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*Population Element- III*

## **POPULATION ELEMENT**

### **Background**

The Population Element provides a basic picture of the population characteristics of the Town of Kiawah Island. This element examines historic trends and projections, household numbers and sizes, educational levels, income characteristics, age and sex distribution, and racial composition. The majority of the information contained in the population element was compiled from the U.S. Bureau of Census 2000 and Census Population Estimates for 2009 data.



Kiawah Island is different from many other communities in that the majority of the property owners in the Town do not live there full-time and a large portion of the housing stock is used as rental property. Also, with the large number of homes and Resort properties available to accommodate guests to the Island, the Island has a large tourist population. Therefore, the Town's population can be divided into three groups: residents, non-resident property owners, and visitors. The Census data contained in this section only applies to the resident population, which is defined by the Census Bureau as "those persons usually resident in that particular area (where they live and sleep most of the time)." Data for non-resident property owners and visitors were obtained from the Kiawah Island Golf Resort (KIGR) and the Kiawah Island Community Association (KICA).

### **Existing Conditions**

#### **Population Analysis**

Kiawah Island's population varies dramatically during the year due to the seasonal nature of the community and Resort. The resident population of Kiawah Island, based on U.S. Census population estimates stood at 1,129 persons in 2009, down 21 or 1.8 percent, from 2005 levels. Indicative of a resort community, the Town exhibits characteristics that contrast with County and State demographic variables, including a higher percentage of residents over the age of 65, higher educational levels and higher median family incomes. Tourist and part-time resident population numbers range between 8,000 to 10,000 people per day during the summer. Thus, summer population numbers are roughly 10 times the number of permanent residents.



**Households: 1990-2000**

With the 2010 Census numbers years away from being available, household data are still dependent on the 2000 census. The number of resident households in the Town increased in 2000 compared to 1990, with the majority of the additional households consisting of married couples without children. As shown in Figure III.1, the total number of households in the Town of Kiawah Island increased by 237 households, or 74 percent, and the number of married couple households increased by 204, or 79 percent. Households with individuals under the age of 18 decreased by 7, or 15 percent, while households with individuals over the age of 65 increased by 167, or 140 percent, in 2000. The average household and family size decreased by 7 percent each.

**Figure III.1 Households by Type: 1990 and 2000**

	1990	2000	% Change (1990-2000)
Persons in Household	718	1,163	62
Total Households	320	557	74
Spouse	258	462	79
Child	123	101	-18
Own Child Under 18	109	58	-47
Other Relatives	8	30	275
Nonrelatives	2	13	550
Family Households	272	474	74
Married Couple Family	258	462	79
Female, Householder, No Husband Present	13	6	-54
Nonfamily Households	48	83	73
Householder Living Alone	43	73	70
65+ Years	20	41	105
Households with Individuals Under 18 Years	47	40	-15
Households with Individuals 65+ Years	119	286	140
Average Household Size	2.24	2.09	-7
Average Family Size	2.43	2.25	-7

In figure I.1, a “family group” is any two or more people (not necessarily including a householder) residing together, and related by birth, marriage, or adoption. A household may be composed of one such group, more than one, or none at all. The count of family groups includes family households, related subfamilies, and unrelated subfamilies. A “family household” is a household maintained by a householder who is in a family group and includes any unrelated people (unrelated subfamily members and/or secondary individuals) who may be residing there. The number of family households is equal to the number of families. The count of family household members differs from the count of family members, however, in that the family household members include all people living in



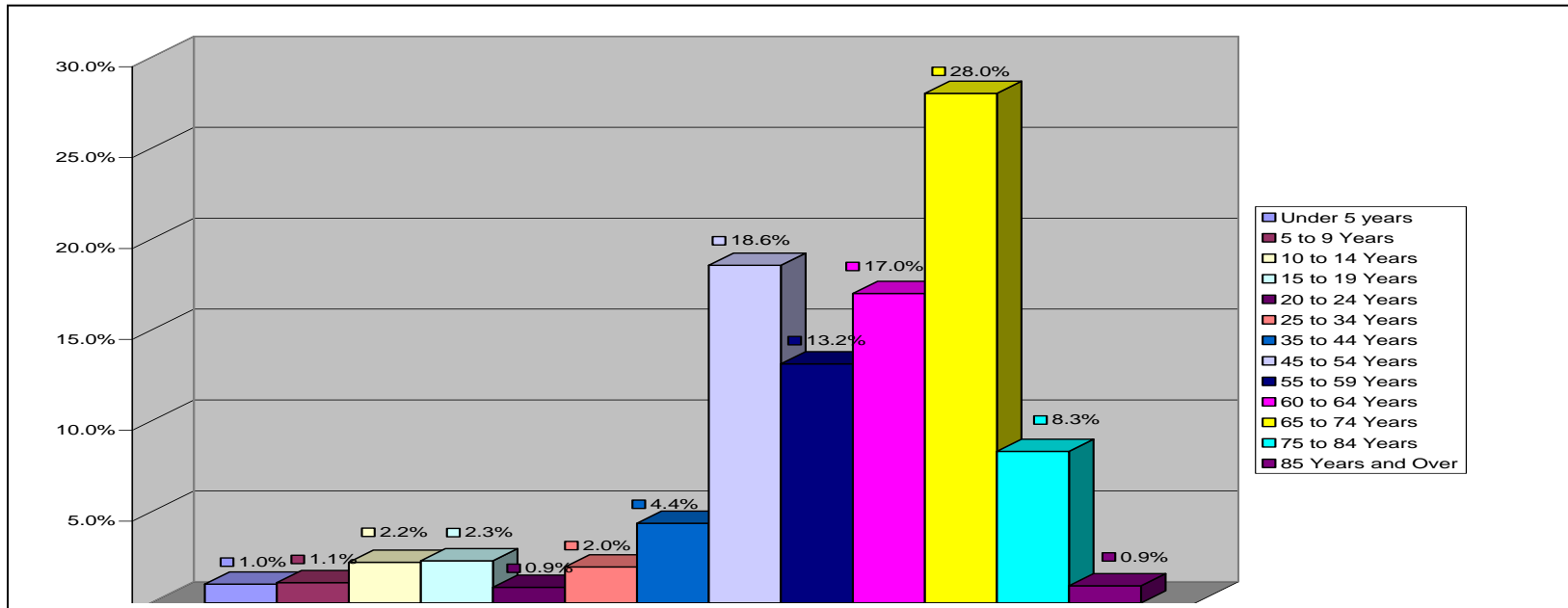
**Age and Sex Distribution: 2000**

Based on data collected from the 2000 Census, 326, or 28 percent, of the residents in the Town were between the ages of 65 and 74 years. This situation is unique because only 6.7 percent of the State population and 6.5 percent of the County population were in that age category. Just over 600 residents (53 percent) in the Town were between the ages of 35 and 64 in 2000. The least represented age groups in the Town in 2000 included those aged 75 years and over (108 residents, or 9.2 percent), and those under 35 years of age (111 residents, or 9.5 percent). The median age of Kiawah Island residents in 2000 was 61.2 years.

The 2000 resident population was balanced between males and females. There were 577 male residents, 49.6 percent of the population, and 586 female residents, 50.4 percent of the population. This balance is consistent with both the County and State figures. However, there were more male residents aged 65 years and older, representing 252 residents (58 percent) than female residents aged 65 years and older, representing 182 residents (42 percent). Generally, females exceeded males in the 65 years and older age bracket on the National, State and County level in 2000.

**Figure III.2 Age of Kiawah Island’s Population: 2000**

Source: U.S. Bureau of Census 2000





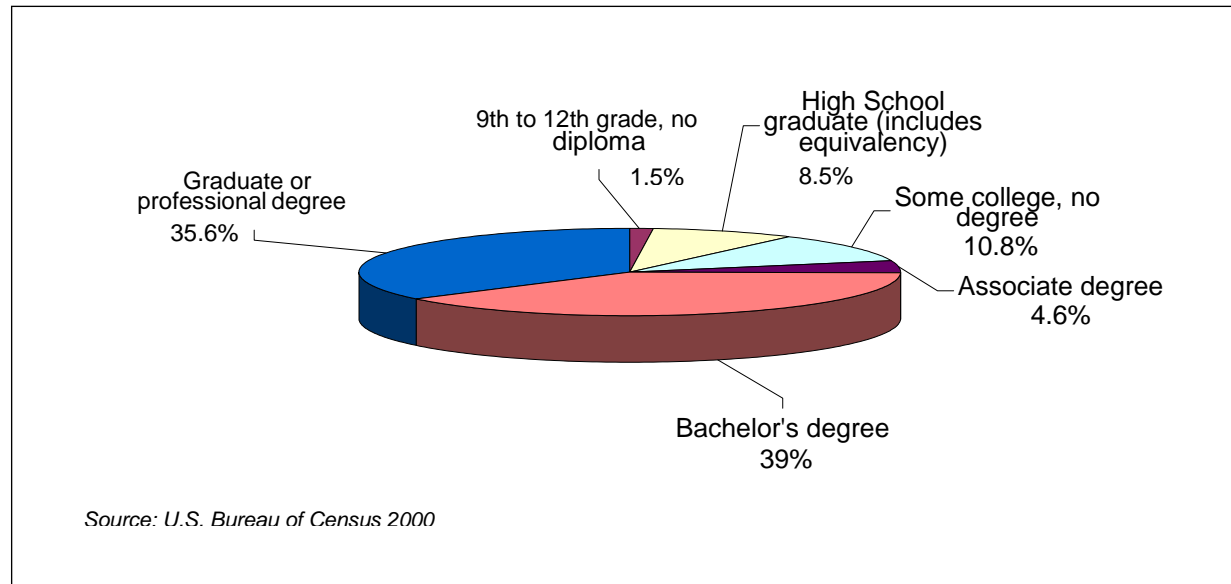
**Racial Composition : 2000**

The majority of the residents in the Town in 2000 were White, comprising 98.2 percent of the total resident 2000 population, or 1,142 residents. This figure is not consistent with the diversity found on National, State and County levels in 2000.

**Educational Attainment: 2000**

The resident population of Kiawah Island is highly educated. Of all the residents reporting to be 25 years and older (includes 1,082 of the 1,163 total residents) in 2000, 422, or 39 percent, had a Bachelor's degree and 385, or 35.6 percent, had a Graduate or professional degree. There was a 21 percent increase in the number of residents that held Graduate and professional degrees between the 1990 and 2000 Census. Comparatively, only 11 percent of County residents that were over the age of 25 in 2000 held a graduate or professional degree.

**Figure III.3 Educational Attainment, 25 years and older:**



**Income 2000 - 1999**

The median reported income for households on Kiawah Island in 1999 was \$76,114, which was 81 percent higher than the National median household income, 105 percent higher than the State’s median household income and 101 percent higher than the County’s median household income. Just under 57 percent of Kiawah Island’s households reported having social security income and just under 37 percent reported having retirement income other than social security income.

**Figure III.4 Household Income in 1999**

	Number	Percent
<b>Households</b>	<b>557</b>	<b>100.0</b>
Less than \$10,000	35	6.3
\$10,000 to \$14,999	22	3.9
\$15,000 to \$24,999	30	5.4



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\$25,000 to \$34,999	54	9.7
\$35,000 to \$49,999	39	7.0
\$50,000 to \$74,999	95	17.1
\$75,000 to \$99,999	82	14.7
\$100,000 to \$149,999	107	19.2
\$150,000 to \$199,999	28	5.0
\$200,000 or more	65	11.7
Median household income	\$76,114	(-)

*Source: U.S. Bureau of Census*





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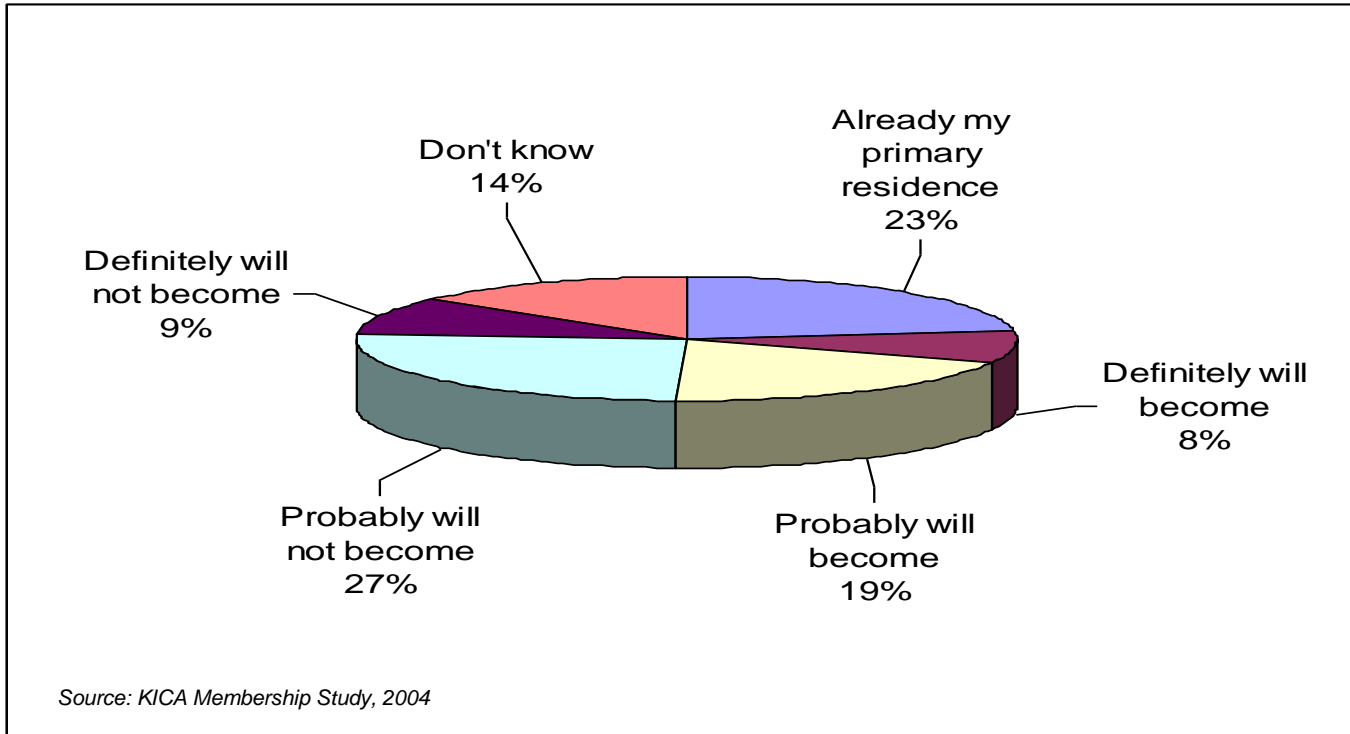
July 1, 2009	1,129
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*Source: U.S. Bureau of Census*

The Kiawah Island Community Association (KICA) conducted a member survey on June 29, 2004 and asked a question regarding the likelihood Kiawah Island would become a future primary residence. Of the 1,559 respondents, approximately 50 percent stated Kiawah Island is their primary residence, definitely will become their primary residence, or probably will become their primary residence in the future. Approximately 36 percent responded that Kiawah Island will probably not become their primary residence or definitely will not become their primary residence in the future.

Approximately 14 percent responded that they did not know if Kiawah would become their primary residence in the future. A break down of these responses is shown in Figure III.6 below. Members who own undeveloped lots are more likely than others to say they definitely or probably will become permanent residents. Villa or condo owners are more likely than others to say they definitely or probably will not become permanent residents.

**Figure III.6 Likelihood of Kiawah Becoming Future Residence**





## Key Issues

The following are the key issues related to the Population Element:

- The non-resident population fluctuates dramatically on a seasonal basis creating the need for different facilities and services;
- The resident population tends to be older, more affluent, and better educated than national, state, and local averages, thus creating the need for different services and facilities than seen in other communities; and
- The affluence and high profile nature of segments of the Island’s population create a heightened sensitivity to security related issues.

## Goals

To help the Town further realize its Vision, the following goals should be considered when evaluating proposals for change:

### 1. Provide residents, non-resident property owners, and visitors with a safe and secure environment and high quality community facilities.

	<b>Implementation Strategy</b>	<b>Responsibility</b>	<b>Time Frame</b>
a.	Coordinate with law enforcement and private security providers to ensure a safe and secure environment is provided.	Town Council Public Safety Committee	Ongoing
b.	Monitor and sustain the continued adequacy of emergency preparedness plans designed to ensure the safety and protection of the Town’s population during an emergency event and regularly communicate such plans to resident, non-resident property owner, and visitor populations. (See also Community Facilities Element-Goal #2)	Town Council Town Administrator	Annually Ongoing
c.	Assess the current need and project future needs for community services and facilities to accommodate residents, non-resident property owners, and	Planning Commission	By 2015



	<b>Implementation Strategy</b>	<b>Responsibility</b>	<b>Time Frame</b>
	visitors (see also Goal #2).	Town Administrator Planning Director	

**2. Develop more accurate data on property owner and visitor populations in order to assess and project the need for community services and facilities.**

	<b>Implementation Strategy</b>	<b>Responsibility</b>	<b>Time Frame</b>
a.	Work with KICA, KIGR, KDP, and other groups to collect accurate population data, including those pertaining to residents, non-resident property owners, and visitors.	Town Administrator	Ongoing
b.	Using these data, assess the current need and project future needs for community services and facilities to accommodate residents, non-resident property owners, and visitors.	Planning Commission Town Administrator Planning Director	Ongoing

**3. Develop strategies that consider the needs of an older and aging segment of the population.**

	<b>Implementation Strategy</b>	<b>Responsibility</b>	<b>Time Frame</b>
a.	Form a task force to study and consider the needs of an older and aging segment of the population, including their needs related to emergency preparedness..	Town Council	2011- Form Taskforce 2013 – Report of Results