



9714 N Kings Hwy, Myrtle Bea...

Latitude: 33.780402  
Longitude: -78.790055

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population</b>			
Total Population	1,914	9,836	21,819
Male Population	46.7%	48.6%	49.3%
Female Population	53.3%	51.4%	50.7%
Median Age	57.1	50.6	45.8
<b>2010 Income</b>			
Median HH Income	\$73,991	\$57,322	\$50,489
Per Capita Income	\$47,771	\$38,326	\$33,154
Average HH Income	\$92,980	\$81,300	\$70,628
<b>2010 Households</b>			
Total Households	905	4,591	10,140
Average Household Size	2.02	2.12	2.13
<b>2010 Housing</b>			
Owner Occupied Housing Units	17.7%	30.8%	29.1%
Renter Occupied Housing Units	11.4%	6.4%	10.4%
Vacant Housing Units	70.9%	62.8%	60.5%
<b>Population</b>			
1990 Population	893	3,981	11,722
2000 Population	1,364	4,998	13,645
2010 Population	1,914	9,836	21,819
2015 Population	2,305	12,167	26,126
1990-2000 Annual Rate	4.33%	2.3%	1.53%
2000-2010 Annual Rate	3.36%	6.83%	4.69%
2010-2015 Annual Rate	3.79%	4.35%	3.67%

In the identified market area, the current year population is 21,819. In 2000, the Census count in the market area was 13,645. The rate of change since 2000 was 4.69 percent annually. The five-year projection for the population in the market area is 26,126, representing a change of 3.67 percent annually from 2010 to 2015. Currently, the population is 49.3 percent male and 50.7 percent female.

<b>Households</b>			
1990 Households	363	1,831	5,370
2000 Households	622	2,437	6,497
2010 Households	905	4,591	10,140
2015 Households	1,103	5,688	12,132
1990-2000 Annual Rate	5.53%	2.9%	1.92%
2000-2010 Annual Rate	3.73%	6.37%	4.44%
2010-2015 Annual Rate	4.04%	4.38%	3.65%

The household count in this market area has changed from 6,497 in 2000 to 10,140 in the current year, a change of 4.44 percent annually. The five-year projection of households is 12,132, a change of 3.65 percent annually from the current year total. Average household size is currently 2.13, compared to 2.07 in the year 2000. The number of families in the current year is 5,779 in the market area.

**Housing**

Currently, 29.1 percent of the 25,703 housing units in the market area are owner occupied; 10.4 percent, renter occupied; and 60.5 percent are vacant. In 2000, there were 17,760 housing units - 24.9 percent owner occupied, 11.6 percent renter occupied and 63.5 percent vacant. The rate of change in housing units since 2000 is 3.67 percent. Median home value in the market area is \$192,364, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 3.58 percent annually to \$229,320. From 2000 to the current year, median home value changed by 2.71 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



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Ring: 1, 3, 5 Miles

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<b>Median Household Income</b>			
1990 Median HH Income	\$37,850	\$37,750	\$30,452
2000 Median HH Income	\$55,058	\$50,163	\$41,689
2010 Median HH Income	\$73,991	\$57,322	\$50,489
2015 Median HH Income	\$76,682	\$60,757	\$55,664
1990-2000 Annual Rate	3.82%	2.88%	3.19%
2000-2010 Annual Rate	2.93%	1.31%	1.89%
2010-2015 Annual Rate	0.72%	1.17%	1.97%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$25,648	\$26,465	\$19,883
2000 Per Capita Income	\$35,410	\$38,981	\$30,894
2010 Per Capita Income	\$47,771	\$38,326	\$33,154
2015 Per Capita Income	\$51,507	\$41,322	\$35,663
1990-2000 Annual Rate	3.28%	3.95%	4.51%
2000-2010 Annual Rate	2.96%	-0.17%	0.69%
2010-2015 Annual Rate	1.52%	1.52%	1.47%
<b>Average Household Income</b>			
1990 Average Household Income	\$58,586	\$57,053	\$43,036
2000 Average Household Income	\$69,872	\$77,536	\$63,495
2010 Average HH Income	\$92,980	\$81,300	\$70,628
2015 Average HH Income	\$98,468	\$87,547	\$76,123
1990-2000 Annual Rate	1.78%	3.12%	3.97%
2000-2010 Annual Rate	2.83%	0.46%	1.04%
2010-2015 Annual Rate	1.15%	1.49%	1.51%

### Households by Income

Current median household income is \$50,489 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$55,664 in five years. In 2000, median household income was \$41,689, compared to \$30,452 in 1990.

Current average household income is \$70,628 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$76,123 in five years. In 2000, average household income was \$63,495, compared to \$43,036 in 1990.

Current per capita income is \$33,154 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$35,663 in five years. In 2000, the per capita income was \$30,894, compared to \$19,883 in 1990.

### Population by Employment

Total Businesses	326	912	1,594
Total Employees	5,194	13,394	19,394

Currently, 89.1 percent of the civilian labor force in the identified market area is employed and 10.9 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 91.2 percent of the civilian labor force, and unemployment will be 8.8 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 60.1 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 64.7 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 20.9 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 14.5 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 79.2 percent of the market area population drove alone to work, and 3.3 percent worked at home. The average travel time to work in 2000 was 19.7 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 9.5 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 28.9 percent were high school graduates only (29.6 percent in the U.S.)
- 9.6 percent had completed an Associate degree (7.7 percent in the U.S.)
- 19.3 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 12.5 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)



# Demographic and Income Profile

9714 N Kings Hwy, Myrtle Beach, SC, 29572  
 Ring: 1 mile radius

Prepared by Marie Moss  
 Latitude: 33.780401610  
 Longitude: -78.79005468

Summary	2010	2011	2016
Population	1,437	1,421	1,464
Households	712	705	729
Families	389	387	393
Average Household Size	2.01	2.01	2.00
Owner Occupied Housing Units	564	559	581
Renter Occupied Housing Units	148	146	148
Median Age	58.5	58.8	60.8

  

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.60%	1.18%	0.67%
Households	0.67%	1.28%	0.71%
Families	0.31%	1.05%	0.57%
Owner HHs	0.78%	1.36%	0.91%
Median Household Income	3.25%	3.46%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	45	6.4%	44	6.0%
\$15,000 - \$24,999	101	14.3%	79	10.8%
\$25,000 - \$34,999	77	10.9%	60	8.2%
\$35,000 - \$49,999	133	18.9%	129	17.7%
\$50,000 - \$74,999	100	14.2%	129	17.7%
\$75,000 - \$99,999	76	10.8%	84	11.5%
\$100,000 - \$149,999	92	13.1%	98	13.4%
\$150,000 - \$199,999	34	4.8%	57	7.8%
\$200,000+	47	6.7%	50	6.8%

  

Median Household Income	\$49,452	\$58,031
Average Household Income	\$75,549	\$86,872
Per Capita Income	\$40,418	\$46,725

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	37	2.6%	36	2.5%	36	2.5%
5 - 9	39	2.7%	39	2.7%	38	2.6%
10 - 14	46	3.2%	46	3.2%	45	3.1%
15 - 19	36	2.5%	35	2.5%	32	2.2%
20 - 24	61	4.2%	59	4.2%	55	3.8%
25 - 34	128	8.9%	124	8.7%	119	8.1%
35 - 44	110	7.7%	107	7.5%	100	6.8%
45 - 54	181	12.6%	176	12.4%	158	10.8%
55 - 64	280	19.5%	279	19.7%	295	20.1%
65 - 74	289	20.1%	291	20.5%	349	23.8%
75 - 84	180	12.5%	178	12.5%	185	12.6%
85+	50	3.5%	49	3.5%	53	3.6%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,365	95.0%	1,350	95.0%	1,384	94.6%
Black Alone	15	1.0%	15	1.1%	15	1.0%
American Indian Alone	4	0.3%	4	0.3%	4	0.3%
Asian Alone	18	1.3%	17	1.2%	20	1.4%
Pacific Islander Alone	4	0.3%	4	0.3%	5	0.3%
Some Other Race Alone	15	1.0%	15	1.1%	18	1.2%
Two or More Races	16	1.1%	16	1.1%	17	1.2%
Hispanic Origin (Any Race)	31	2.2%	30	2.1%	35	2.4%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



# Demographic and Income Profile

9714 N Kings Hwy, Myrtle Beach, SC, 29572  
 Ring: 3 mile radius

Prepared by Marie Moss  
 Latitude: 33.780401610  
 Longitude: -78.79005468

Summary	2010	2011	2016
Population	6,356	6,384	6,669
Households	3,143	3,158	3,315
Families	1,886	1,902	1,965
Average Household Size	2.02	2.02	2.01
Owner Occupied Housing Units	2,439	2,448	2,592
Renter Occupied Housing Units	704	710	723
Median Age	55.1	55.4	57.5

  

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.88%	1.18%	0.67%
Households	0.98%	1.28%	0.71%
Families	0.65%	1.05%	0.57%
Owner HHs	1.15%	1.36%	0.91%
Median Household Income	2.78%	3.46%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	278	8.8%	273	8.2%
\$15,000 - \$24,999	325	10.3%	255	7.7%
\$25,000 - \$34,999	399	12.6%	309	9.3%
\$35,000 - \$49,999	533	16.9%	524	15.8%
\$50,000 - \$74,999	485	15.3%	636	19.2%
\$75,000 - \$99,999	350	11.1%	380	11.5%
\$100,000 - \$149,999	358	11.3%	361	10.9%
\$150,000 - \$199,999	174	5.5%	299	9.0%
\$200,000+	258	8.2%	277	8.4%

  

Median Household Income	\$51,632	\$59,214
Average Household Income	\$78,622	\$90,918
Per Capita Income	\$38,628	\$44,815

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	206	3.2%	205	3.2%	206	3.1%
5 - 9	243	3.8%	242	3.8%	240	3.6%
10 - 14	246	3.9%	247	3.9%	247	3.7%
15 - 19	225	3.5%	223	3.5%	206	3.1%
20 - 24	235	3.7%	233	3.7%	223	3.3%
25 - 34	531	8.4%	524	8.2%	524	7.9%
35 - 44	587	9.2%	583	9.1%	555	8.3%
45 - 54	893	14.1%	884	13.8%	809	12.1%
55 - 64	1,314	20.7%	1,339	21.0%	1,447	21.7%
65 - 74	1,091	17.2%	1,118	17.5%	1,375	20.6%
75 - 84	601	9.5%	604	9.5%	634	9.5%
85+	182	2.9%	182	2.9%	202	3.0%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,880	92.5%	5,905	92.5%	6,137	92.0%
Black Alone	203	3.2%	203	3.2%	214	3.2%
American Indian Alone	16	0.3%	16	0.3%	17	0.3%
Asian Alone	75	1.2%	75	1.2%	88	1.3%
Pacific Islander Alone	8	0.1%	8	0.1%	10	0.2%
Some Other Race Alone	98	1.5%	101	1.6%	119	1.8%
Two or More Races	77	1.2%	77	1.2%	84	1.3%
Hispanic Origin (Any Race)	213	3.4%	219	3.4%	259	3.9%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



# Demographic and Income Profile

9714 N Kings Hwy, Myrtle Beach, SC, 29572  
 Ring: 5 mile radius

Prepared by Marie Moss  
 Latitude: 33.780401610  
 Longitude: -78.79005468

Summary	2010	2011	2016
Population	18,659	18,737	19,659
Households	8,715	8,750	9,185
Families	5,019	5,056	5,227
Average Household Size	2.13	2.13	2.13
Owner Occupied Housing Units	5,917	5,919	6,232
Renter Occupied Housing Units	2,798	2,831	2,953
Median Age	46.4	46.7	48.5

  

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.97%	1.18%	0.67%
Households	0.98%	1.28%	0.71%
Families	0.67%	1.05%	0.57%
Owner HHs	1.04%	1.36%	0.91%
Median Household Income	2.77%	3.46%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	833	9.5%	833	9.1%
\$15,000 - \$24,999	962	11.0%	768	8.4%
\$25,000 - \$34,999	1,286	14.7%	1,004	10.9%
\$35,000 - \$49,999	1,514	17.3%	1,505	16.4%
\$50,000 - \$74,999	1,579	18.0%	2,069	22.5%
\$75,000 - \$99,999	885	10.1%	1,047	11.4%
\$100,000 - \$149,999	926	10.6%	1,010	11.0%
\$150,000 - \$199,999	344	3.9%	493	5.4%
\$200,000+	422	4.8%	456	5.0%

  

Median Household Income	\$47,131	\$54,021
Average Household Income	\$67,818	\$76,282
Per Capita Income	\$31,557	\$35,468

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	861	4.6%	853	4.6%	882	4.5%
5 - 9	900	4.8%	899	4.8%	916	4.7%
10 - 14	845	4.5%	845	4.5%	870	4.4%
15 - 19	803	4.3%	799	4.3%	762	3.9%
20 - 24	986	5.3%	988	5.3%	969	4.9%
25 - 34	2,277	12.2%	2,278	12.2%	2,370	12.1%
35 - 44	2,282	12.2%	2,273	12.1%	2,242	11.4%
45 - 54	2,558	13.7%	2,547	13.6%	2,383	12.1%
55 - 64	3,108	16.7%	3,159	16.9%	3,470	17.7%
65 - 74	2,288	12.3%	2,349	12.5%	2,922	14.9%
75 - 84	1,241	6.7%	1,240	6.6%	1,304	6.6%
85+	508	2.7%	507	2.7%	568	2.9%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	16,124	86.4%	16,170	86.3%	16,828	85.6%
Black Alone	1,397	7.5%	1,406	7.5%	1,484	7.5%
American Indian Alone	75	0.4%	76	0.4%	87	0.4%
Asian Alone	202	1.1%	201	1.1%	241	1.2%
Pacific Islander Alone	25	0.1%	25	0.1%	32	0.2%
Some Other Race Alone	518	2.8%	538	2.9%	638	3.2%
Two or More Races	318	1.7%	321	1.7%	349	1.8%
Hispanic Origin (Any Race)	1,144	6.1%	1,188	6.3%	1,424	7.2%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.