



**BEAUFORT, SC**  
REGIONAL CHAMBER OF COMMERCE

# 2025 STATE OF THE COMMUNITY

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# 2025 STATE OF THE COMMUNITY



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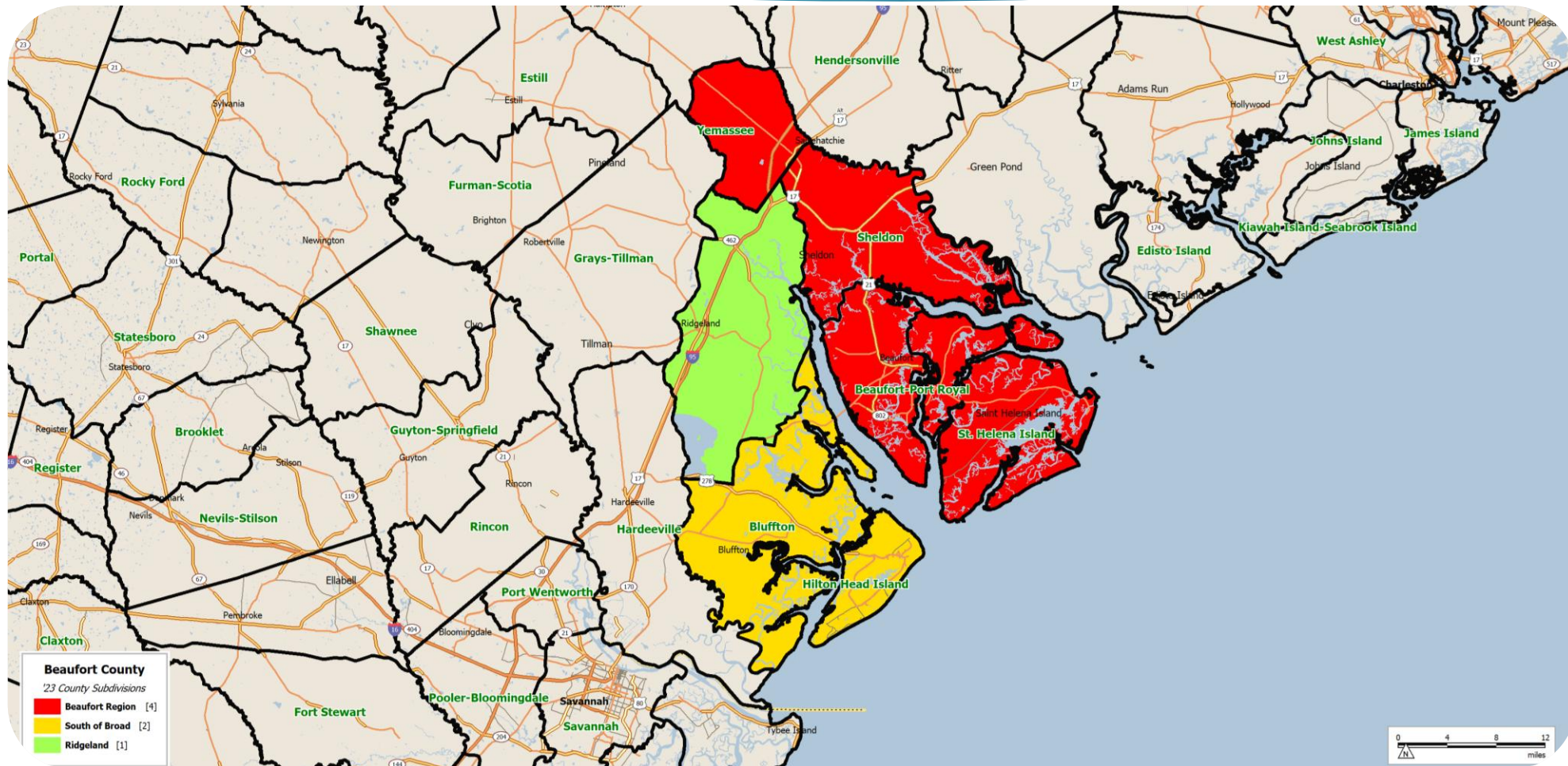


Amy Bowman, Agent





# 4 Census Districts in our Region



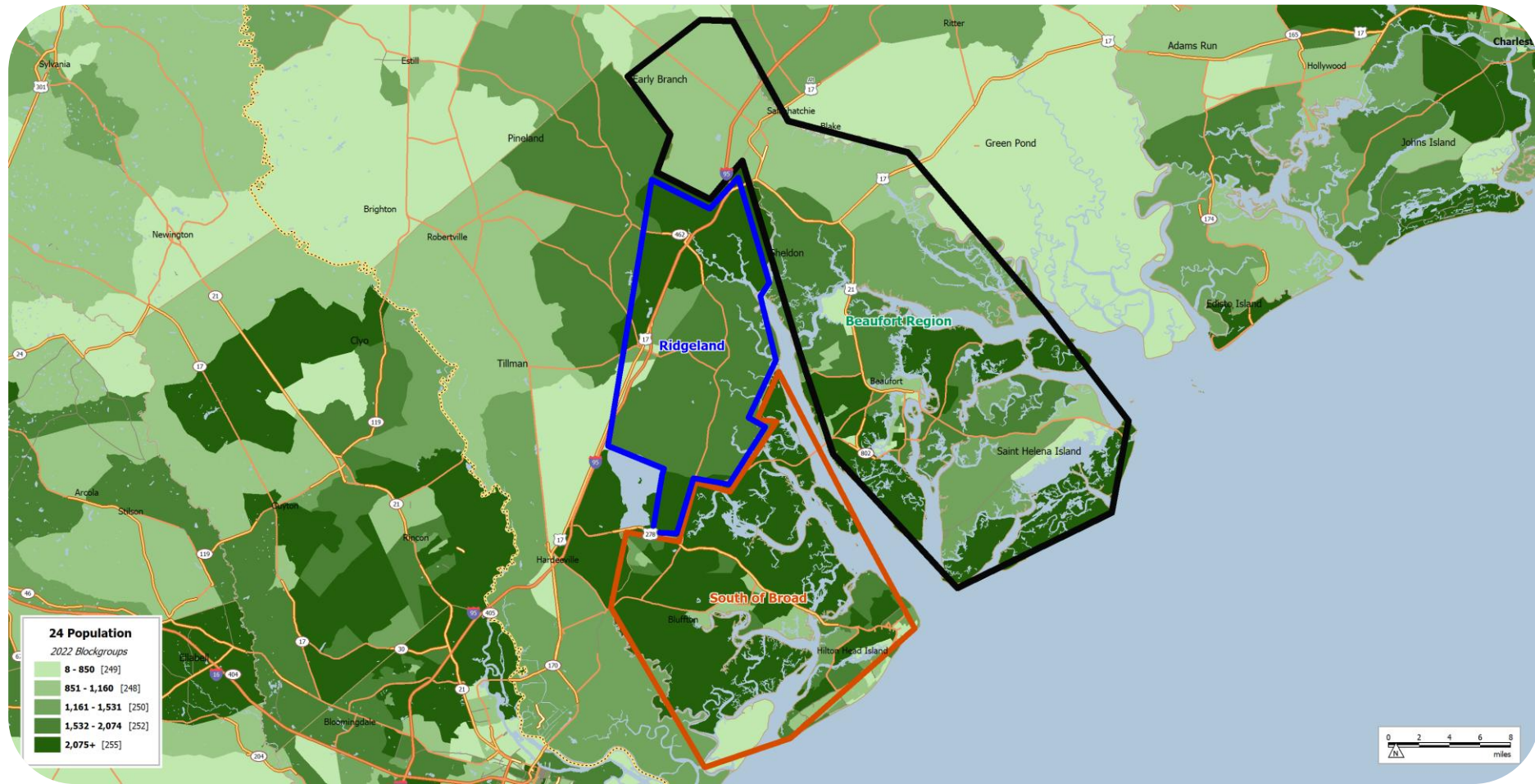
# POPULATION & HOUSEHOLDS

# KEY FINDINGS

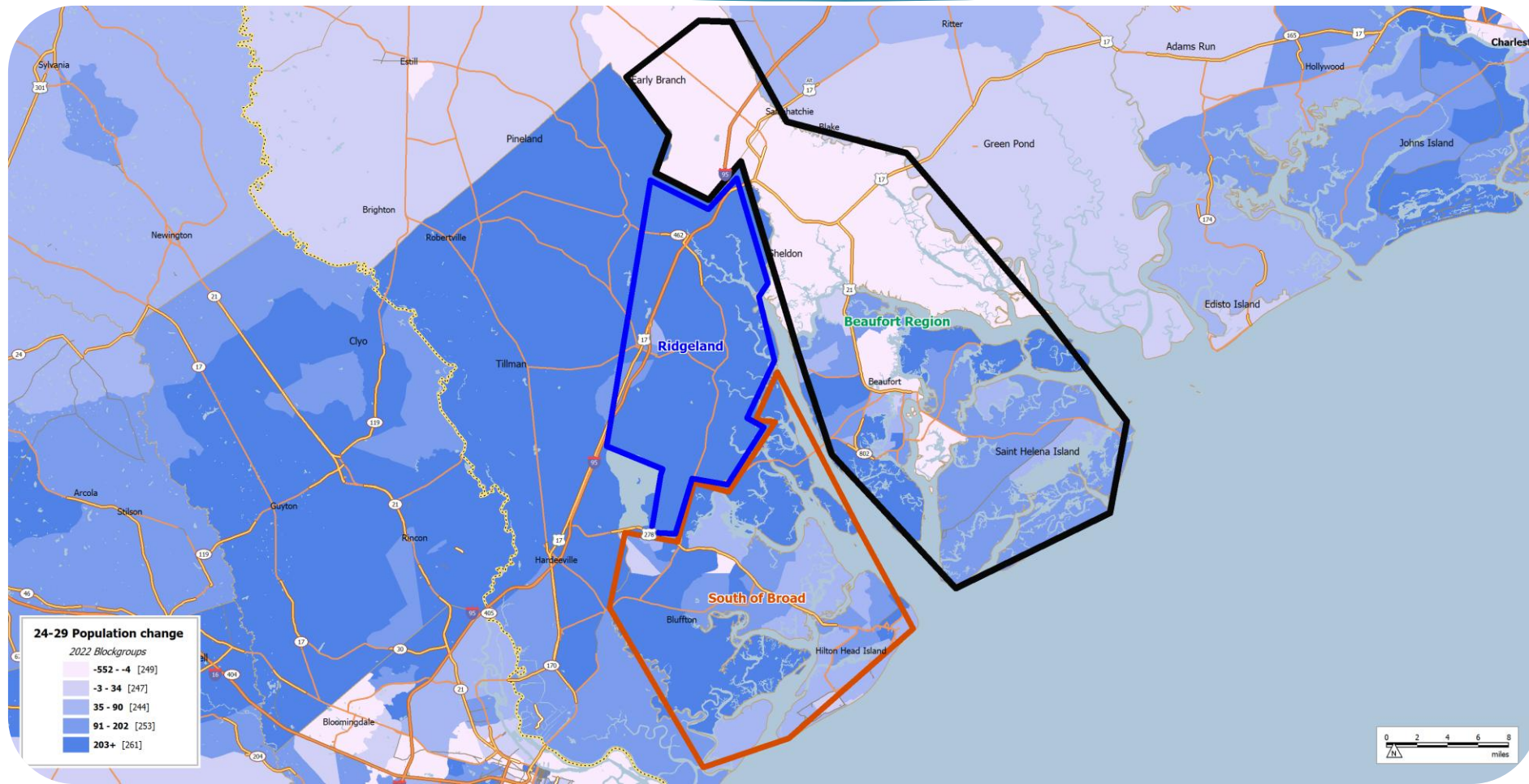
- ▶ Majority of our region's population is in Beaufort-Port Royal and St. Helena districts (92.5%)
- ▶ St. Helena was fastest growing district between 2010-24, Beaufort-Port Royal district is forecast to grow the fastest of the 4 districts in 2024-29
- ▶ The region is on an upward growth trajectory. 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

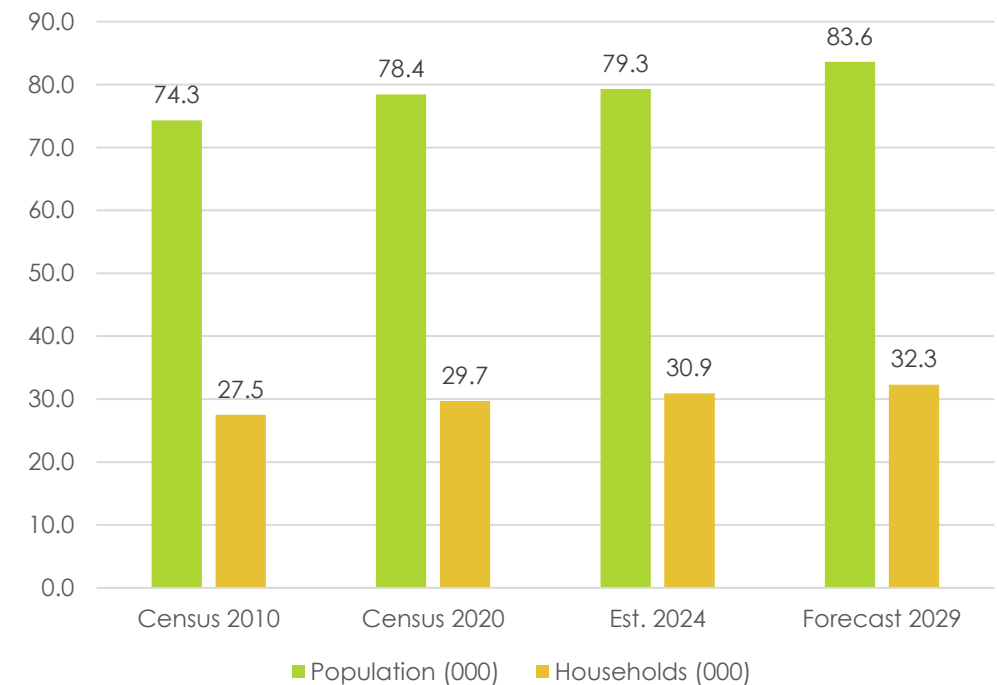


# 2024-2029 POPULATION GROWTH



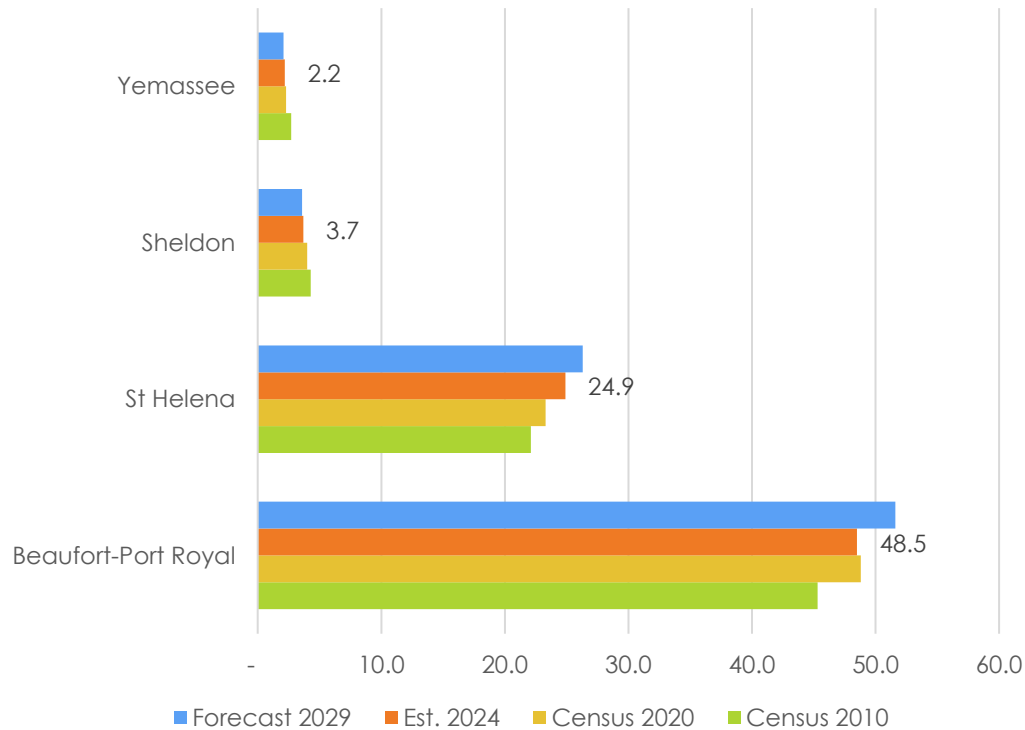
# POPULATION AND HOUSEHOLD GROWTH 2010-2029 IN BEAUFORT REGION

	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		





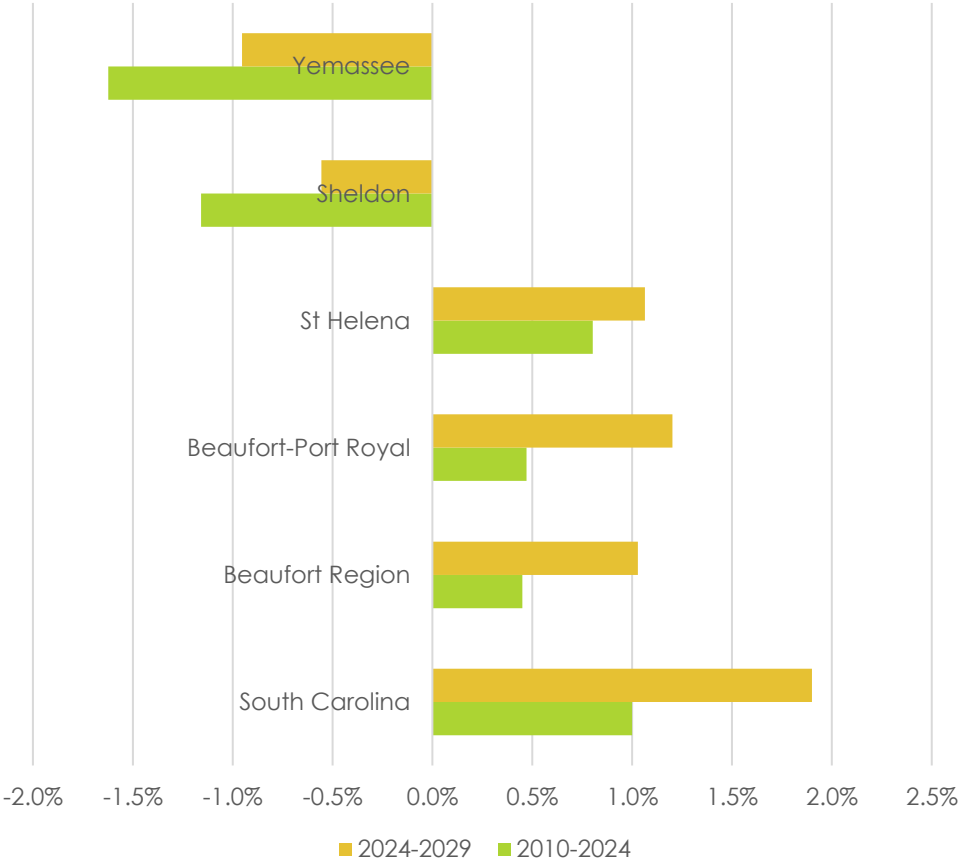
# POPULATION GROWTH TRENDS BY CENSUS DISTRICTS (CCD)



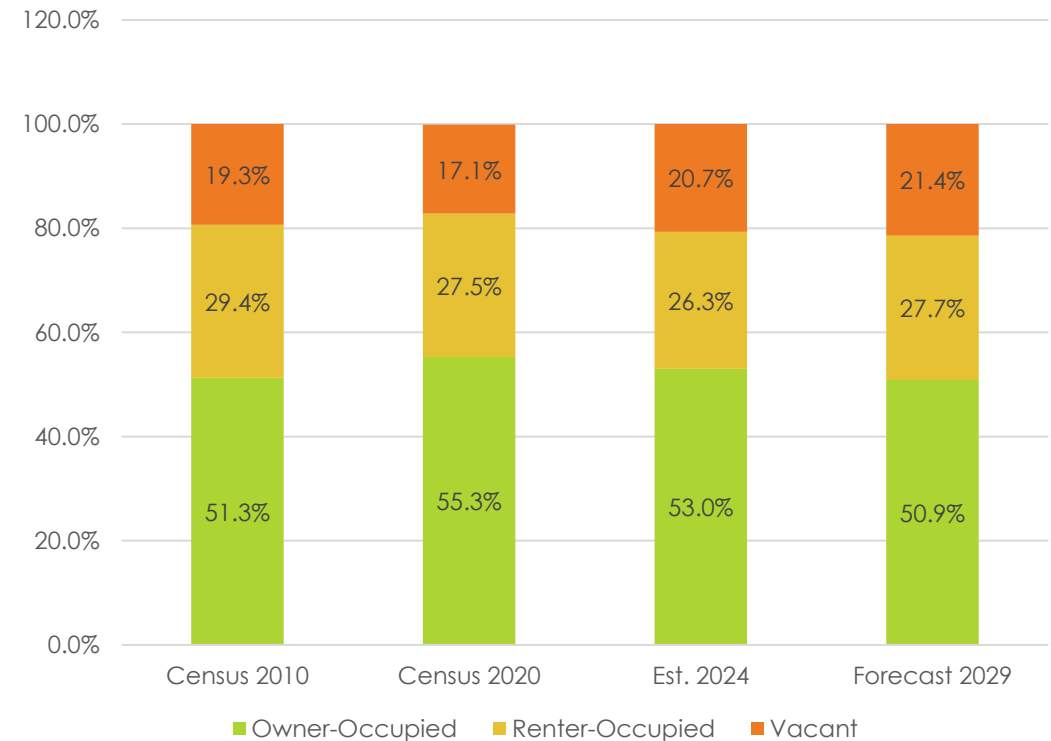
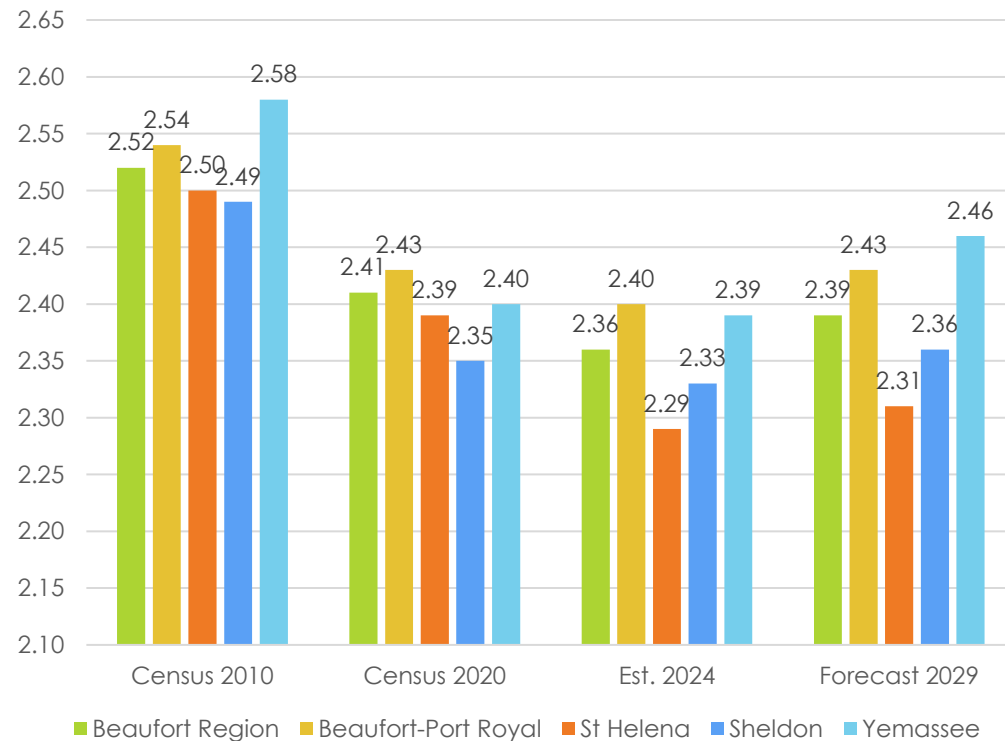
	Beaufort-Port Royal	St Helena	Sheldon	Yemassee
Census 2010	45.3	22.1	4.3	2.7
Census 2020	48.8	23.3	4.0	2.3
Est. 2024	48.5	24.9	3.7	2.2
Forecast 2029	51.6	26.3	3.6	2.1
Source: U.S. Census Bureau SCAN US				

# 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





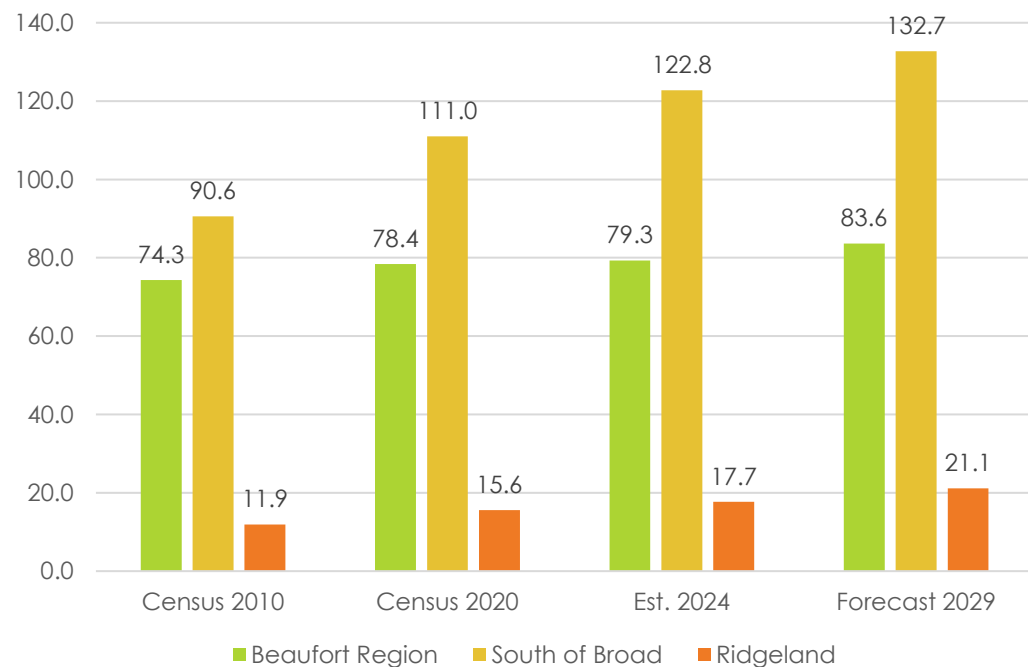
# VACATION HOMES 2019-2023

	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%

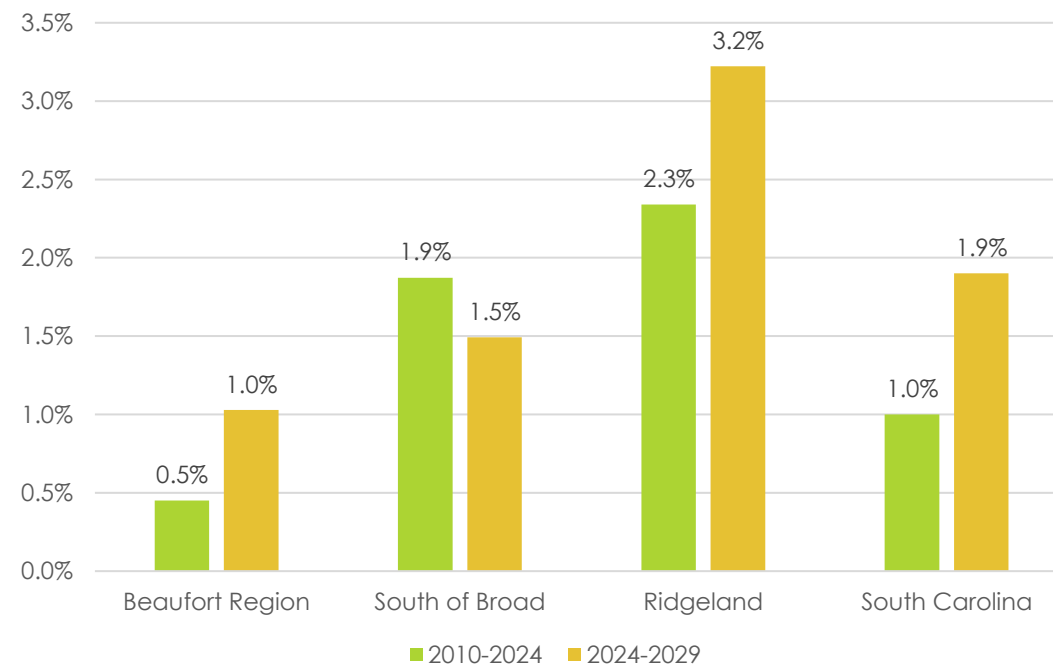


# GROWTH IN CONTEXT

Numeric Growth 2010-2029



Average Annual Growth (%)





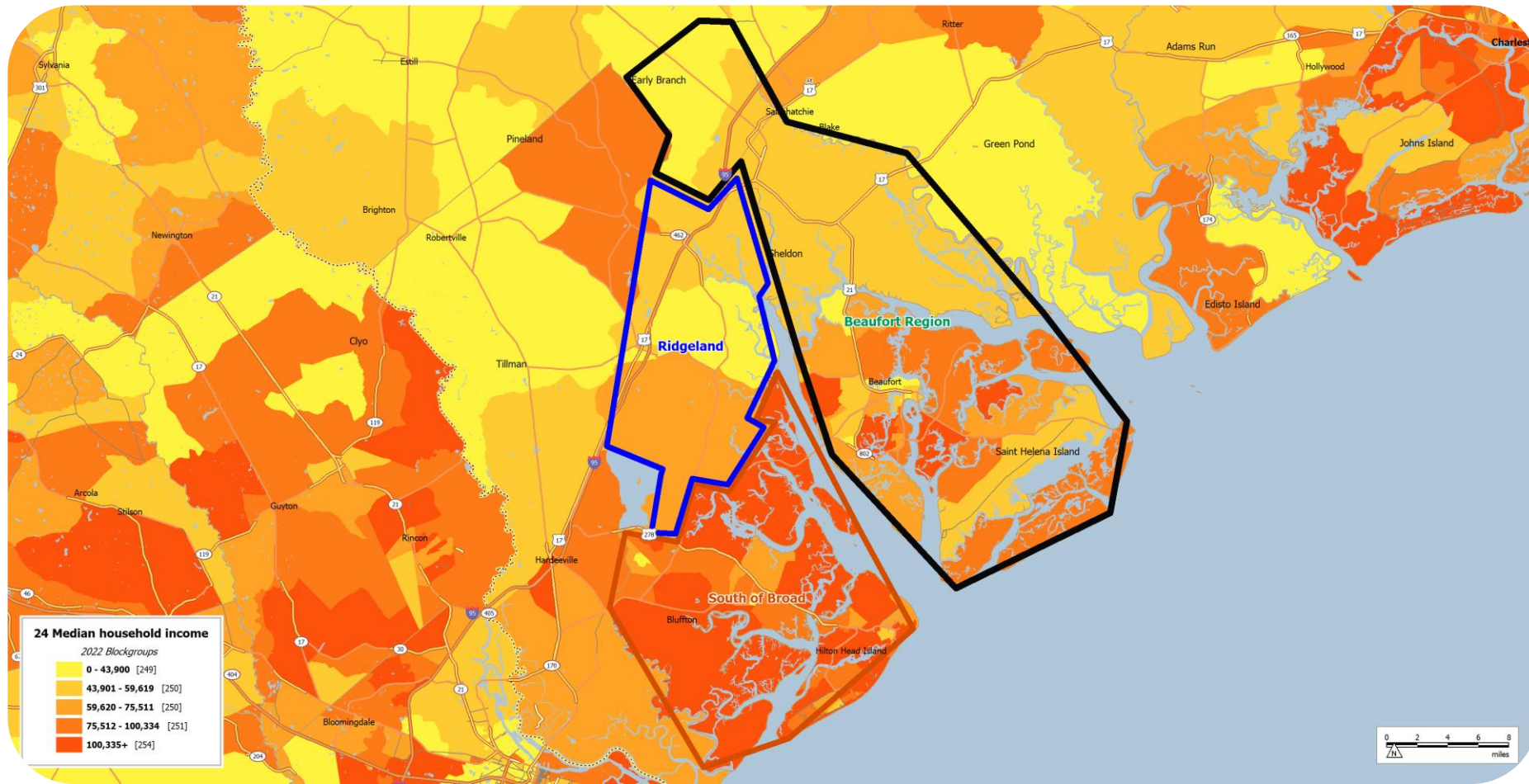
INCOME



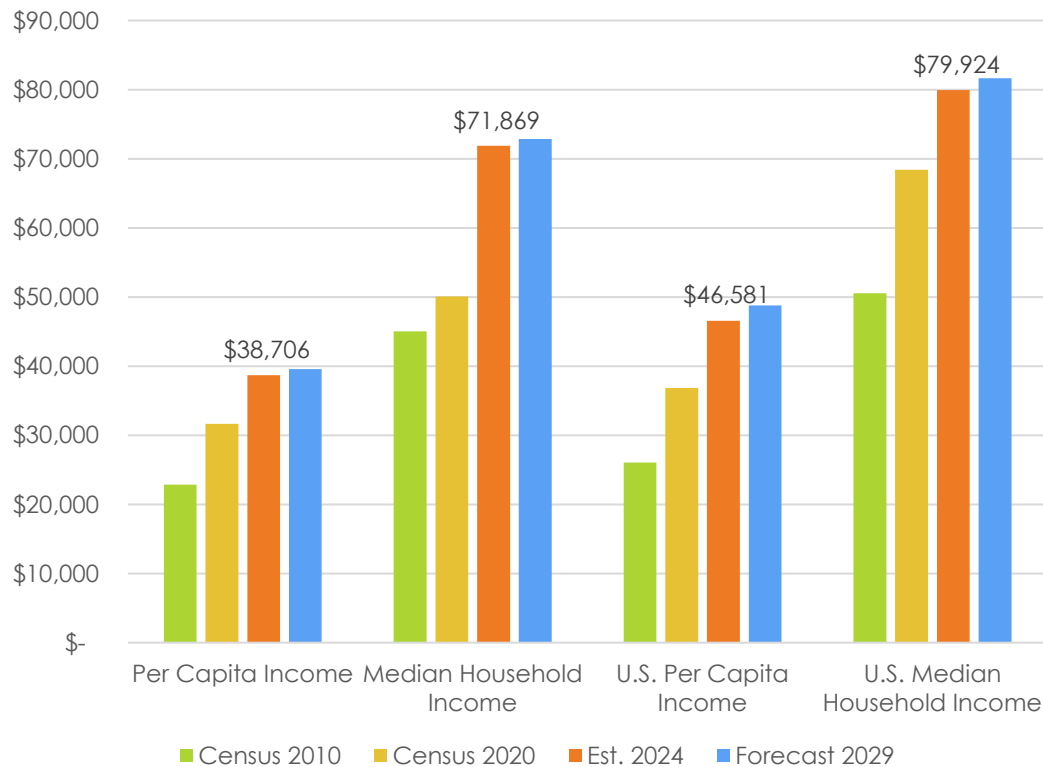
# KEY FINDINGS

- ▶ 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

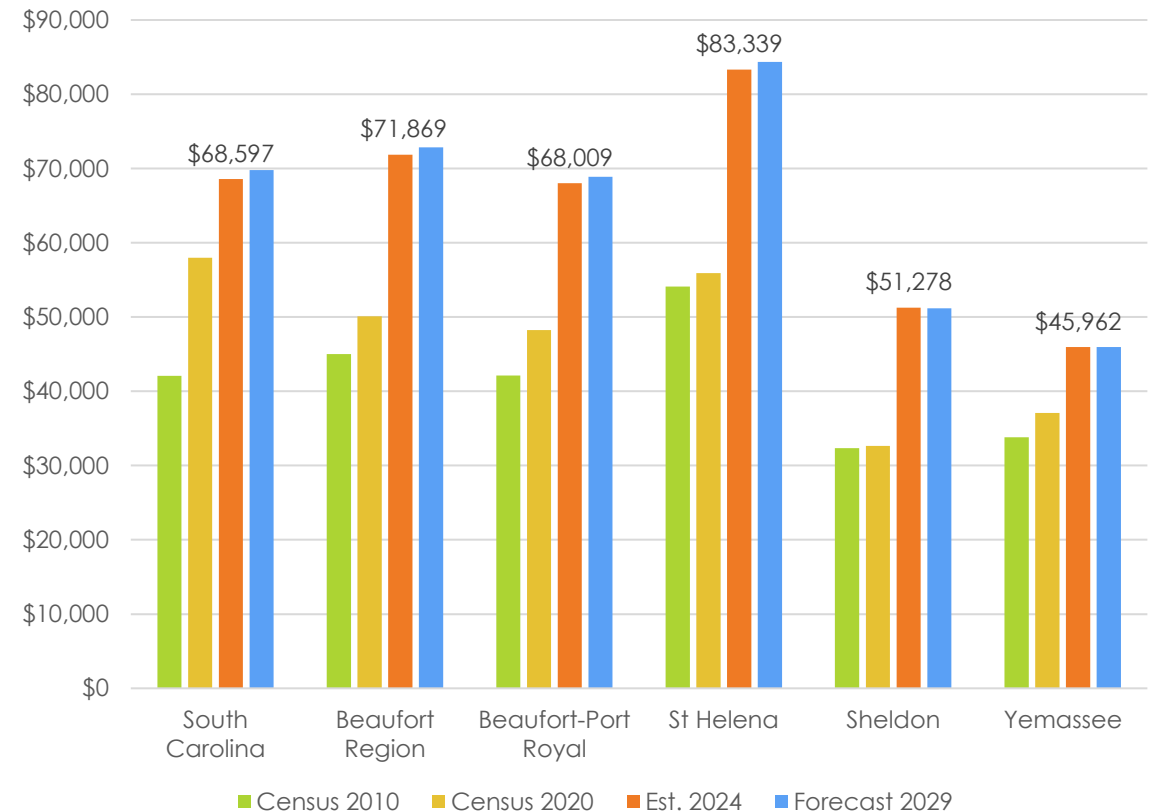


	Per Capita Income	Median Household Income	U.S. Per Capita Income	U.S. Median Household Income
Census 2010	\$ 22,883	\$ 45,032	\$ 26,038	\$ 50,556
Census 2020	\$ 31,638	\$ 50,078	\$ 36,851	\$ 68,390
Est. 2024	\$ 38,706	\$ 71,869	\$ 46,581	\$ 79,924
Forecast 2029	\$ 39,589	\$ 72,838	\$ 48,789	\$ 81,656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

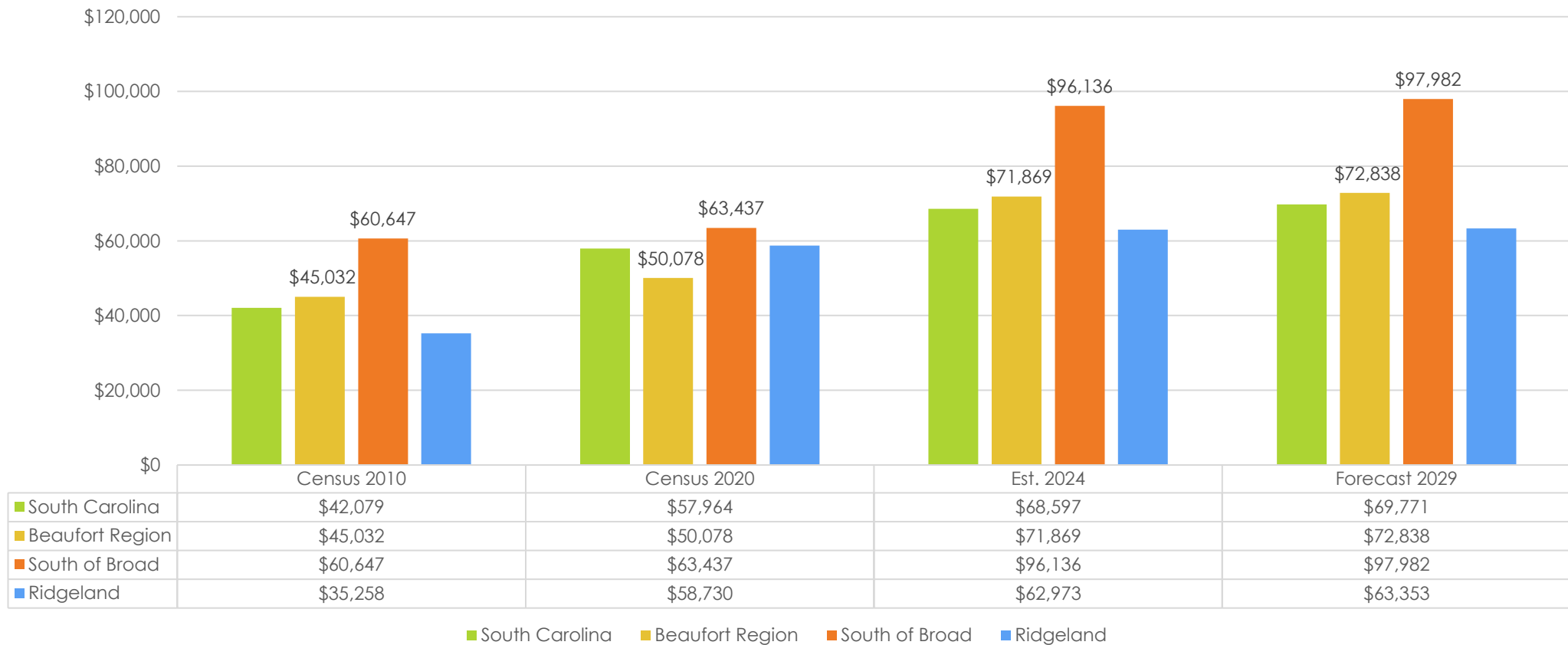


# MEDIAN HOUSEHOLD INCOME BY CCD 2010-2029

	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



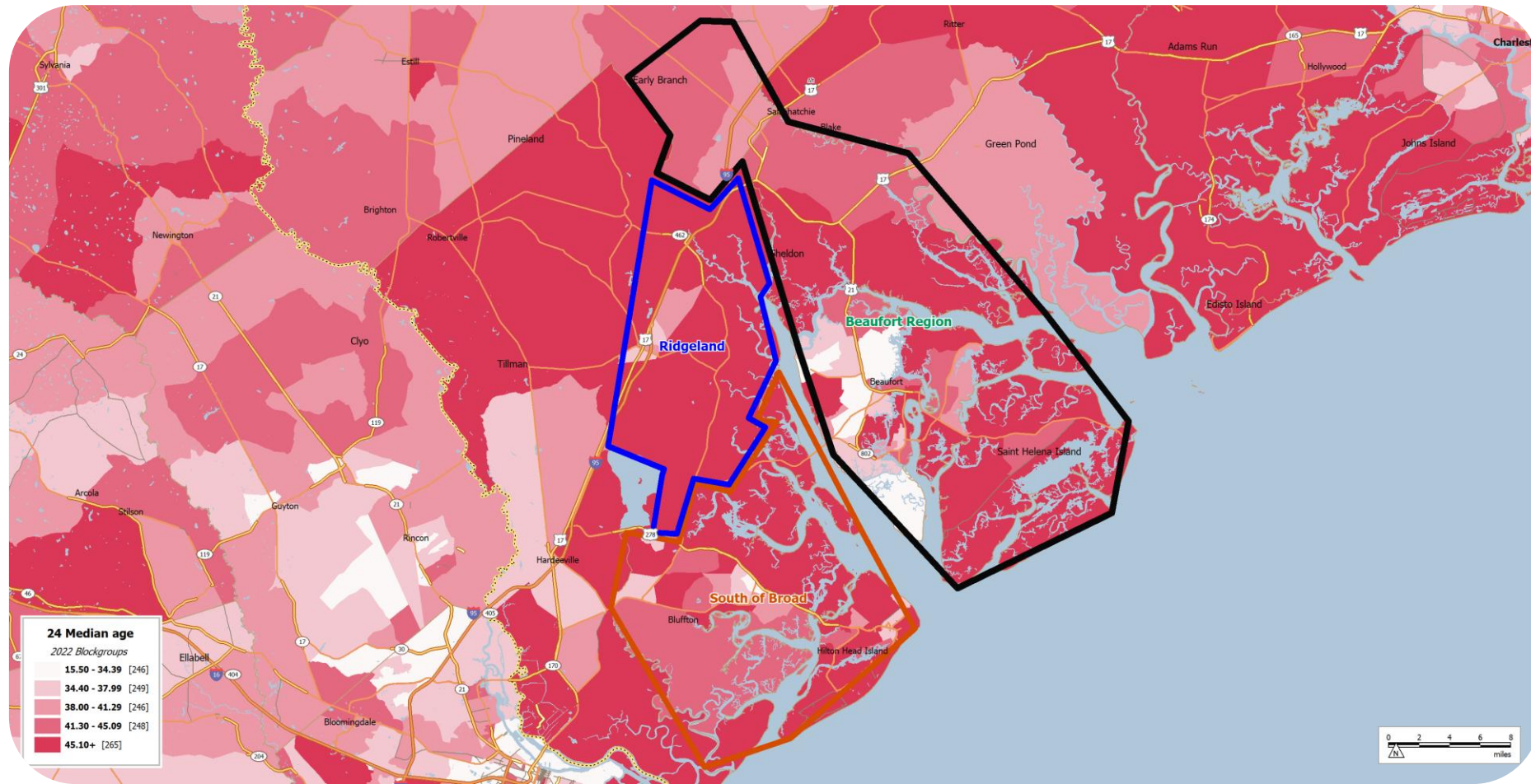
**AGE**



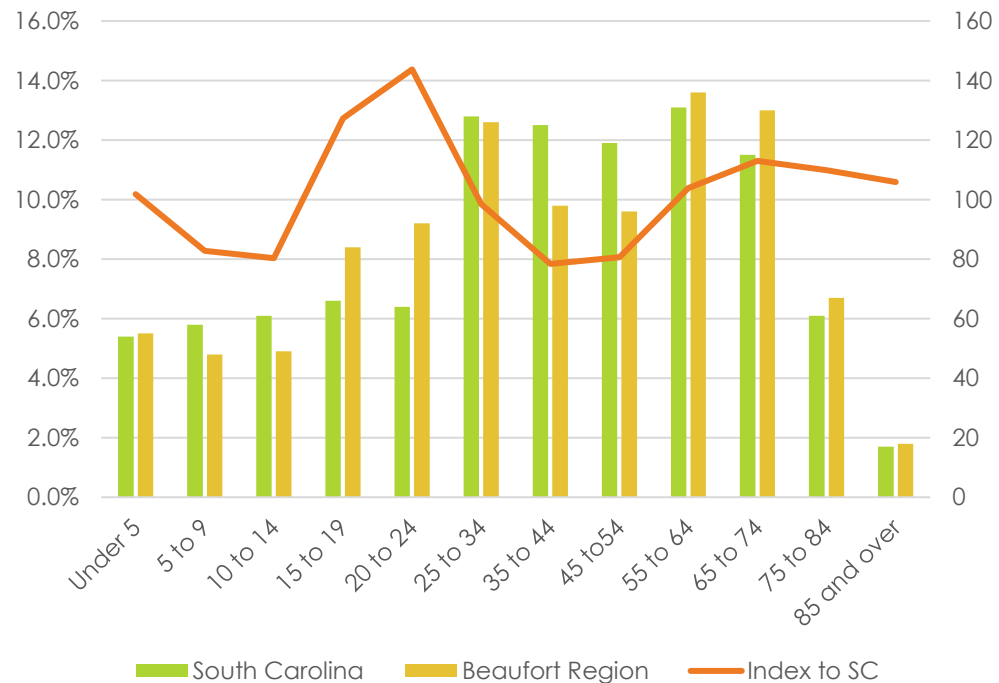
# KEY FINDINGS

- ▶ 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

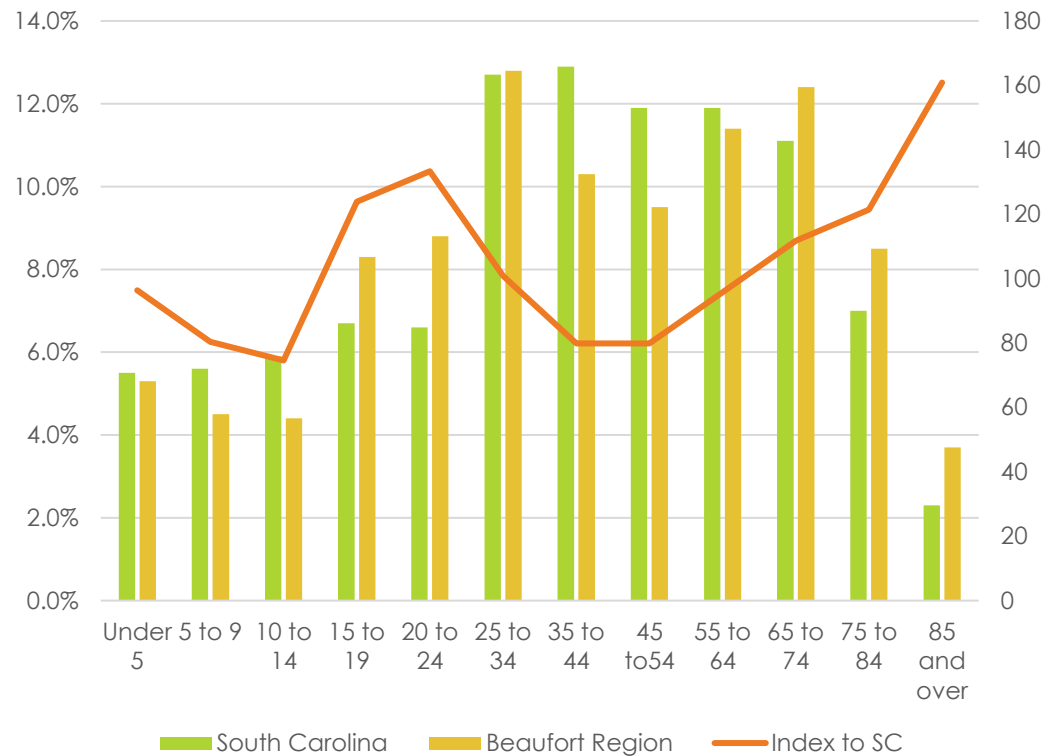


# AGE DISTRIBUTION 2024



	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 to 54	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			

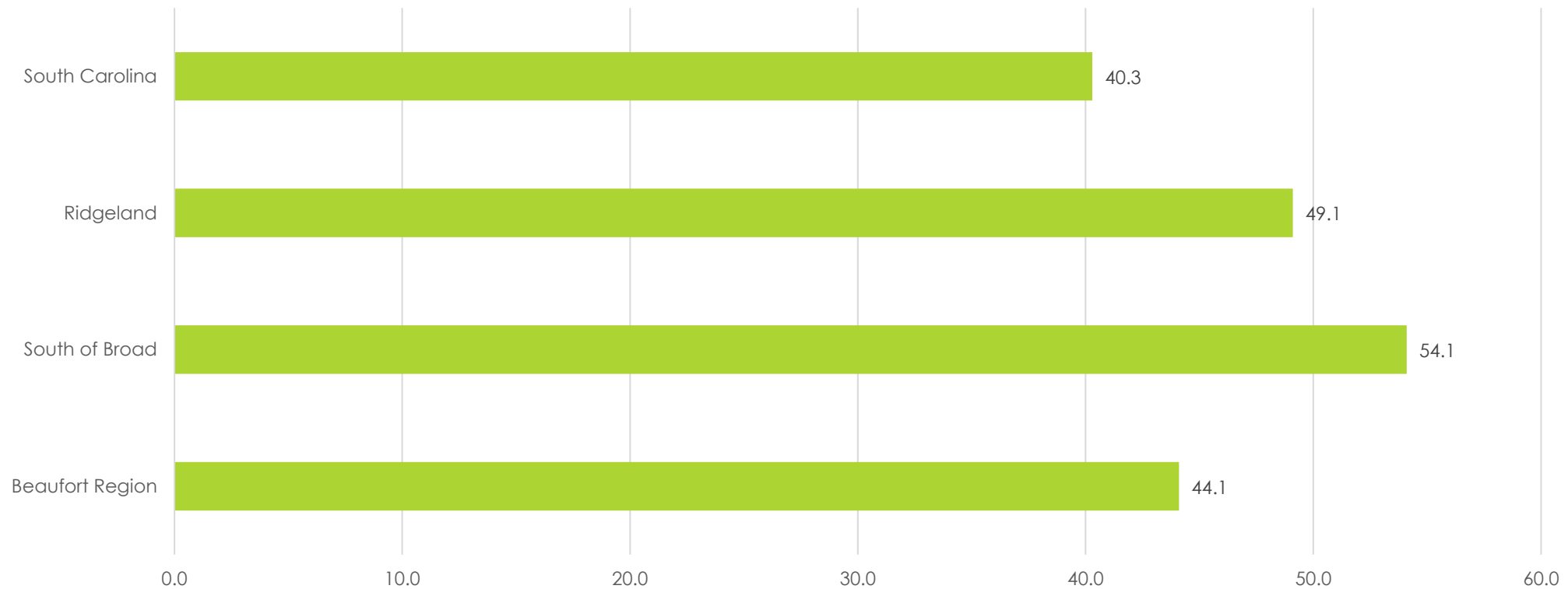
# AGE DISTRIBUTION 2029



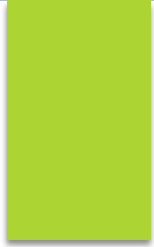
	South Carolina	Beaufort Region	Index to SC
Under 5	5.5%	5.3%	96
5 to 9	5.6%	4.5%	80
10 to 14	5.9%	4.4%	75
15 to 19	6.7%	8.3%	124
20 to 24	6.6%	8.8%	133
25 to 34	12.7%	12.8%	101
35 to 44	12.9%	10.3%	80
45 to 54	11.9%	9.5%	80
55 to 64	11.9%	11.4%	96
65 to 74	11.1%	12.4%	112
75 to 84	7.0%	8.5%	121
85 and over	2.3%	3.7%	161
Source: U.S. Census, SCAN US			

# AGE IN CONTEXT

Median Age 2024





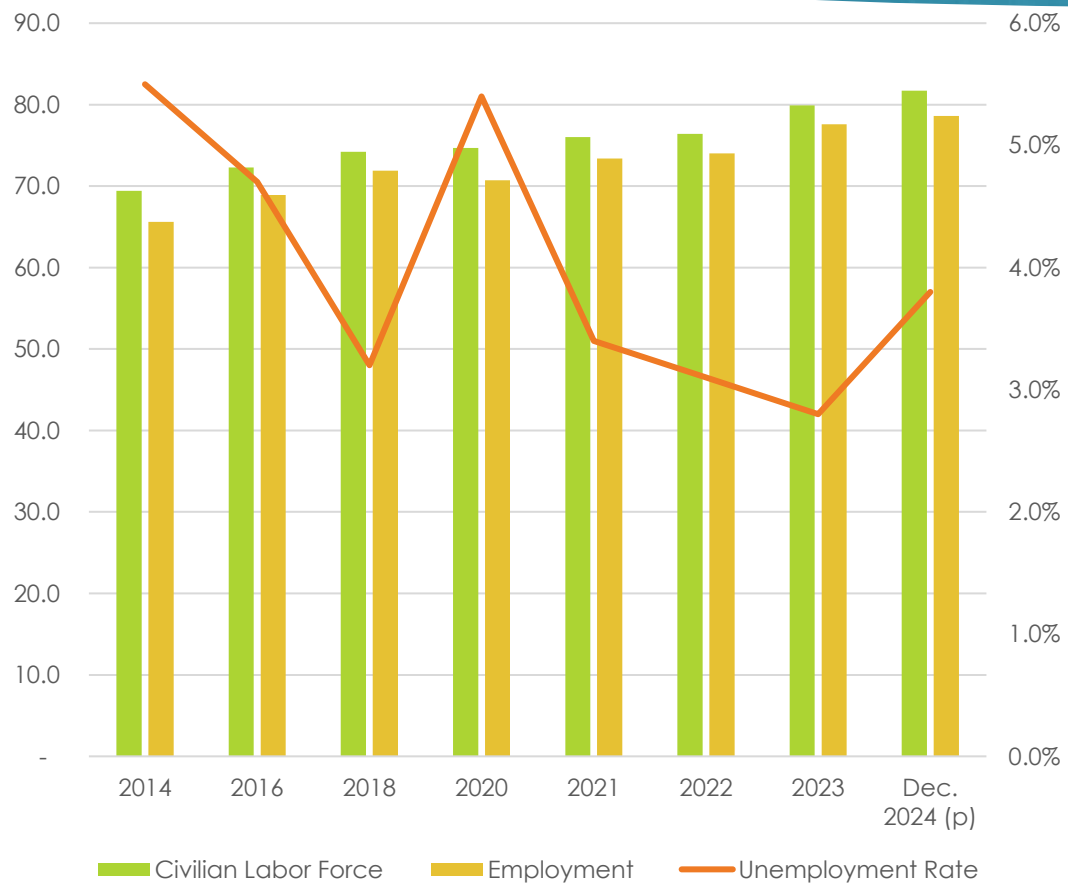


# LABOR FORCE AND EMPLOYMENT

# KEY FINDINGS

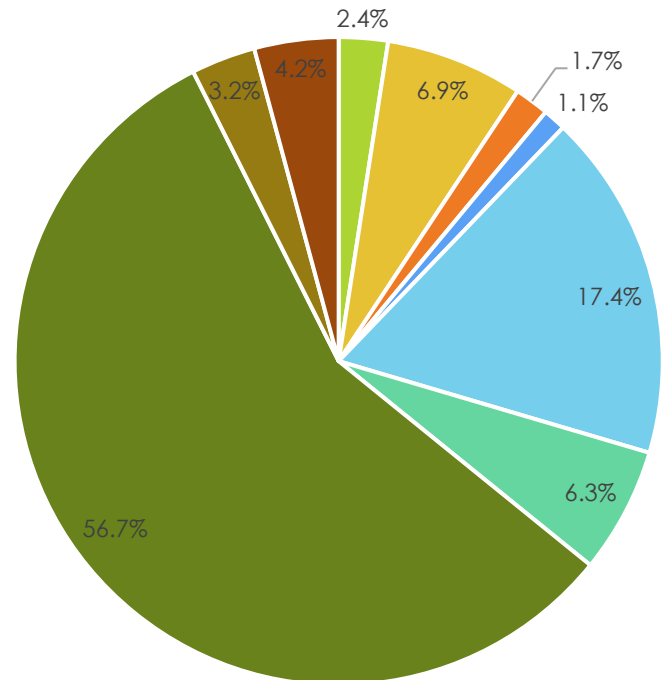
- ▶ Civilian labor force increased almost every year since 2010. Labor force and employment are above pre-pandemic levels
- ▶ Unemployment in 2024 was around 4% - reflecting a tight labor market
- ▶ 74% of employment in Beaufort County is in Services and Retail Trade – compared to 65% nationally
- ▶ 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

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26



	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								

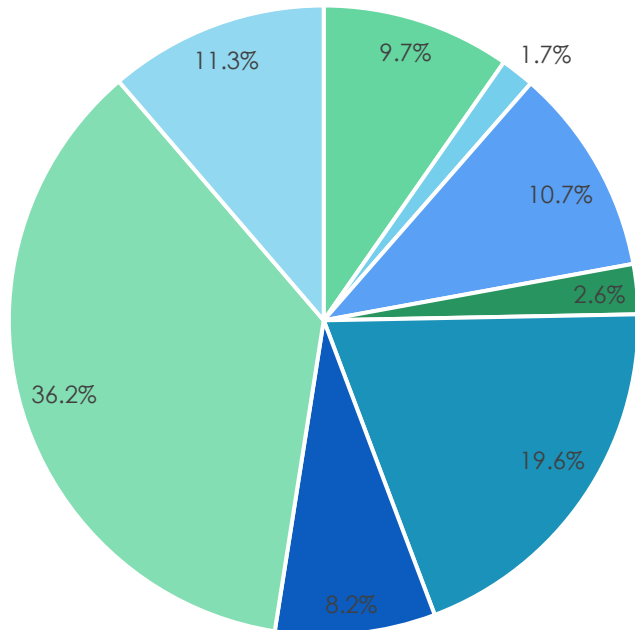
# EMPLOYMENT BY SECTOR 2024



■ T.W.I.U.      ■ Construction      ■ Manufacturing  
■ Wholesale Trade    ■ Retail Trade    ■ F.I.R.E.  
■ Services (Total)    ■ Federal Govt.    ■ State & Local

	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



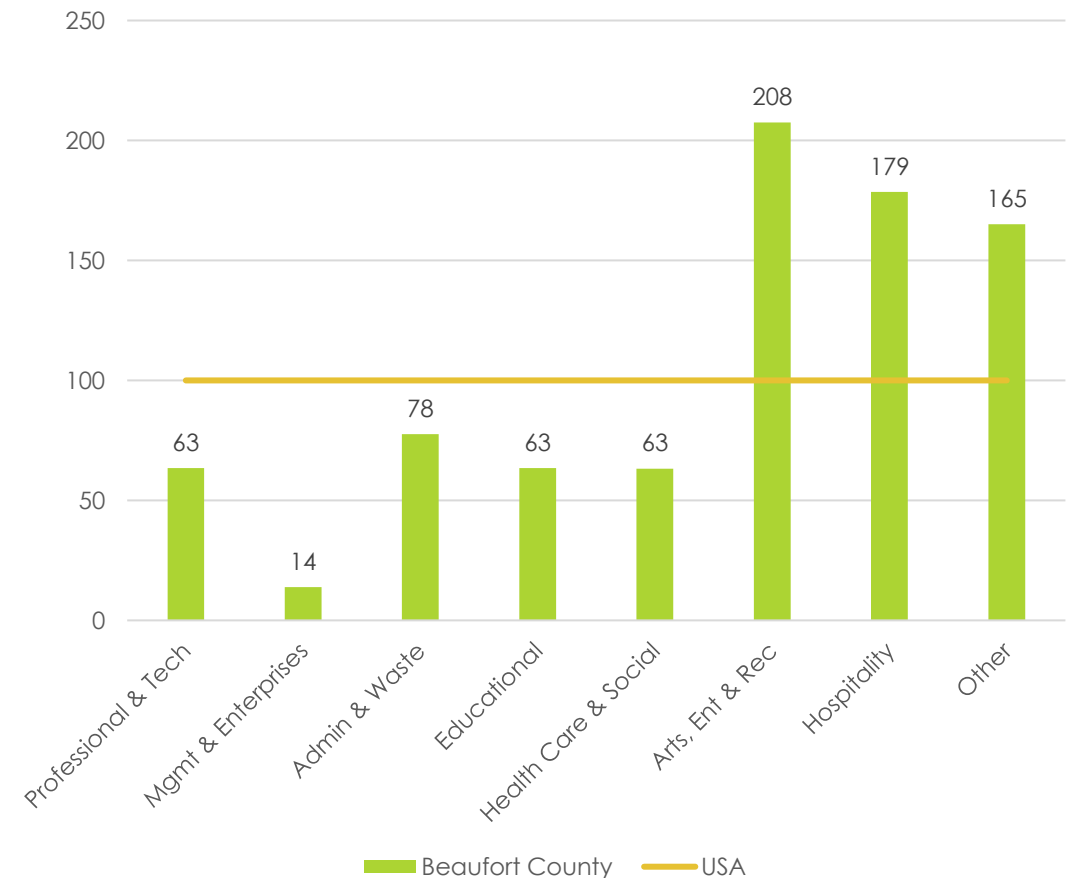
■ Professional & Tech ■ Mgmt. & Enterprises ■ Admin & Waste  
■ Educational ■ Health Care & Social ■ Arts, Ent & Rec  
■ Hospitality ■ Other

	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	

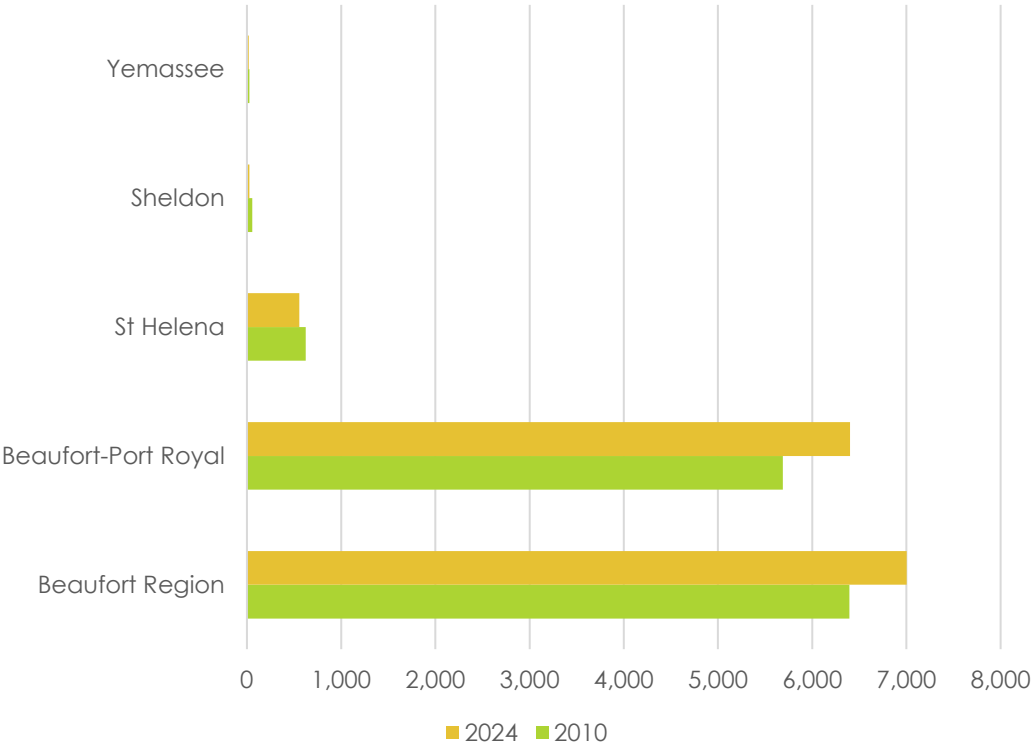


# SERVICE SECTOR INDEXED TO U.S.A.

	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.