

# COMMUNITY PROFILE

Hilton Head Island-Bluffton-Beaufort, SC

Metropolitan Statistical Area



**S.C. Department of Employment & Workforce**

Business Intelligence Department

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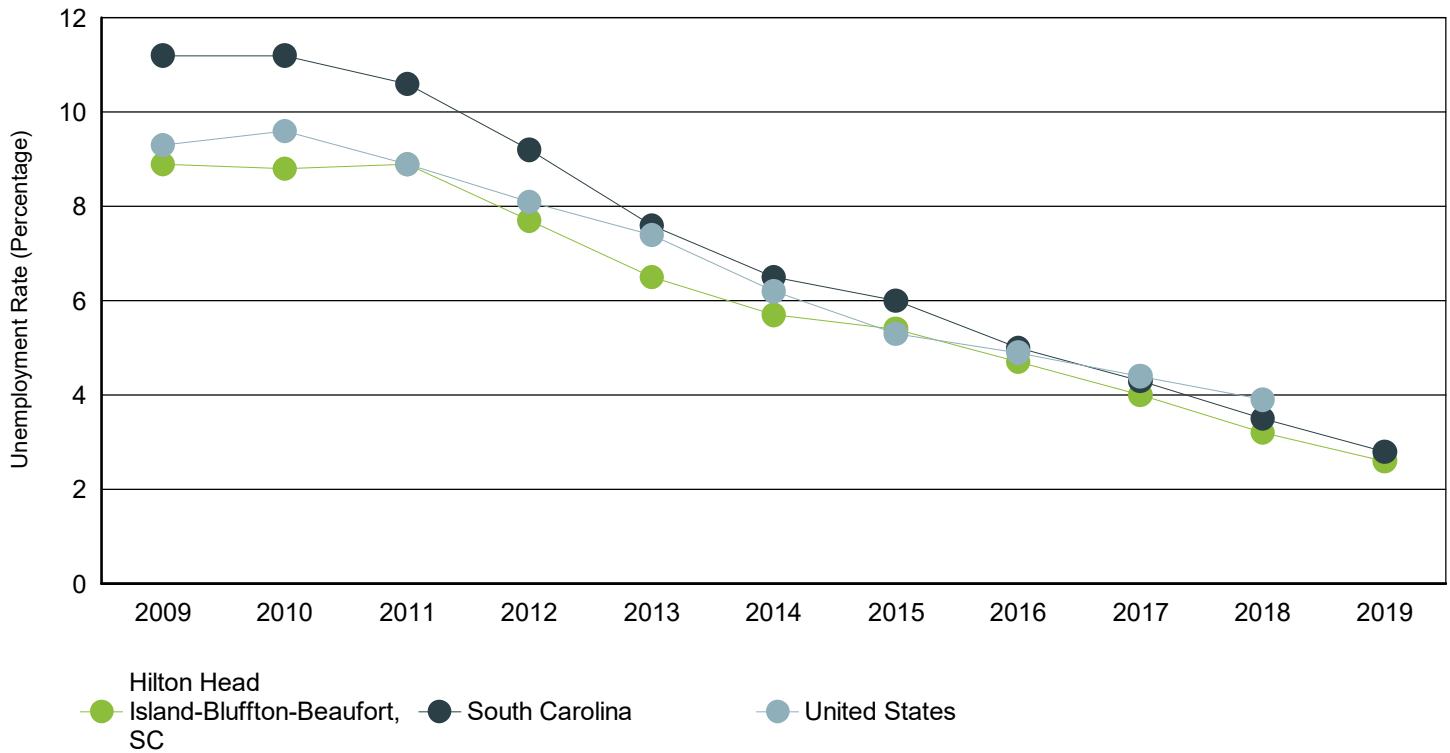
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## Annual Unemployment Rate (Unadjusted)

Trends

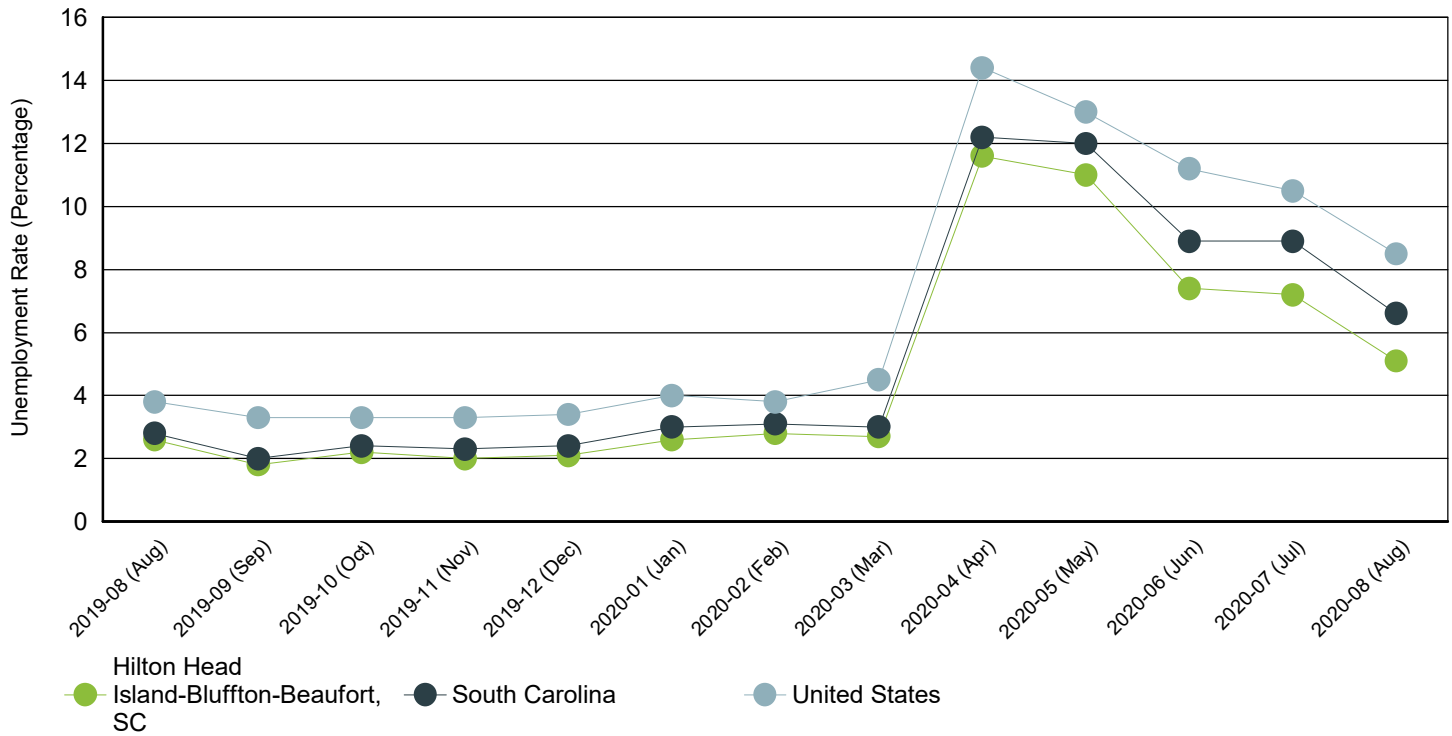


Year	Hilton Head Island-Bluffton-Beaufort, SC			South Carolina			United States		
	Employment	Unemp	Rate	Employment	Unemp	Rate	Employment	Unemp	Rate
2018	85,766	2,855	3.2%	2,259,057	80,882	3.5%	155,761,000	6,314,000	3.9%
2017	82,936	3,478	4.0%	2,212,845	98,921	4.3%	153,337,000	6,982,000	4.4%
2016	80,639	4,009	4.7%	2,181,587	115,213	5.0%	151,436,000	7,751,000	4.9%
2015	79,072	4,539	5.4%	2,137,158	135,838	6.0%	148,834,000	8,296,000	5.3%
2014	76,238	4,601	5.7%	2,078,592	143,753	6.5%	146,305,000	9,617,000	6.2%
2013	73,351	5,065	6.5%	2,023,642	167,326	7.6%	143,929,000	11,460,000	7.4%
2012	70,972	5,909	7.7%	1,985,618	201,260	9.2%	142,469,000	12,506,000	8.1%
2011	69,681	6,781	8.9%	1,945,900	229,623	10.6%	139,869,000	13,747,000	8.9%
2010	69,507	6,725	8.8%	1,915,045	240,623	11.2%	139,064,000	14,825,000	9.6%
2009	66,452	6,527	8.9%	1,910,670	242,075	11.2%	139,877,000	14,265,000	9.3%
2008	69,808	3,988	5.4%	1,996,409	145,823	6.8%	145,362,000	8,924,000	5.8%

Source: S.C. Department of Employment & Workforce

## Monthly Unemployment Rate (Unadjusted)

Past 13 Months



Period	Hilton Head Island-Bluffton-Beaufort, SC	South Carolina	United States
Aug 2020	5.1%	6.6%	8.5%
Jul 2020	7.2%	8.9%	10.5%
Jun 2020	7.4%	8.9%	11.2%
May 2020	11.0%	12.0%	13.0%
Apr 2020	11.6%	12.2%	14.4%
Mar 2020	2.7%	3.0%	4.5%
Feb 2020	2.8%	3.1%	3.8%
Jan 2020	2.6%	3.0%	4.0%
Dec 2019	2.1%	2.4%	3.4%
Nov 2019	2.0%	2.3%	3.3%
Oct 2019	2.2%	2.4%	3.3%
Sep 2019	1.8%	2.0%	3.3%
Aug 2019	2.6%	2.8%	3.8%

Source: S.C. Department of Employment & Workforce

## Area Job Openings

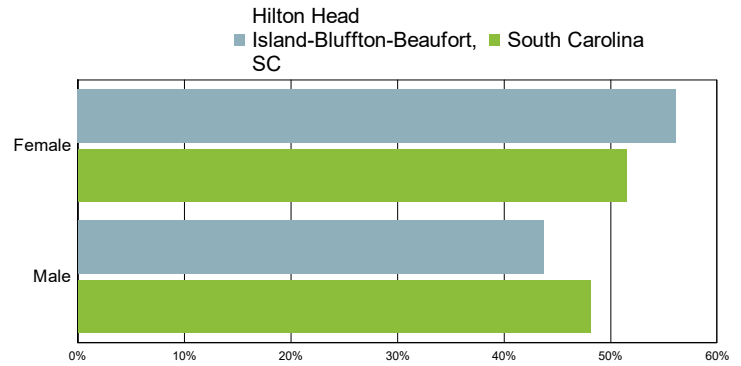
Period	Hilton Head Island-Bluffton-Beaufort, SC				South Carolina			
	Employed	Unemployed	Unemp. Rate	Job Openings	Employed	Unemployed	Unemp. Rate	Job Openings
Aug-20	90,243	4,871	5.1%	3,086	2,264,535	152,936	6.3%	49,905
Jul-20	88,376	6,901	7.2%	3,173	2,246,003	212,902	8.7%	45,266
Jun-20	88,731	7,111	7.4%	2,882	2,226,783	211,612	8.7%	37,666
May-20	81,372	10,062	11.0%	1,920	2,116,430	299,668	12.4%	38,053
Apr-20	77,632	10,213	11.6%	1,993	2,073,470	303,360	12.8%	51,518
Mar-20	89,938	2,509	2.7%	2,856	2,328,802	76,369	3.2%	57,374
Feb-20	89,339	2,556	2.8%	2,339	2,333,224	58,631	2.5%	52,662
Jan-20	88,705	2,379	2.6%	2,333	2,330,497	56,599	2.4%	52,639
Dec-19	88,103	1,903	2.1%	2,323	2,326,018	57,279	2.4%	59,953
Nov-19	88,354	1,815	2.0%	2,276	2,326,821	56,712	2.4%	55,821
Oct-19	89,054	1,971	2.2%	2,609	2,326,812	56,244	2.4%	68,386
Sep-19	88,152	1,601	1.8%	2,351	2,322,842	57,450	2.4%	66,100
Aug-19	89,820	2,433	2.6%	2,683	2,316,783	60,140	2.5%	67,729

Source: S.C. Department of Employment & Workforce & The Conference Board's Help Wanted OnLine® data series  
South Carolina Data is Seasonally Adjusted

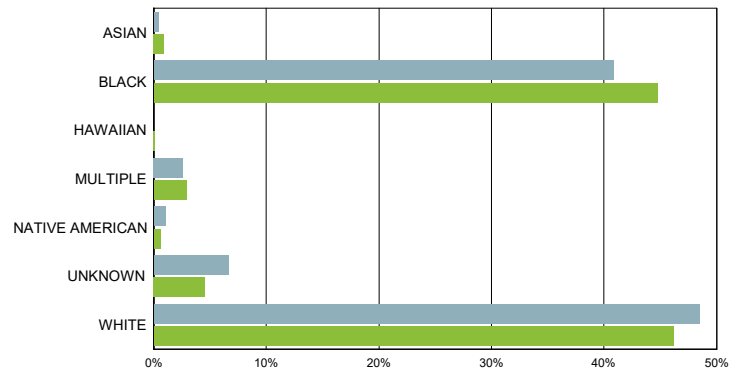
# Characteristics of Unemployment Insurance Claimants

August 2020

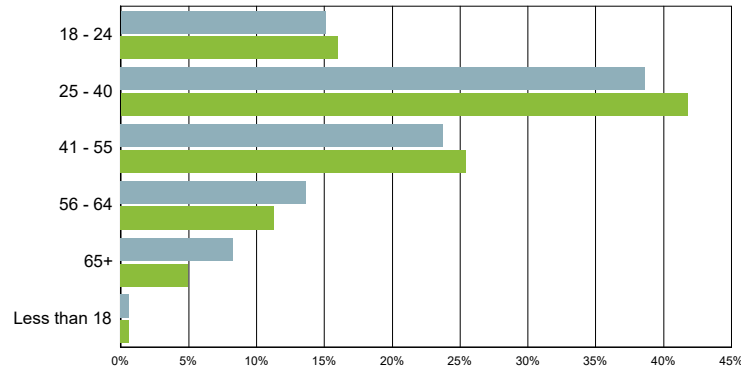
Gender	Hilton Head Island-Bluffton-Beaufort, SC	South Carolina
Female	279	10,858
Male	217	10,154
O	1	91



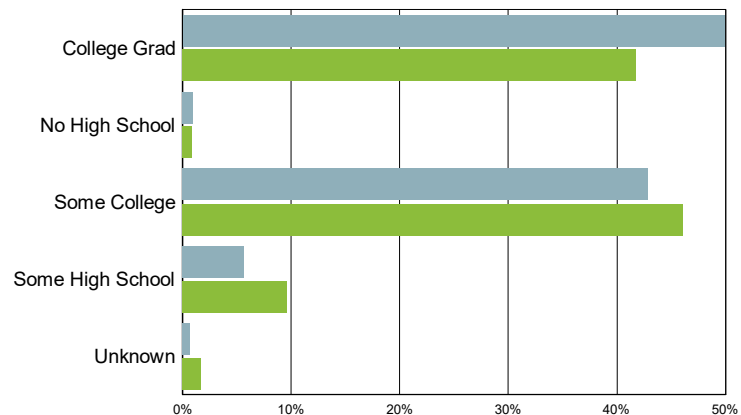
Race	Hilton Head Island-Bluffton-Beaufort, SC	South Carolina
ASIAN	2	192
BLACK	203	9,439
MULTIPLE	13	614
NATIVE AMERICAN	5	125
UNKNOWN	33	958
WHITE	241	9,747



Age Group	Hilton Head Island-Bluffton-Beaufort, SC	South Carolina
18 - 24	75	3,375
25 - 40	192	8,813
41 - 55	118	5,368
56 - 64	68	2,381
65+	41	1,040
Less than 18	3	126



Education	Hilton Head Island-Bluffton-Beaufort, SC	South Carolina
College Grad	248	8,821
Some College	213	9,721
Some High School	28	2,030
No High School	5	178
Unknown	3	353



Source: S.C. Department of Employment & Workforce

## Characteristics of Unemployment Insurance Claims by Industry

Industry Groups With Largest Number of Claims  
August 2020

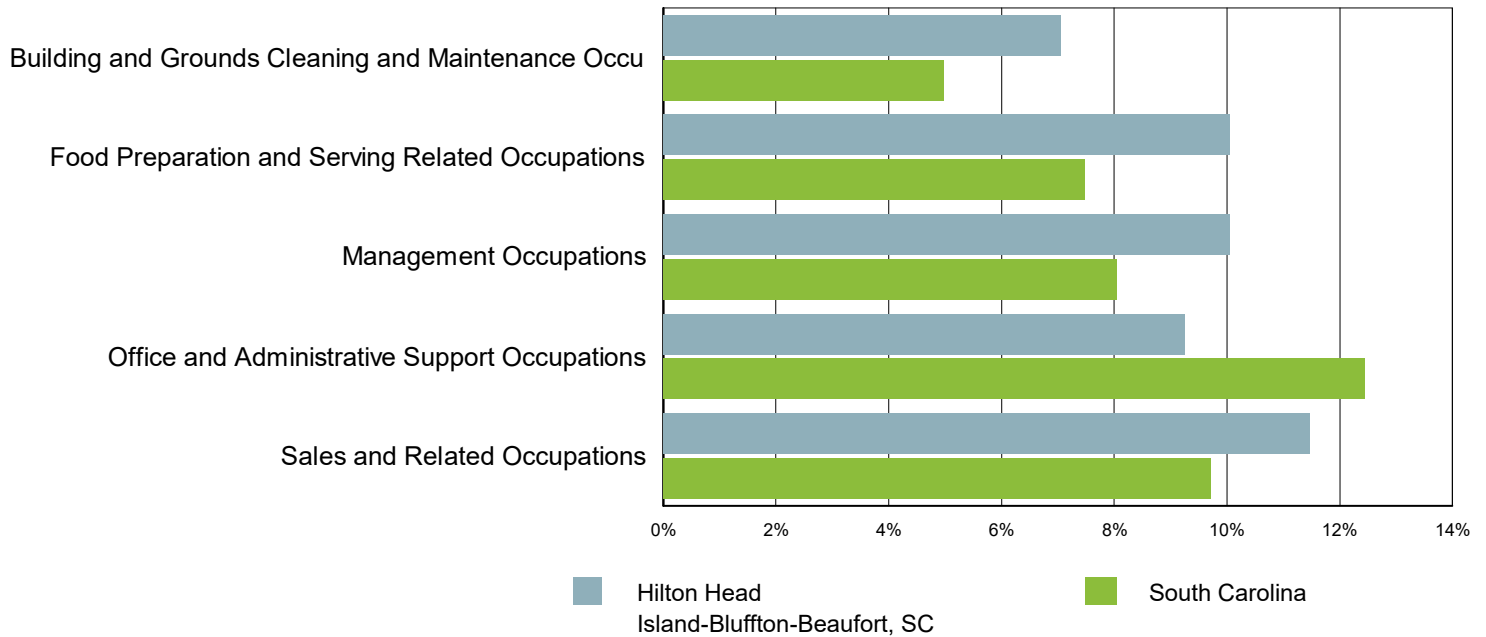


Industry	Hilton Head Island-Bluffton-Beaufort, SC	South Carolina
Agriculture, Forestry, Fishing and Hunting	1	94
Construction	27	1,006
Manufacturing	10	2,190
Wholesale Trade	4	632
Retail Trade	50	1,945
Transportation and Warehousing	7	537
Information	3	221
Finance and Insurance	3	326
Real Estate and Rental and Leasing	14	311
Professional, Scientific, and Technical Servi	20	932
Management of Companies and Enterprises	2	111
Administrative and Support and Waste Manageme	38	2,308
Educational Services	25	639
Health Care and Social Assistance	55	1,809
Arts, Entertainment, and Recreation	10	200
Accommodation and Food Services	69	1,988
Other Services (except Public Administration)	24	511
Public Administration	11	400
Unknown	124	4,896

Source: S.C. Department of Employment & Workforce

## Characteristics of Unemployment Insurance Claims by Occupation

Occupation Groups With Largest Number of Claims  
August 2020



Occupation	Hilton Head Island-Bluffton-Beaufort, SC	South Carolina
Architecture and Engineering Occupations	8	541
Arts, Design, Entertainment, Sports, and Media Occ	14	329
Building and Grounds Cleaning and Maintenance Occu	35	1,052
Business and Financial Operations Occupations	8	509
Community and Social Service Occupations	6	142
Computer and Mathematical Occupations	9	284
Construction and Extraction Occupations	20	1,183
Educational Instruction and Library Occupations	23	472
Farming, Fishing, and Forestry Occupations	2	97
Food Preparation and Serving Related Occupations	50	1,578
Healthcare Practitioners and Technical Occupations	14	576
Healthcare Support Occupations	25	847
Installation, Maintenance, and Repair Occupations	20	844
Legal Occupations	2	72
Life, Physical, and Social Science Occupations	2	179
Management Occupations	50	1,700
Military Specific Occupations	1	29
Office and Administrative Support Occupations	46	2,627
Personal Care and Service Occupations	19	686
Production Occupations	15	1,849
Protective Service Occupations	7	239
Sales and Related Occupations	57	2,048
Transportation and Material Moving Occupations	28	1,721
Unknown	36	1,502

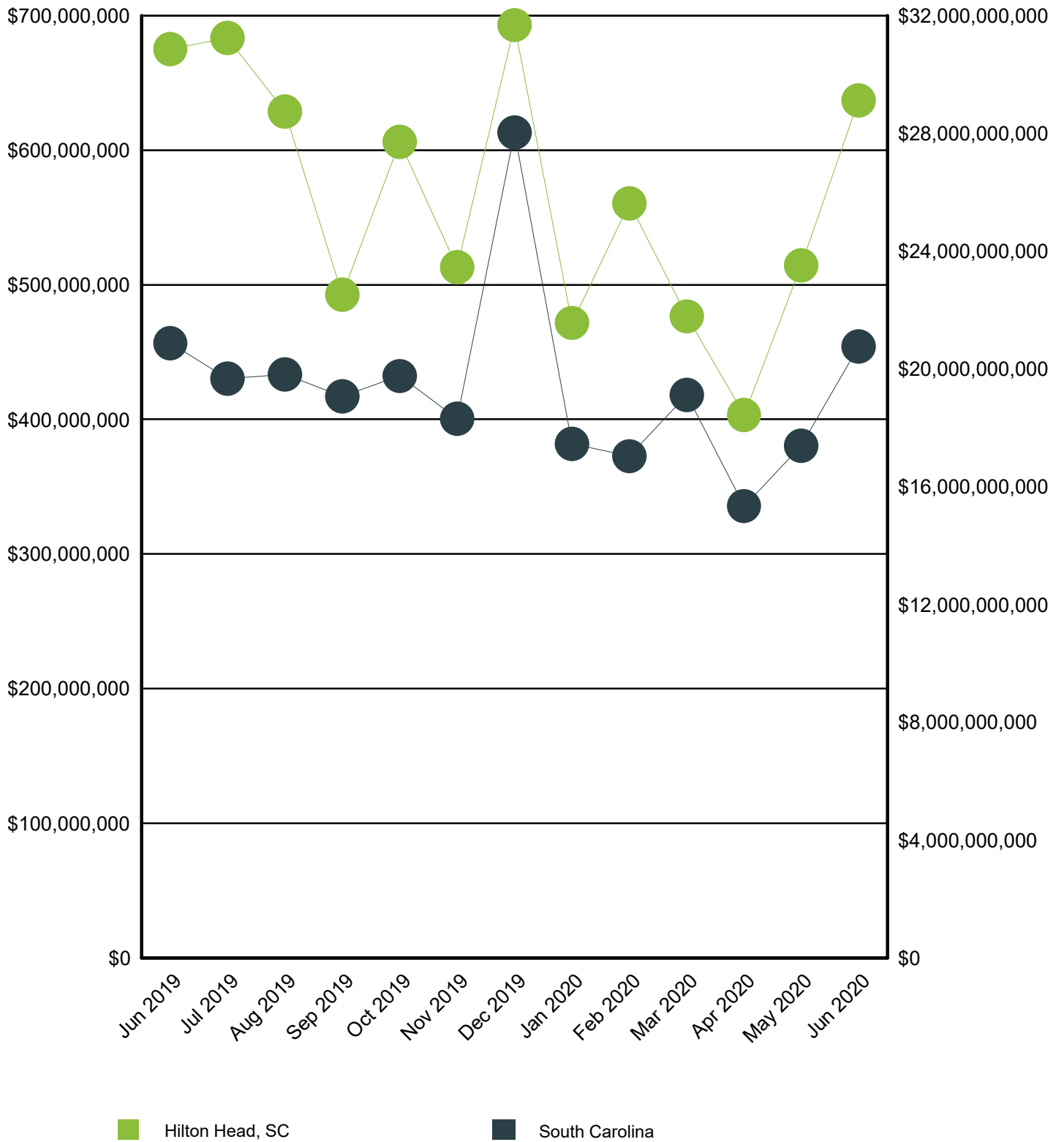
Source: S.C. Department of Employment & Workforce



### Retail Sales

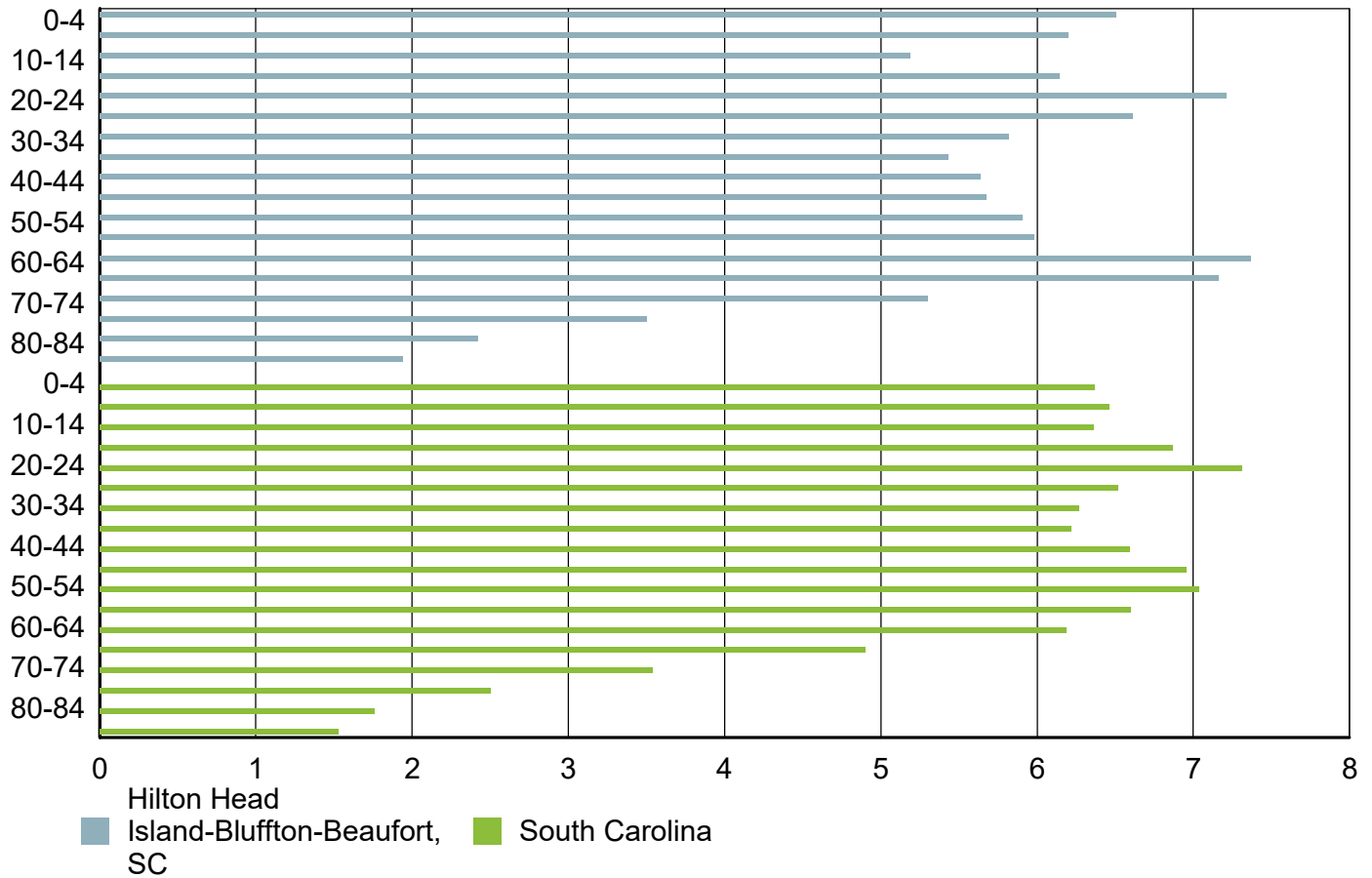
Hilton Head, SC

South Carolina



Source: S.C. Department of Revenue

### Population by Age



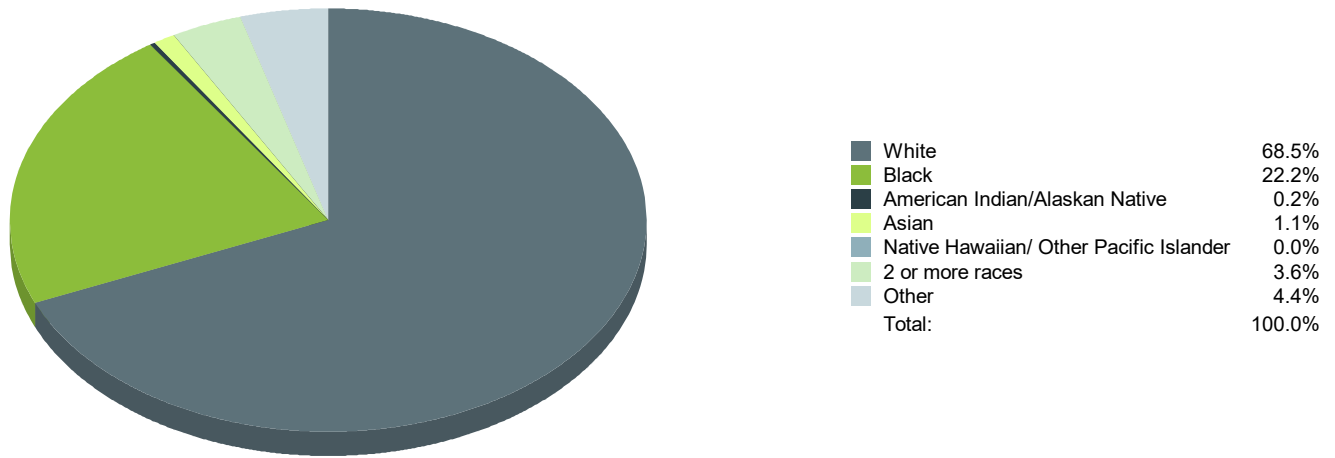
Age Range	Hilton Head Island-Bluffton-Beaufort, SC	South Carolina	United States
0-4	12,416	298,242	20,052,112
5-9	11,819	302,111	20,409,060
10-14	9,892	297,443	20,672,609
15-19	11,705	321,540	21,715,074
20-24	13,749	342,237	22,099,887
25-29	12,600	305,167	21,243,365
30-34	11,097	293,464	20,467,912
35-39	10,355	291,183	19,876,161
40-44	10,760	308,158	20,998,001
45-49	10,842	325,660	22,109,946
50-54	11,275	329,431	22,396,322
55-59	11,409	309,061	20,165,892
60-64	14,050	289,690	17,479,211
65-69	13,666	229,251	13,189,508
70-74	10,114	165,797	9,767,522
75-79	6,686	117,187	7,438,750
80-84	4,622	82,223	5,781,697
85 and older	3,705	71,757	5,673,565

Source: U.S. Census Bureau, American Community Survey

### Population by Race

Race	Hilton Head Island-Bluffton-Beaufort, SC	%	South Carolina	%	United States	%
White	133,105	69.8%	3,144,146	66.0%	230,592,579	72.0%
Black	43,087	22.6%	1,298,534	27.3%	39,167,010	12.2%
American Indian/Alaskan Native	420	0.2%	14,732	0.3%	2,540,309	0.8%
Asian	2,053	1.1%	61,097	1.3%	15,231,962	4.8%
Native Hawaiian/ Other Pacific Islander	29	0.0%	2,128	0.0%	526,347	0.2%
2 or more races	7,016	3.7%	169,670	3.6%	17,464,666	5.5%
Other	8,560	4.5%	74,130	1.6%	14,746,054	4.6%

Source: U.S. Census Bureau, American Community Survey



### Population by Gender

Gender	Hilton Head Island-Bluffton-Beaufort, SC	South Carolina	United States
Male	94,926	2,276,305	153,247,412
Female	95,836	2,403,297	158,289,182

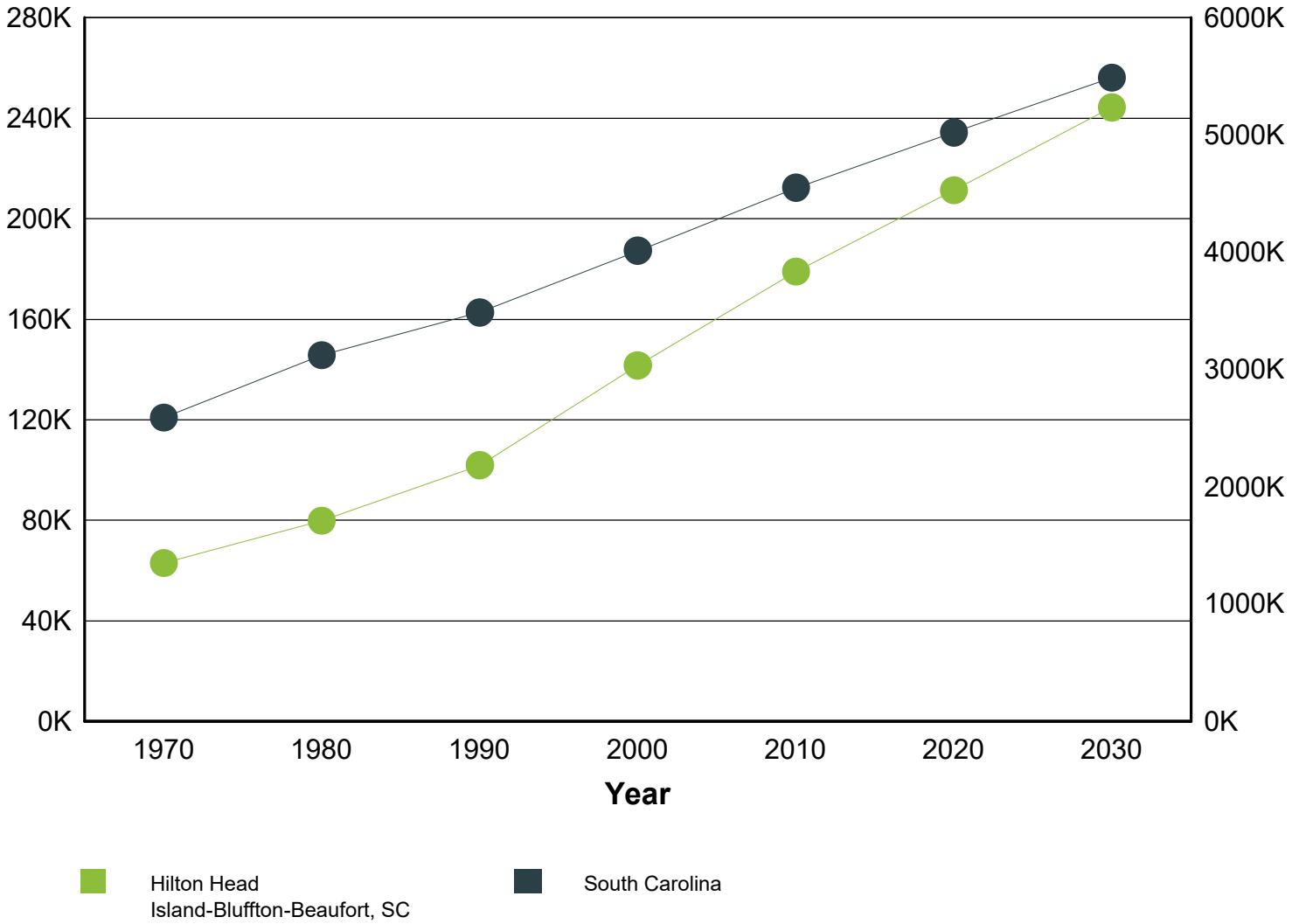
Source: U.S. Census Bureau, American Community Survey

# Population Change

Historical and Projected

Hilton Head Island-Bluffton-Beaufort, SC

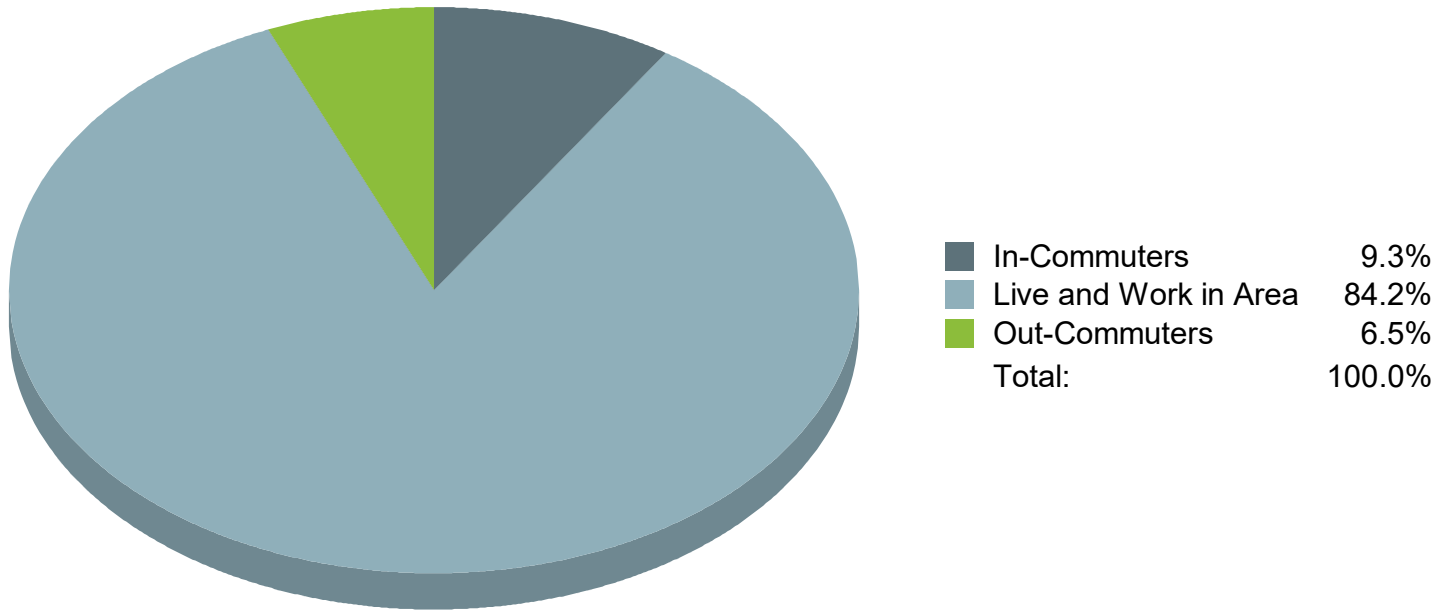
South Carolina



Year	Hilton Head Island-Bluffton-Beaufort, SC	South Carolina
1970	63,021	2,590,713
1980	79,868	3,121,820
1990	101,912	3,486,310
2000	141,615	4,012,012
2010	178,990	4,549,150
2020	211,350	5,020,400
2030	244,270	5,488,460

Source: U.S. Census Bureau

## Commuting Patterns



Commuting Patterns	Workers
Live and Work in Area	74,811
In-Commuters	8,235
Out-Commuters	5,754

Source: U.S. Census Bureau - 2010

## Top 10 Places Residents Are Commuting To

Area	Workers
CHATHAM COUNTY, GA	2,648
Hampton County, SC	341
Charleston County, SC	320
Richland County, SC	175
Lexington County, SC	110
Colleton County, SC	109
DISTRICT OF COLUMBIA, DC	99
WAKE COUNTY, NC	88
FULTON COUNTY, GA	68
NEW YORK COUNTY, NY	64

Source: U.S. Census Bureau - 2010

## Top 10 Places Residents Are Commuting From

Area	Workers
Hampton County, SC	2,058
CHATHAM COUNTY, GA	1,561
Colleton County, SC	781
EFFINGHAM COUNTY, GA	642
BRYAN COUNTY, GA	208
Allendale County, SC	191
LIBERTY COUNTY, GA	189
Dorchester County, SC	149
MECKLENBURG COUNTY, NC	141
Richland County, SC	132

Source: U.S. Census Bureau - 2010

## Employers by Size of Establishment

Employees	Hilton Head Island-Bluffton-Beaufort, SC	South Carolina
0 to 4	4,441	86,522
5 to 9	1,076	21,426
10 to 19	769	15,750
20 to 49	528	11,945
50 to 99	145	4,586
100 to 249	84	2,856
250 to 499	19	876
500 to 999	7	413
1000 +	0	306

Source: S.C. Department of Employment & Workforce - 2020 Q1

- Indicates that the requested data is suppressed

## Employment by Size of Establishment

Employees	Hilton Head Island-Bluffton-Beaufort, SC	South Carolina
0 to 4	6,173	117,020
5 to 9	7,216	142,786
10 to 19	10,457	215,019
20 to 49	15,986	365,409
50 to 99	10,157	316,631
100 to 249	12,204	429,525
250 to 499	6,591	299,253
500 to 999	4,823	282,918
1000 +	0	794,497

Source: S.C. Department of Employment & Workforce - 2020 Q1

- Indicates that the requested data is suppressed

## 20 Largest Employers

(Listed Alphabetically)

### Corporation Name

BEAUFORT COUNTY SCHOOL DISTRICT

BEAUFORT MEMORIAL HOSPITAL

CARECORE NATIONAL LLC

COASTAL CAROLINA MEDICAL CENTER INC

COASTAL STATES AUTOMOTIVE GROUP MAN

COUNTY OF BEAUFORT

DEPARTMENT OF DEFENSE

GREGORY M PARKER INC

HARGRAY COMMUNICATIONS GROUP INC

JASPER CO BD OF DISABILITIES

LOWES HOME CENTERS INC

MARINE CORPS COMMUNITY SERVICES

MARRIOTT RESORTS HOSP CORP

Montage Palmetto Bluff

PUBLIX SUPER MARKETS INC

SEA PINES RESORT LLC

SITEL OPERATING CORPORATION

TENET PHYSICIAN SVCS OF HILTON HEAD

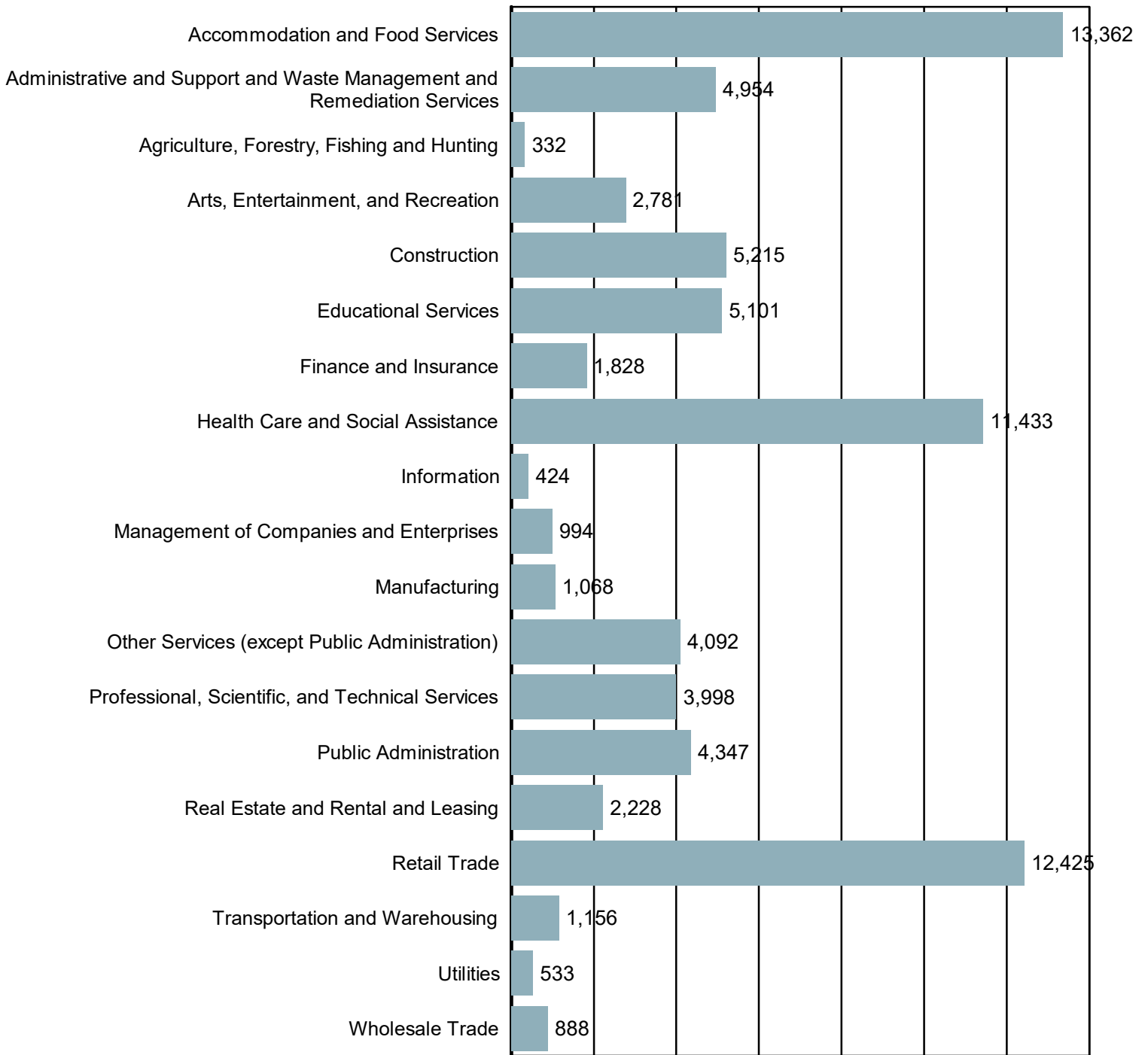
THE KROGER COMPANY

WAL-MART ASSOCIATES INC

Source: S.C. Department of Employment & Workforce - 2020 Q1



### Employment by Industry

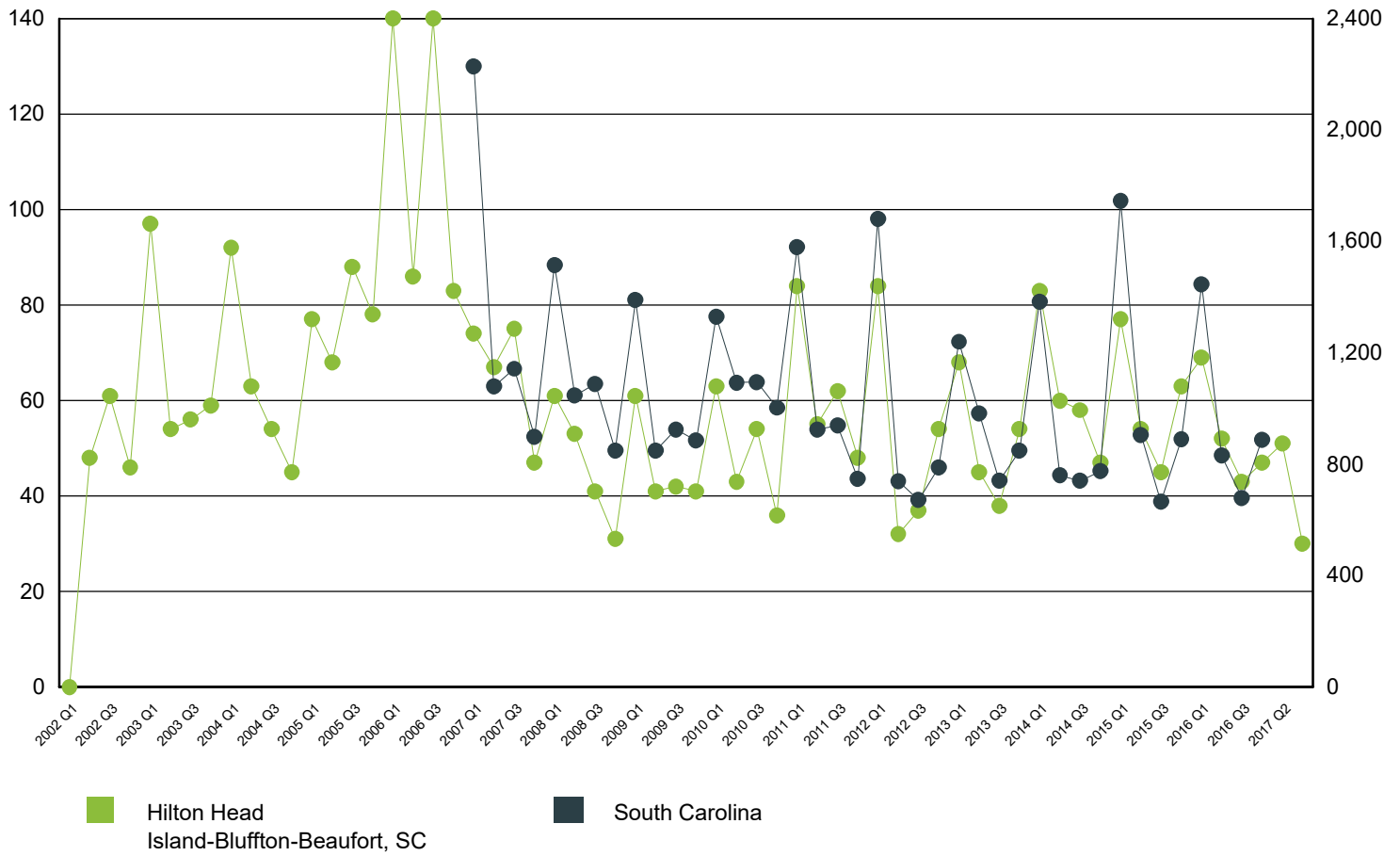


Source: S.C. Department of Employment & Workforce  
 Quarterly Census of Employment and Wages (QCEW) - 2020 Q1

# New Startup Firms

Hilton Head Island-Bluffton-Beaufort, SC

South Carolina



Quarter	Hilton Head Island-Bluffton-Beaufort, SC	South Carolina
2016 Q4	47	888
2016 Q3	43	679
2016 Q2	52	831
2016 Q1	69	1,445
2015 Q4	63	889
2015 Q3	45	665
2015 Q2	54	905
2015 Q1	77	1,746
2014 Q4	47	775
2014 Q3	58	741
2014 Q2	60	760
2014 Q1	83	1,384
2013 Q4	54	848
2013 Q3	38	741
2013 Q2	45	982
2013 Q1	68	1,240
2012 Q4	54	788
2012 Q3	37	672
2012 Q2	32	740
2012 Q1	84	1,680

Note: A firm is included in the count when it does not have a UI Account Number in the previous quarter and has a Setup Date that falls in the quarter displayed.

Source: S.C. Department of Employment & Workforce

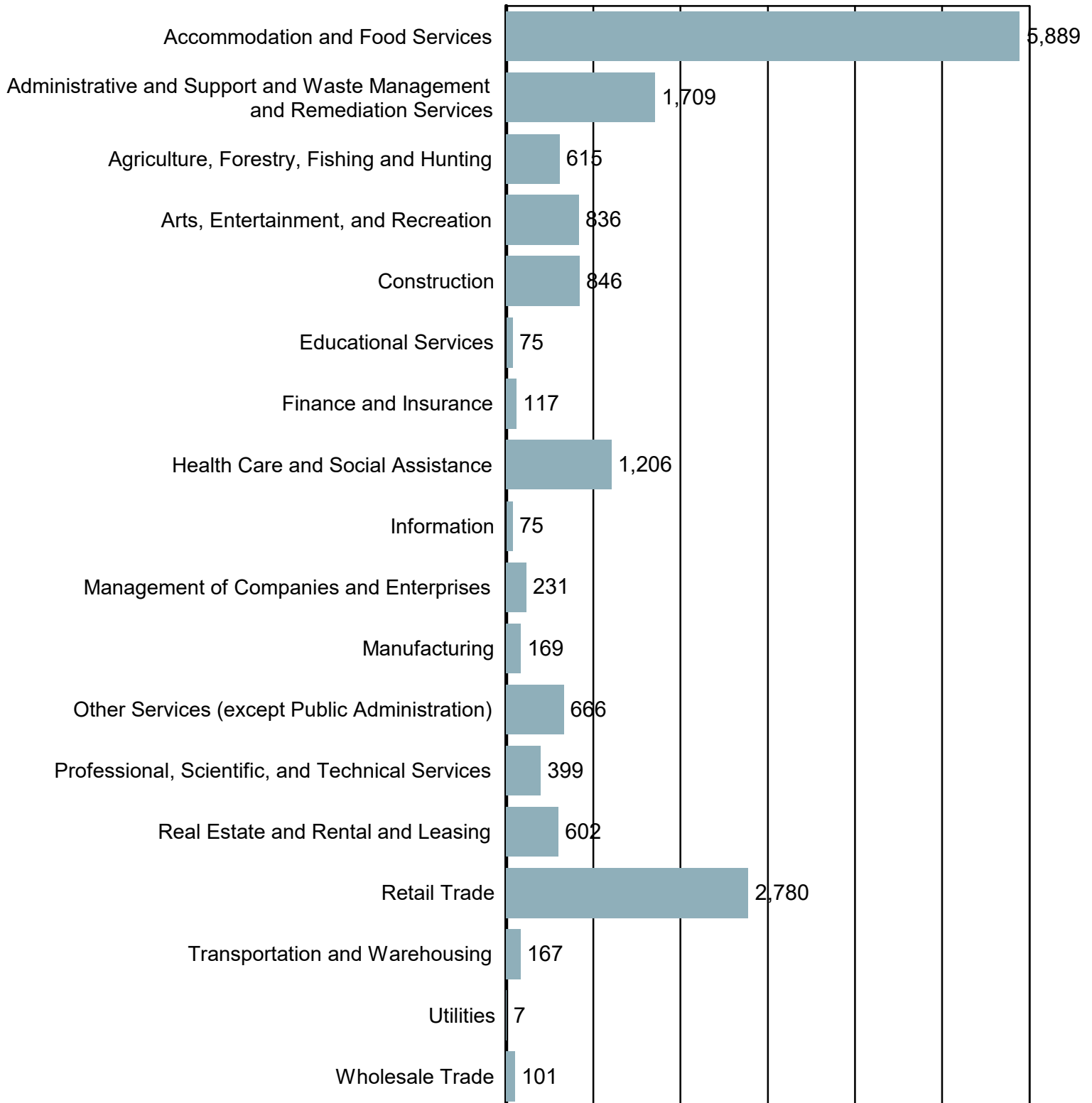
## Top 20 Occupational Openings

Hilton Head Island-Bluffton-Beaufort, SC  
August-2020

Occupation Name (Soccode)	Job Openings
Retail Salespersons (41-2031)	184
First-Line Supervisors of Retail Sales Workers (41-1011)	123
Registered Nurses (29-1141)	108
Customer Service Representatives (43-4051)	97
Maintenance and Repair Workers, General (49-9071)	92
Maids and Housekeeping Cleaners (37-2012)	91
Waiters and Waitresses (35-3031)	80
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	71
Security Guards (33-9032)	60
Driver/Sales Workers (53-3031)	59
Food Service Managers (11-9051)	58
Janitors and Cleaners, Except Maids and Housekeeping Cleaners (37-2011)	47
Merchandise Displayers and Window Trimmers (27-1026)	41
Cashiers (41-2011)	39
Hotel, Motel, and Resort Desk Clerks (43-4081)	39
Landscaping and Groundskeeping Workers (37-3011)	38
Medical and Health Services Managers (11-9111)	38
Cooks, Restaurant (35-2014)	35
Heavy and Tractor-Trailer Truck Drivers (53-3032)	34
General and Operations Managers (11-1021)	33

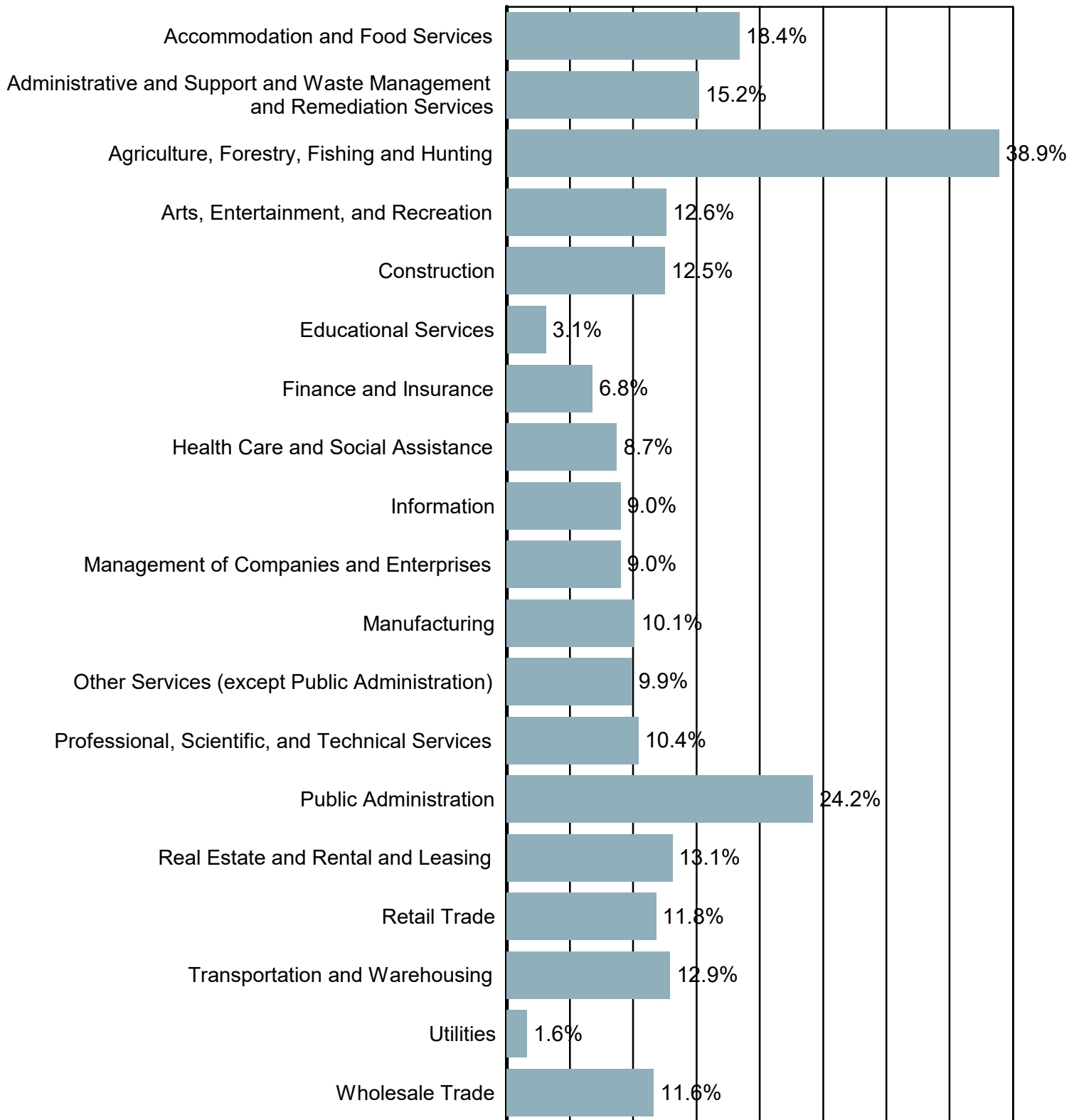
Source: S.C. Department of Employment & Workforce & The Conference Board's Help Wanted OnLine® data series

### New Hires by Industry



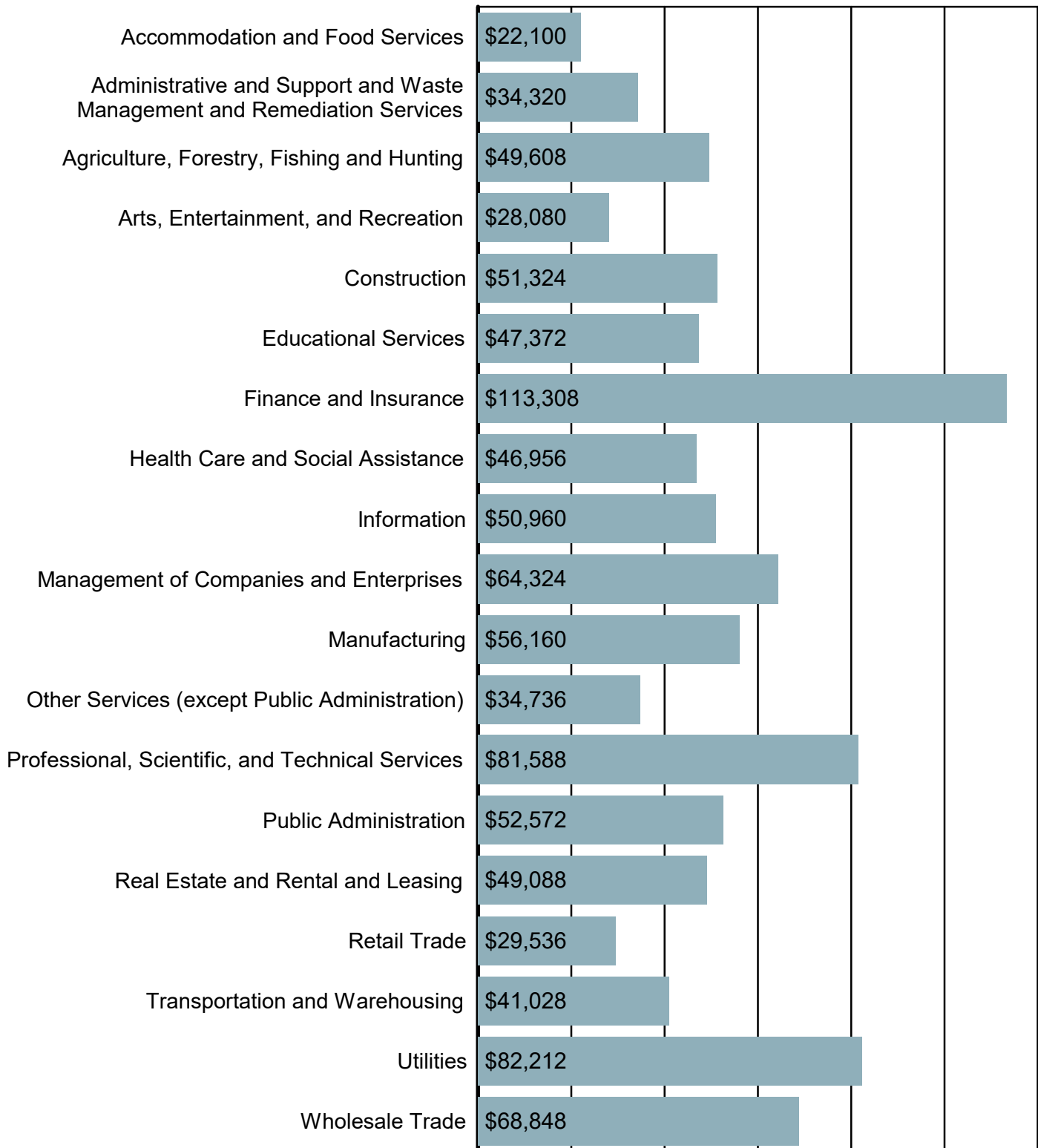
Source: U.S. Census Bureau, Local Employment Dynamics - 2016 Q2

### Turnover by Industry



Source: U.S. Census Bureau, Local Employment Dynamics - 2013 Q3

## Average Annual Wage by Industry



Source: S.C. Department of Employment & Workforce  
 Quarterly Census of Employment and Wages (QCEW) - 2020 Q1

## Age of Workers by Industry

Industry	14-18	19-21	22-24	25-34	35-44	45-54	55-64	65+
Total, All Industries	1,637	2,918	3,613	13,017	11,777	11,815	9,374	5,015
Agriculture, Forestry, Fishing and Hunting	0	9	12	75	68	84	76	38
Utilities	0	0	4	46	56	93	57	11
Construction	27	126	210	997	1,085	1,078	750	315
Manufacturing	17	31	44	221	204	216	148	58
Wholesale Trade	0	13	35	179	190	230	148	90
Retail Trade	359	789	817	2,114	1,678	1,780	1,651	998
Transportation and Warehousing	3	9	35	149	139	192	147	64
Information	37	54	28	78	67	82	90	37
Finance and Insurance	0	17	39	307	360	387	297	127
Real Estate and Rental and Leasing	16	37	104	417	435	501	416	359
Professional and Technical Services	20	55	100	559	621	589	609	309
Management of Companies and Enterprises	5	24	63	277	220	233	159	51
Administrative and Waste Services	41	162	234	1,158	1,063	1,093	758	429
Educational Services	13	7	47	173	208	220	165	119
Health Care and Social Assistance	24	145	324	1,787	1,815	1,811	1,513	696
Arts, Entertainment, and Recreation	79	101	156	537	478	504	489	386
Accommodation and Food Services	946	1,186	1,164	3,216	2,354	1,893	1,243	608
Other Services, Except Public Administration	45	149	197	726	737	831	660	319

Source: U.S. Census Bureau, Local Employment Dynamics - 2016 Q2

## Labor Market Projections

*Total Employment by Industry*  
(County/Metropolitan Statistical Area Data Unavailable)

Note: Projections are available by Workforce Investment Area (WIA). The data displayed is selected from the appropriate WIA.

Lowcountry Industry	2016 Estimated Employment	2026 Projected Employment	Change	Percent Change	Annual Percent
Total All Industries	100,622	113,447	12,825	12.75	1.21
Accommodation and Food Services	14,369	17,457	3,088	21.49	1.97
Health Care and Social Assistance	11,983	14,814	2,831	23.63	2.14
Retail Trade	14,281	15,576	1,295	9.07	0.87
Administrative and Support and Waste Management and Remediat	6,012	7,125	1,113	18.51	1.71
Construction	5,335	6,002	667	12.50	1.19
Educational Services	6,236	6,799	563	9.03	0.87
Real Estate and Rental and Leasing	2,412	2,864	452	18.74	1.73
Other Services (except Government)	6,503	6,895	392	6.03	0.59
Arts, Entertainment, and Recreation	2,792	3,070	278	9.96	0.95
Wholesale Trade	1,533	1,772	239	15.59	1.46
Transportation and Warehousing	1,264	1,480	216	17.09	1.59
Finance and Insurance	2,046	2,214	168	8.21	0.79
Information	633	681	48	7.58	0.73
Manufacturing	2,200	2,218	18	0.82	0.08
Utilities	400	403	3	0.75	0.07

Source: S.C. Department of Employment & Workforce - Industry Projections



## Labor Market Projections

*Total Employment by Occupation*  
(County/Metropolitan Statistical Area Data Unavailable)

Note: Projections are available by Workforce Investment Area (WIA). The data displayed is selected from the appropriate WIA.

Occupation	Estimated Employment	Projected Employment	Openings (Replace)	Openings (Growth)	Annual Openings
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Source: S.C. Department of Employment & Workforce - Occupational Projections

# Labor Market Projections

*Growing Occupations*  
(County/Metropolitan Statistical Area Data Unavailable)

Note: Projections are available by Workforce Investment Area (WIA). The data displayed is selected from the appropriate WIA.

Occupation	Estimated Employment	Projected Employment	Percent Change	Replace	Growth	Total	Average Salary
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Occupations are sorted by highest estimated percentage growth from estimate year to projection year.

Source: S.C. Department of Employment & Workforce - Occupational Projections

# Labor Market Projections

## Declining Occupations

(County/Metropolitan Statistical Area Data Unavailable)

Note: Projections are available by Workforce Investment Area (WIA). The data displayed is selected from the appropriate WIA.

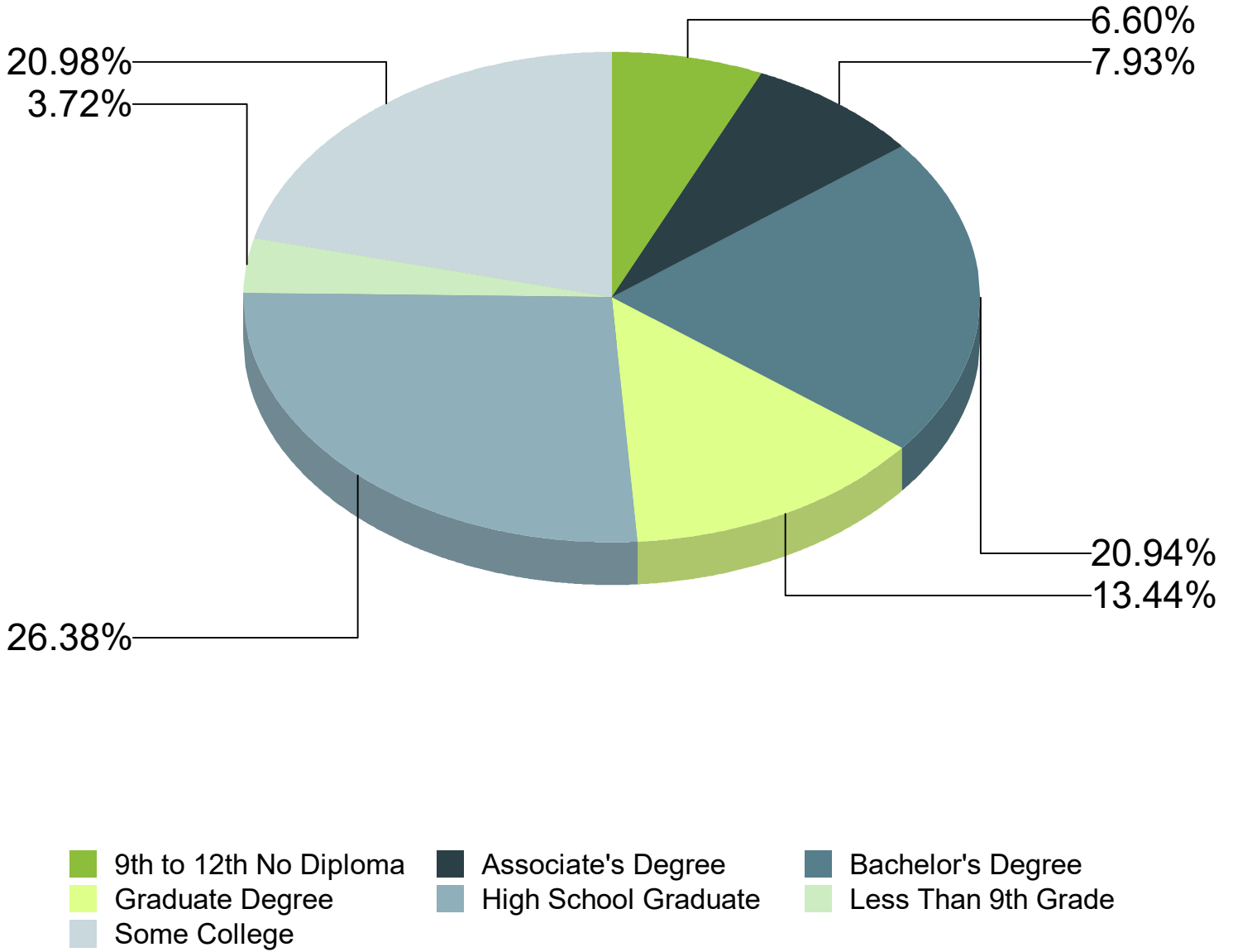
Occupation	Estimated Employment	Projected Employmen	Percent Change	Replace	Growth	Total	Average Salary
------------	----------------------	---------------------	----------------	---------	--------	-------	----------------

Occupations are sorted by highest estimated percentage decline from estimate year to projection year.

Source: S.C. Department of Employment & Workforce - Occupational Projections

# Educational Attainment

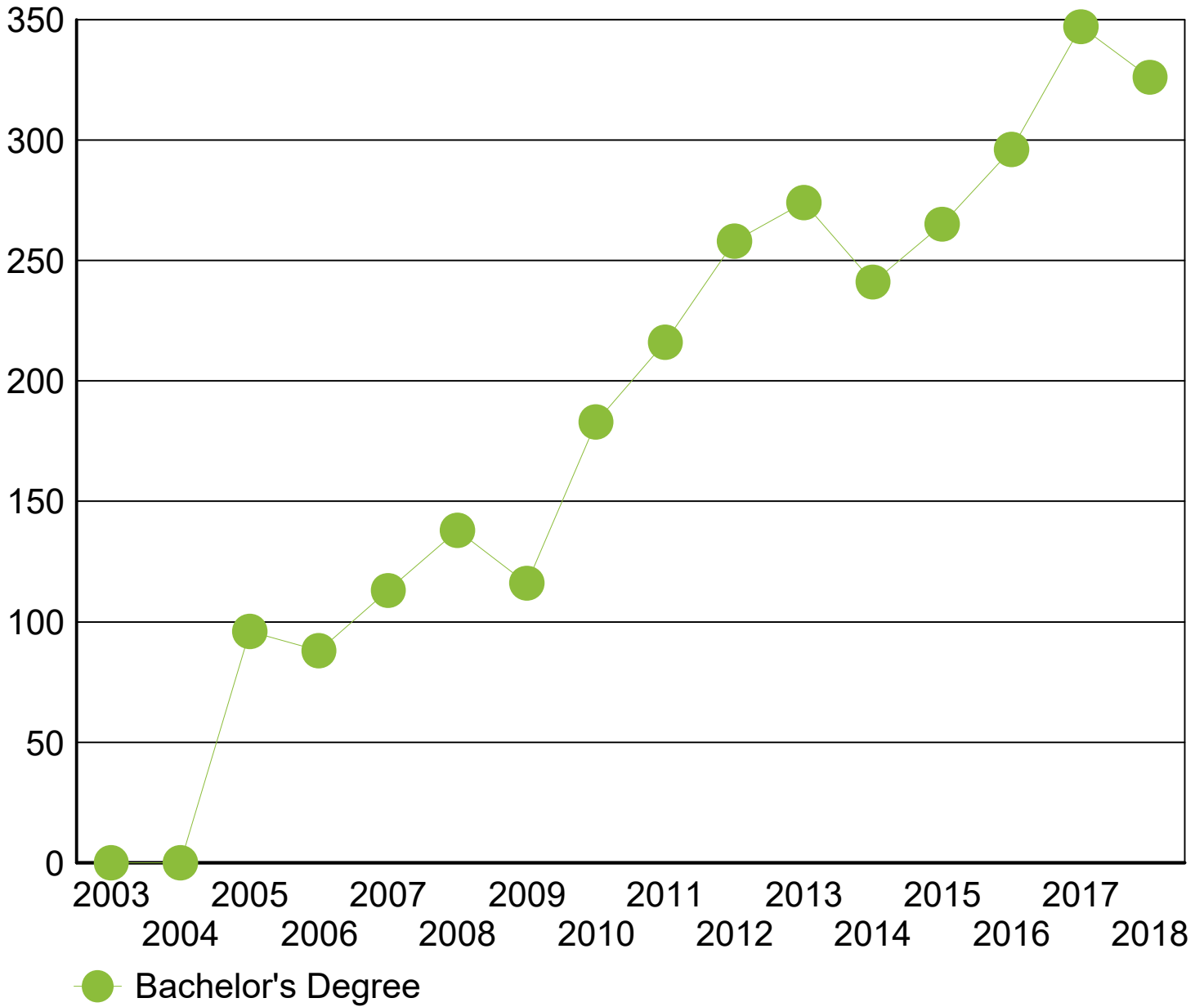
(Population 25 Years and Older)



Source: U.S. Census Bureau, American Community Survey - 2013 5-Year Estimates

# Graduate Trends

(Based On Graduates From Area Schools)



Source: Institute of Education Sciences (IES), Integrated Postsecondary Education Data System

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## Educational Institutions

Technical College of the Lowcountry  
921 Ribaut Road  
Beaufort, SC 29901  
800.768.8252  
<http://www.tcl.edu>  
2018 Degrees Awarded: 872

University of South Carolina-Beaufort  
1 University Boulevard  
Bluffton, SC 29909  
843.208.8000  
<http://www.uscb.edu>  
2018 Degrees Awarded: 654

*Source: Institute of Education Sciences (IES), Integrated Postsecondary Education Data System*