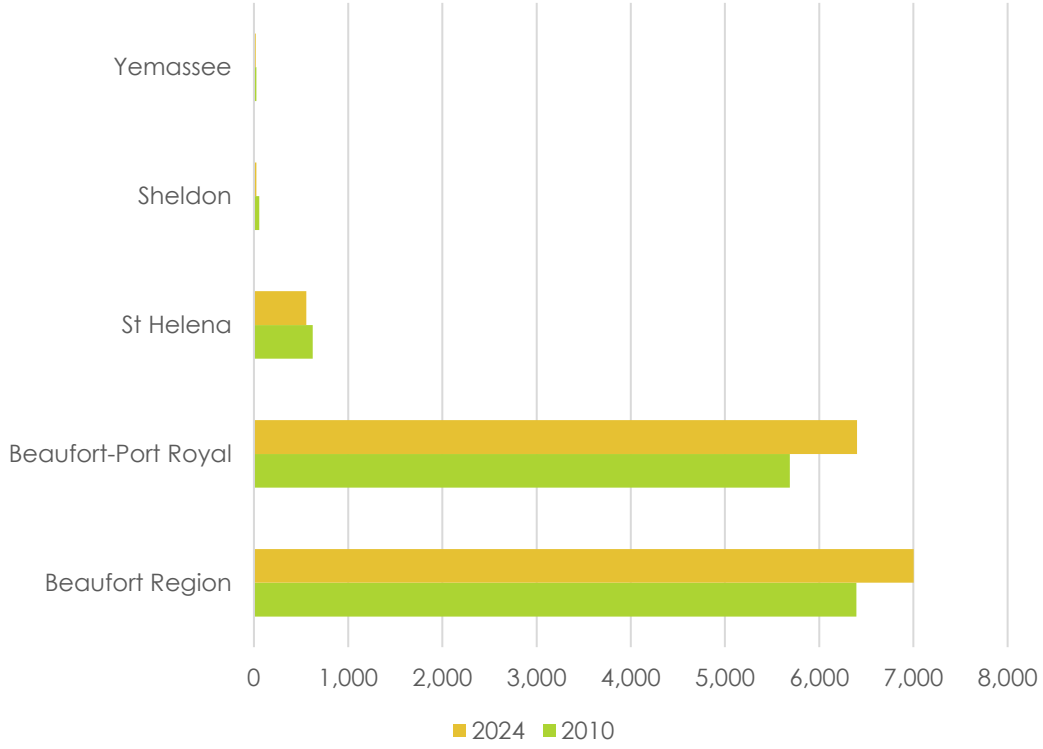
# SERVICE SECTOR INDEXED TO U.S.A.

| | Beaufort County | National |
|---|---|---|
| Professional & Tech | 63 | 100 |
| Mgmt. & Enterprises | 14 | 100 |
| Admin & Waste | 78 | 100 |
| Educational | 63 | 100 |
| Health Care & Social | 63 | 100 |
| Arts, Ent & Rec | 208 | 100 |
| Hospitality | 179 | 100 |
| Other | 165 | 100 |

Source: Bureau of Labor Statistics



# ARMED FORCES EMPLOYMENT




| | 2010 | 2024 |
|---|---|---|
| Beaufort Region | 6,395 | 7,003 |
| Beaufort-Port Royal | 5,690 | 6,401 |
| St Helena | 623 | 557 |
| Sheldon | 55 | 27 |
| Yemassee | 27 | 18 |

Source: U.S. Census, SCAN US

# Headline Recap

- POPULATION & HOUSEHOLDS: We are experiencing a healthy rate of population growth. We must adapt to these new levels and offer a diverse array of housing
- INCOME: Our region's income levels lag national average and would be improved by new sectors and businesses that offer higher wages, while maintaining our two strongest sectors: hospitality and the military.
- AGE: Cost of living is the biggest obstacle for recruiting and retaining prime workforce ages. We need to secure our future by taking steps to change the current trajectory.
- LABOR FORCE: We need to attract more workers to our region and create opportunity for those educated here. maintaining the performance of our two strongest sectors: hospitality and the military.