

# Complete Profile

2010-2020 Census, 2021 Estimates with 2026 Projections  
 Calculated using Weighted Block Centroid from Block Groups  
 KINGS FESTIVAL SHOPPING CENTER

Lat/Lon: 33.6978/-78.8794

1311 N Kings Hwy Myrtle Beach, SC 29577		1 mi radius		3 mi radius		5 mi radius	
<b>Population</b>							
Estimated Population (2021)		4,506		23,573		62,590	
Projected Population (2026)		5,050		25,948		72,738	
Census Population (2020)		4,677		23,370		59,581	
Census Population (2010)		5,237		22,911		48,537	
Projected Annual Growth (2021-2026)		544	2.4%	2,375	2.0%	10,148	3.2%
Historical Annual Growth (2020-2021)		-171	-	203	0.9%	3,009	5.1%
Historical Annual Growth (2010-2020)		-560	-1.1%	459	0.2%	11,044	2.3%
Estimated Population Density (2021)		1,435 <i>psm</i>		834 <i>psm</i>		797 <i>psm</i>	
Trade Area Size		3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>	
<b>Households</b>							
Estimated Households (2021)		1,845		10,533		28,076	
Projected Households (2026)		2,084		11,667		32,880	
Census Households (2020)		1,900		10,449		26,686	
Census Households (2010)		2,077		9,899		20,952	
Projected Annual Growth (2021-2026)		239	2.6%	1,134	2.2%	4,805	3.4%
Historical Annual Change (2010-2021)		-232	-1.0%	634	0.6%	7,123	3.1%
<b>Average Household Income</b>							
Estimated Average Household Income (2021)		\$47,194		\$64,978		\$71,078	
Projected Average Household Income (2026)		\$47,861		\$68,875		\$71,890	
Census Average Household Income (2010)		\$30,005		\$49,282		\$55,843	
Census Average Household Income (2000)		\$34,962		\$45,035		\$47,854	
Projected Annual Change (2021-2026)		\$667	0.3%	\$3,897	1.2%	\$812	0.2%
Historical Annual Change (2000-2021)		\$12,232	1.7%	\$19,943	2.1%	\$23,224	2.3%
<b>Median Household Income</b>							
Estimated Median Household Income (2021)		\$30,676		\$42,131		\$55,013	
Projected Median Household Income (2026)		\$34,910		\$48,303		\$64,381	
Census Median Household Income (2010)		\$22,844		\$34,898		\$40,779	
Census Median Household Income (2000)		\$25,641		\$34,135		\$36,640	
Projected Annual Change (2021-2026)		\$4,235	2.8%	\$6,172	2.9%	\$9,368	3.4%
Historical Annual Change (2000-2021)		\$5,035	0.9%	\$7,995	1.1%	\$18,373	2.4%
<b>Per Capita Income</b>							
Estimated Per Capita Income (2021)		\$19,722		\$29,257		\$31,983	
Projected Per Capita Income (2026)		\$20,109		\$31,171		\$32,583	
Census Per Capita Income (2010)		\$11,900		\$21,292		\$24,106	
Census Per Capita Income (2000)		\$14,236		\$20,339		\$21,472	
Projected Annual Change (2021-2026)		\$386	0.4%	\$1,914	1.3%	\$600	0.4%
Historical Annual Change (2000-2021)		\$5,486	1.8%	\$8,918	2.1%	\$10,511	2.3%
Estimated Average Household Net Worth (2021)		\$239,147		\$343,672		\$406,309	

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1311 N Kings Hwy Myrtle Beach, SC 29577		1 mi radius		3 mi radius		5 mi radius	
<b>Race and Ethnicity</b>							
Total Population (2021)		4,506		23,573		62,590	
White (2021)		1,629	36.1%	14,570	61.8%	45,658	72.9%
Black or African American (2021)		1,461	32.4%	3,208	13.6%	5,518	8.8%
American Indian or Alaska Native (2021)		39	0.9%	172	0.7%	334	0.5%
Asian (2021)		58	1.3%	488	2.1%	1,269	2.0%
Hawaiian or Pacific Islander (2021)		13	0.3%	37	0.2%	55	-
Other Race (2021)		690	15.3%	2,539	10.8%	4,343	6.9%
Two or More Races (2021)		616	13.7%	2,558	10.9%	5,414	8.6%
Population < 18 (2021)		959	21.3%	4,229	17.9%	11,563	18.5%
White Not Hispanic		166	17.3%	1,570	37.1%	6,300	54.5%
Black or African American		314	32.8%	737	17.4%	1,263	10.9%
Asian		7	0.8%	78	1.8%	216	1.9%
Other Race Not Hispanic		168	17.5%	624	14.8%	1,393	12.0%
Hispanic		303	31.6%	1,219	28.8%	2,391	20.7%
Not Hispanic or Latino Population (2021)		3,406	75.6%	19,417	82.4%	54,889	87.7%
Not Hispanic White		1,473	43.2%	13,952	71.9%	44,228	80.6%
Not Hispanic Black or African American		1,432	42.1%	3,148	16.2%	5,386	9.8%
Not Hispanic American Indian or Alaska Native		14	0.4%	91	0.5%	202	0.4%
Not Hispanic Asian		57	1.7%	480	2.5%	1,255	2.3%
Not Hispanic Hawaiian or Pacific Islander		13	0.4%	37	0.2%	53	-
Not Hispanic Other Race		21	0.6%	184	0.9%	490	0.9%
Not Hispanic Two or More Races		394	11.6%	1,524	7.8%	3,275	6.0%
Hispanic or Latino Population (2021)		1,100	24.4%	4,156	17.6%	7,701	12.3%
Hispanic White		156	14.2%	618	14.9%	1,430	18.6%
Hispanic Black or African American		28	2.6%	60	1.4%	132	1.7%
Hispanic American Indian or Alaska Native		25	2.2%	81	1.9%	131	1.7%
Hispanic Asian		-	-	8	0.2%	14	0.2%
Hispanic Hawaiian or Pacific Islander		-	-	-	-	3	-
Hispanic Other Race		669	60.8%	2,355	56.7%	3,853	50.0%
Hispanic Two or More Races		222	20.2%	1,034	24.9%	2,139	27.8%
Not Hispanic or Latino Population (2020)		3,840	82.1%	19,977	85.5%	52,760	88.6%
Hispanic or Latino Population (2020)		836	17.9%	3,393	14.5%	6,821	11.4%
Not Hispanic or Latino Population (2010)		4,160	79.4%	19,567	85.4%	42,987	88.6%
Hispanic or Latino Population (2010)		1,077	20.6%	3,344	14.6%	5,550	11.4%
Not Hispanic or Latino Population (2026)		3,804	75.3%	21,257	81.9%	63,582	87.4%
Hispanic or Latino Population (2026)		1,246	24.7%	4,691	18.1%	9,156	12.6%
Projected Annual Growth (2021-2026)		145	2.6%	535	2.6%	1,454	3.8%
Historical Annual Growth (2010-2020)		-241	-2.2%	50	0.1%	1,270	2.3%

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1311 N Kings Hwy Myrtle Beach, SC 29577		1 mi radius		3 mi radius		5 mi radius	
<b>Total Age Distribution (2021)</b>							
Total Population		4,506		23,573		62,590	
Age Under 5 Years		284	6.3%	1,250	5.3%	3,268	5.2%
Age 5 to 9 Years		250	5.5%	1,164	4.9%	3,311	5.3%
Age 10 to 14 Years		261	5.8%	1,144	4.9%	3,314	5.3%
Age 15 to 19 Years		282	6.3%	1,273	5.4%	3,100	5.0%
Age 20 to 24 Years		329	7.3%	1,555	6.6%	3,904	6.2%
Age 25 to 29 Years		368	8.2%	1,870	7.9%	5,110	8.2%
Age 30 to 34 Years		340	7.6%	1,616	6.9%	4,565	7.3%
Age 35 to 39 Years		308	6.8%	1,470	6.2%	4,122	6.6%
Age 40 to 44 Years		313	6.9%	1,414	6.0%	3,797	6.1%
Age 45 to 49 Years		316	7.0%	1,467	6.2%	3,719	5.9%
Age 50 to 54 Years		306	6.8%	1,568	6.7%	3,892	6.2%
Age 55 to 59 Years		278	6.2%	1,511	6.4%	4,006	6.4%
Age 60 to 64 Years		218	4.8%	1,426	6.1%	4,217	6.7%
Age 65 to 69 Years		213	4.7%	1,409	6.0%	4,076	6.5%
Age 70 to 74 Years		173	3.8%	1,354	5.7%	3,569	5.7%
Age 75 to 79 Years		131	2.9%	949	4.0%	2,190	3.5%
Age 80 to 84 Years		69	1.5%	579	2.5%	1,259	2.0%
Age 85 Years or Over		66	1.5%	555	2.4%	1,173	1.9%
Median Age		36.8		41.1		40.4	
Age 19 Years or Less		1,078	23.9%	4,831	20.5%	12,992	20.8%
Age 20 to 64 Years		2,777	61.6%	13,896	58.9%	37,330	59.6%
Age 65 Years or Over		651	14.5%	4,846	20.6%	12,268	19.6%
<b>Female Age Distribution (2021)</b>							
Female Population		2,148	47.7%	11,794	50.0%	31,577	50.5%
Age Under 5 Years		142	6.6%	635	5.4%	1,658	5.2%
Age 5 to 9 Years		116	5.4%	555	4.7%	1,610	5.1%
Age 10 to 14 Years		120	5.6%	575	4.9%	1,673	5.3%
Age 15 to 19 Years		123	5.7%	607	5.1%	1,515	4.8%
Age 20 to 24 Years		137	6.4%	736	6.2%	1,911	6.1%
Age 25 to 29 Years		170	7.9%	887	7.5%	2,508	7.9%
Age 30 to 34 Years		162	7.5%	752	6.4%	2,176	6.9%
Age 35 to 39 Years		145	6.8%	683	5.8%	1,966	6.2%
Age 40 to 44 Years		138	6.4%	651	5.5%	1,827	5.8%
Age 45 to 49 Years		142	6.6%	723	6.1%	1,826	5.8%
Age 50 to 54 Years		130	6.1%	757	6.4%	1,977	6.3%
Age 55 to 59 Years		129	6.0%	747	6.3%	2,060	6.5%
Age 60 to 64 Years		117	5.4%	774	6.6%	2,256	7.1%
Age 65 to 69 Years		107	5.0%	698	5.9%	2,023	6.4%
Age 70 to 74 Years		101	4.7%	755	6.4%	1,863	5.9%
Age 75 to 79 Years		79	3.7%	521	4.4%	1,206	3.8%
Age 80 to 84 Years		43	2.0%	360	3.0%	742	2.4%
Age 85 Years or Over		46	2.1%	377	3.2%	779	2.5%
Female Median Age		38.0		42.7		41.6	
Age 19 Years or Less		501	23.3%	2,373	20.1%	6,456	20.4%
Age 20 to 64 Years		1,271	59.2%	6,710	56.9%	18,508	58.6%
Age 65 Years or Over		376	17.5%	2,712	23.0%	6,613	20.9%

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<b>Male Age Distribution (2021)</b>							
Male Population		2,358	52.3%	11,779	50.0%	31,013	49.5%
Age Under 5 Years		143	6.0%	615	5.2%	1,610	5.2%
Age 5 to 9 Years		134	5.7%	609	5.2%	1,701	5.5%
Age 10 to 14 Years		141	6.0%	569	4.8%	1,641	5.3%
Age 15 to 19 Years		159	6.8%	665	5.6%	1,584	5.1%
Age 20 to 24 Years		192	8.1%	819	7.0%	1,993	6.4%
Age 25 to 29 Years		198	8.4%	983	8.3%	2,601	8.4%
Age 30 to 34 Years		178	7.6%	864	7.3%	2,389	7.7%
Age 35 to 39 Years		163	6.9%	787	6.7%	2,156	7.0%
Age 40 to 44 Years		175	7.4%	763	6.5%	1,970	6.4%
Age 45 to 49 Years		174	7.4%	744	6.3%	1,893	6.1%
Age 50 to 54 Years		176	7.5%	810	6.9%	1,915	6.2%
Age 55 to 59 Years		149	6.3%	764	6.5%	1,946	6.3%
Age 60 to 64 Years		101	4.3%	652	5.5%	1,961	6.3%
Age 65 to 69 Years		106	4.5%	711	6.0%	2,053	6.6%
Age 70 to 74 Years		71	3.0%	598	5.1%	1,706	5.5%
Age 75 to 79 Years		52	2.2%	427	3.6%	984	3.2%
Age 80 to 84 Years		26	1.1%	220	1.9%	517	1.7%
Age 85 Years or Over		20	0.8%	178	1.5%	394	1.3%
Male Median Age		35.6		39.6		39.2	
Age 19 Years or Less		577	24.5%	2,458	20.9%	6,536	21.1%
Age 20 to 64 Years		1,506	63.9%	7,187	61.0%	18,823	60.7%
Age 65 Years or Over		275	11.7%	2,134	18.1%	5,655	18.2%
<b>Males per 100 Females (2021)</b>							
Overall Comparison		110		100		98	
Age Under 5 Years		101	50.1%	97	49.2%	97	49.3%
Age 5 to 9 Years		116	53.7%	110	52.3%	106	51.4%
Age 10 to 14 Years		118	54.1%	99	49.7%	98	49.5%
Age 15 to 19 Years		129	56.4%	110	52.3%	105	51.1%
Age 20 to 24 Years		140	58.3%	111	52.7%	104	51.1%
Age 25 to 29 Years		116	53.7%	111	52.6%	104	50.9%
Age 30 to 34 Years		110	52.4%	115	53.5%	110	52.3%
Age 35 to 39 Years		113	53.0%	115	53.5%	110	52.3%
Age 40 to 44 Years		126	55.8%	117	54.0%	108	51.9%
Age 45 to 49 Years		122	55.0%	103	50.7%	104	50.9%
Age 50 to 54 Years		135	57.4%	107	51.7%	97	49.2%
Age 55 to 59 Years		116	53.7%	102	50.6%	94	48.6%
Age 60 to 64 Years		87	46.5%	84	45.7%	87	46.5%
Age 65 to 69 Years		99	49.6%	102	50.4%	101	50.4%
Age 70 to 74 Years		70	41.2%	79	44.2%	92	47.8%
Age 75 to 79 Years		66	39.7%	82	45.1%	82	44.9%
Age 80 to 84 Years		62	38.3%	61	37.9%	70	41.1%
Age 85 Years or Over		43	30.0%	47	32.0%	51	33.6%
Age 19 Years or Less		115	53.6%	104	50.9%	101	50.3%
Age 20 to 39 Years		119	54.3%	113	53.0%	107	51.6%
Age 40 to 64 Years		118	54.1%	102	50.6%	97	49.3%
Age 65 Years or Over		73	42.2%	79	44.0%	86	46.1%

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1311 N Kings Hwy Myrtle Beach, SC 29577	1 mi radius		3 mi radius		5 mi radius	
<b>Household Type (2021)</b>						
Total Households	1,845		10,533		28,076	
Households with Children	521	28.2%	2,314	22.0%	6,620	23.6%
Average Household Size	2.4		2.2		2.2	
Household Density per Square Mile	588		373		358	
Population Family	3,164	70.2%	16,300	69.1%	45,529	72.7%
Population Non-Family	1,217	27.0%	6,876	29.2%	16,542	26.4%
Population Group Quarters	125	2.8%	397	1.7%	520	0.8%
Family Households	949	51.4%	5,372	51.0%	15,475	55.1%
Married Couple Households	424	44.7%	3,303	61.5%	10,799	69.8%
Other Family Households with Children	525	55.3%	2,069	38.5%	4,676	30.2%
Family Households with Children	512	54.0%	2,272	42.3%	6,510	42.1%
Married Couple with Children	185	36.2%	1,051	46.2%	3,791	58.2%
Other Family Households with Children	327	63.8%	1,222	53.8%	2,718	41.8%
Family Households No Children	437	46.0%	3,100	57.7%	8,966	57.9%
Married Couple No Children	239	54.7%	2,252	72.7%	7,008	78.2%
Other Family Households No Children	198	45.3%	848	27.3%	1,957	21.8%
Non-Family Households	896	48.6%	5,161	49.0%	12,600	44.9%
Non-Family Households with Children	8	0.9%	42	0.8%	111	0.9%
Non-Family Households No Children	888	99.1%	5,119	99.2%	12,490	99.1%
Average Family Household Size	3.3		3.0		2.9	
Average Family Income	\$53,999		\$88,482		\$94,200	
Median Family Income	\$44,127		\$60,770		\$71,319	
Average Non-Family Household Size	1.4		1.3		1.3	
<b>Marital Status (2021)</b>						
Population Age 15 Years or Over	3,711		20,014		52,698	
Never Married	1,821	49.1%	7,321	36.6%	16,545	31.4%
Currently Married	760	20.5%	6,782	33.9%	22,775	43.2%
Previously Married	1,129	30.4%	5,912	29.5%	13,378	25.4%
Separated	230	20.4%	1,314	22.2%	2,679	20.0%
Widowed	216	19.1%	1,401	23.7%	2,954	22.1%
Divorced	683	60.5%	3,197	54.1%	7,745	57.9%
<b>Educational Attainment (2021)</b>						
Adult Population Age 25 Years or Over	3,099		17,187		45,694	
Elementary (Grade Level 0 to 8)	203	6.6%	793	4.6%	1,406	3.1%
Some High School (Grade Level 9 to 11)	373	12.0%	1,667	9.7%	3,156	6.9%
High School Graduate	995	32.1%	5,379	31.3%	13,248	29.0%
Some College	622	20.1%	3,580	20.8%	9,885	21.6%
Associate Degree Only	401	12.9%	1,833	10.7%	5,148	11.3%
Bachelor Degree Only	414	13.3%	2,761	16.1%	8,733	19.1%
Graduate Degree	92	3.0%	1,173	6.8%	4,118	9.0%
Any College (Some College or Higher)	1,529	49.3%	9,348	54.4%	27,884	61.0%
College Degree + (Bachelor Degree or Higher)	506	16.3%	3,934	22.9%	12,851	28.1%

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<b>Housing</b>						
Total Housing Units (2021)	2,822		15,764		38,702	
Total Housing Units (2020)	2,924		15,834		37,265	
Historical Annual Growth (2020-2021)	-102	-	-70	-	1,437	-
Housing Units Occupied (2021)	1,845	65.4%	10,533	66.8%	28,076	72.5%
Housing Units Owner-Occupied	513	27.8%	4,855	46.1%	15,488	55.2%
Housing Units Renter-Occupied	1,333	72.2%	5,679	53.9%	12,588	44.8%
Housing Units Vacant (2021)	977	34.6%	5,230	33.2%	10,626	27.5%
<b>Household Size (2021)</b>						
Total Households	1,845		10,533		28,076	
1 Person Households	706	38.3%	3,968	37.7%	9,643	34.3%
2 Person Households	475	25.7%	3,484	33.1%	10,193	36.3%
3 Person Households	280	15.2%	1,409	13.4%	3,833	13.7%
4 Person Households	196	10.6%	904	8.6%	2,573	9.2%
5 Person Households	99	5.4%	439	4.2%	1,149	4.1%
6 Person Households	51	2.8%	191	1.8%	429	1.5%
7 or More Person Households	38	2.1%	140	1.3%	255	0.9%
<b>Household Income Distribution (2021)</b>						
HH Income \$200,000 or More	46	2.5%	491	4.7%	1,456	5.2%
HH Income \$150,000 to \$199,999	45	2.4%	233	2.2%	1,113	4.0%
HH Income \$125,000 to \$149,999	27	1.5%	316	3.0%	1,372	4.9%
HH Income \$100,000 to \$124,999	24	1.3%	421	4.0%	1,868	6.7%
HH Income \$75,000 to \$99,999	102	5.5%	854	8.1%	3,168	11.3%
HH Income \$50,000 to \$74,999	248	13.4%	1,768	16.8%	5,840	20.8%
HH Income \$35,000 to \$49,999	332	18.0%	1,757	16.7%	4,430	15.8%
HH Income \$25,000 to \$34,999	243	13.2%	1,609	15.3%	3,272	11.7%
HH Income \$15,000 to \$24,999	328	17.8%	1,471	14.0%	2,779	9.9%
HH Income \$10,000 to \$14,999	191	10.4%	634	6.0%	1,130	4.0%
HH Income Under \$10,000	259	14.1%	980	9.3%	1,648	5.9%
<b>Household Vehicles (2021)</b>						
Households 0 Vehicles Available	422	22.9%	1,294	12.3%	2,011	7.2%
Households 1 Vehicle Available	910	49.3%	4,717	44.8%	11,166	39.8%
Households 2 Vehicles Available	398	21.6%	3,597	34.2%	11,454	40.8%
Households 3 or More Vehicles Available	115	6.2%	925	8.8%	3,446	12.3%
Total Vehicles Available	2,071		14,899		45,358	
Average Vehicles per Household	1.1		1.4		1.6	
Owner-Occupied Household Vehicles	820	39.6%	8,273	55.5%	28,314	62.4%
Average Vehicles per Owner-Occupied Household	1.6		1.7		1.8	
Renter-Occupied Household Vehicles	1,252	60.4%	6,625	44.5%	17,044	37.6%
Average Vehicles per Renter-Occupied Household	-		1.2		1.4	
<b>Travel Time (2021)</b>						
Worker Base Age 16 years or Over	2,236		11,482		29,797	
Travel to Work in 14 Minutes or Less	703	31.4%	3,681	32.1%	7,833	26.3%
Travel to Work in 15 to 29 Minutes	1,033	46.2%	5,192	45.2%	14,599	49.0%
Travel to Work in 30 to 59 Minutes	376	16.8%	1,551	13.5%	3,908	13.1%
Travel to Work in 60 Minutes or More	98	4.4%	322	2.8%	844	2.8%
Work at Home	26	1.2%	735	6.4%	2,612	8.8%
Average Minutes Travel to Work	18.4		17.4		18.3	

# Complete Profile

2010-2020 Census, 2021 Estimates with 2026 Projections  
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 KINGS FESTIVAL SHOPPING CENTER

Lat/Lon: 33.6978/-78.8794

1311 N Kings Hwy Myrtle Beach, SC 29577	1 mi radius		3 mi radius		5 mi radius	
<b>Transportation To Work (2021)</b>						
Worker Base Age 16 years or Over	2,236		11,482		29,797	
Drive to Work Alone	1,507	67.4%	8,653	75.4%	23,075	77.4%
Drive to Work in Carpool	335	15.0%	1,321	11.5%	2,838	9.5%
Travel to Work by Public Transportation	178	8.0%	244	2.1%	282	0.9%
Drive to Work on Motorcycle	-	-	9	-	34	0.1%
Bicycle to Work	20	0.9%	38	0.3%	47	0.2%
Walk to Work	113	5.1%	304	2.7%	463	1.6%
Other Means	56	2.5%	177	1.5%	446	1.5%
Work at Home	26	1.2%	735	6.4%	2,612	8.8%
<b>Daytime Demographics (2021)</b>						
Total Businesses	753		2,520		3,794	
Total Employees	7,611		27,676		40,682	
Company Headquarter Businesses	33	4.4%	110	4.4%	153	4.0%
Company Headquarter Employees	650	8.5%	2,584	9.3%	3,509	8.6%
Employee Population per Business	10.1 to 1		11.0 to 1		10.7 to 1	
Residential Population per Business	6.0 to 1		9.4 to 1		16.5 to 1	
Adj. Daytime Demographics Age 16 Years or Over	9,031		35,962		62,991	
<b>Labor Force</b>						
Labor Population Age 16 Years or Over (2021)	3,667		19,822		52,179	
Labor Force Total Males (2021)	1,912	52.1%	9,889	49.9%	25,794	49.4%
Male Civilian Employed	1,297	67.8%	6,262	63.3%	15,955	61.9%
Male Civilian Unemployed	125	6.5%	702	7.1%	1,476	5.7%
Males in Armed Forces	11	0.6%	52	0.5%	69	0.3%
Males Not in Labor Force	479	25.0%	2,872	29.0%	8,293	32.2%
Labor Force Total Females (2021)	1,755	47.9%	9,933	50.1%	26,385	50.6%
Female Civilian Employed	939	53.5%	5,220	52.5%	13,841	52.5%
Female Civilian Unemployed	97	5.5%	359	3.6%	1,085	4.1%
Females in Armed Forces	-	-	2	-	3	-
Females Not in Labor Force	720	41.0%	4,352	43.8%	11,456	43.4%
Unemployment Rate	222	6.1%	1,061	5.4%	2,561	4.9%
<b>Occupation (2021)</b>						
Occupation Population Age 16 Years or Over	2,236		11,482		29,797	
Occupation Total Males	1,297	58.0%	6,262	54.5%	15,955	53.5%
Occupation Total Females	939	42.0%	5,220	45.5%	13,841	46.5%
Management, Business, Financial Operations	142	6.3%	1,241	10.8%	4,138	13.9%
Professional, Related	221	9.9%	1,468	12.8%	5,140	17.3%
Service	785	35.1%	3,517	30.6%	8,073	27.1%
Sales, Office	400	17.9%	2,656	23.1%	6,843	23.0%
Farming, Fishing, Forestry	10	0.5%	28	0.2%	30	0.1%
Construction, Extraction, Maintenance	361	16.1%	1,403	12.2%	3,056	10.3%
Production, Transport, Material Moving	317	14.2%	1,170	10.2%	2,517	8.4%
White Collar Workers	762	34.1%	5,365	46.7%	16,121	54.1%
Blue Collar Workers	1,473	65.9%	6,117	53.3%	13,676	45.9%

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<b>Units In Structure (2021)</b>							
Total Units		2,077		9,899		20,952	
1 Detached Unit		620	29.8%	4,066	41.1%	13,658	65.2%
1 Attached Unit		102	4.9%	703	7.1%	2,197	10.5%
2 Units		70	3.4%	216	2.2%	385	1.8%
3 to 4 Units		272	13.1%	886	9.0%	1,703	8.1%
5 to 9 Units		319	15.4%	1,772	17.9%	3,647	17.4%
10 to 19 Units		148	7.1%	965	9.8%	1,997	9.5%
20 to 49 Units		107	5.1%	617	6.2%	1,696	8.1%
50 or More Units		111	5.4%	507	5.1%	934	4.5%
Mobile Home or Trailer		96	4.6%	799	8.1%	1,858	8.9%
Other Structure		-	-	-	-	-	-
<b>Homes Built By Year (2021)</b>							
Homes Built 2014 or later		38	1.4%	510	3.2%	3,878	10.0%
Homes Built 2010 to 2013		54	1.9%	258	1.6%	1,406	3.6%
Homes Built 2000 to 2009		295	10.5%	1,987	12.6%	7,259	18.8%
Homes Built 1990 to 1999		280	9.9%	2,025	12.8%	4,303	11.1%
Homes Built 1980 to 1989		382	13.5%	2,696	17.1%	5,317	13.7%
Homes Built 1970 to 1979		314	11.1%	1,382	8.8%	2,619	6.8%
Homes Built 1960 to 1969		180	6.4%	648	4.1%	1,191	3.1%
Homes Built 1950 to 1959		168	6.0%	650	4.1%	1,381	3.6%
Homes Built 1940 to 1949		56	2.0%	185	1.2%	419	1.1%
Homes Built Before 1939		77	2.7%	191	1.2%	302	0.8%
Median Age of Homes		34.6 yrs		29.1 yrs		23.9 yrs	
<b>Home Values (2021)</b>							
Owner Specified Housing Units		513		4,855		15,488	
Home Values \$1,000,000 or More		2	0.4%	82	1.7%	222	1.4%
Home Values \$750,000 to \$999,999		2	0.4%	129	2.7%	251	1.6%
Home Values \$500,000 to \$749,999		19	3.6%	245	5.1%	950	6.1%
Home Values \$400,000 to \$499,999		5	1.0%	282	5.8%	1,140	7.4%
Home Values \$300,000 to \$399,999		50	9.7%	534	11.0%	2,286	14.8%
Home Values \$250,000 to \$299,999		20	4.0%	313	6.5%	1,248	8.1%
Home Values \$200,000 to \$249,999		30	5.9%	560	11.5%	2,557	16.5%
Home Values \$175,000 to \$199,999		23	4.4%	351	7.2%	1,248	8.1%
Home Values \$150,000 to \$174,999		58	11.3%	541	11.2%	1,659	10.7%
Home Values \$125,000 to \$149,999		47	9.2%	292	6.0%	929	6.0%
Home Values \$100,000 to \$124,999		99	19.4%	406	8.4%	1,000	6.5%
Home Values \$90,000 to \$99,999		40	7.7%	187	3.9%	311	2.0%
Home Values \$80,000 to \$89,999		60	11.7%	259	5.3%	451	2.9%
Home Values \$70,000 to \$79,999		2	0.4%	145	3.0%	229	1.5%
Home Values \$60,000 to \$69,999		12	2.3%	99	2.0%	218	1.4%
Home Values \$50,000 to \$59,999		1	0.2%	78	1.6%	188	1.2%
Home Values \$35,000 to \$49,999		23	4.5%	51	1.0%	133	0.9%
Home Values \$25,000 to \$34,999		11	2.1%	154	3.2%	199	1.3%
Home Values \$10,000 to \$24,999		8	1.6%	107	2.2%	167	1.1%
Home Values Under \$10,000		1	0.3%	40	0.8%	100	0.6%
Owner-Occupied Median Home Value		\$128,482		\$199,019		\$233,107	
Renter-Occupied Median Rent		\$697		\$801		\$893	



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1311 N Kings Hwy Myrtle Beach, SC 29577	1 mi radius	3 mi radius	5 mi radius
<b>Total Annual Consumer Expenditure (2021)</b>			
Total Household Expenditure	\$77.64 M	\$533.55 M	\$1.54 B
Total Non-Retail Expenditure	\$41.44 M	\$283.32 M	\$814.53 M
Total Retail Expenditure	\$36.2 M	\$250.23 M	\$725.79 M
Apparel	\$2.71 M	\$18.52 M	\$53.53 M
Contributions	\$2.33 M	\$17.07 M	\$49.53 M
Education	\$2.2 M	\$15.17 M	\$43.58 M
Entertainment	\$4.15 M	\$29.3 M	\$85.62 M
Food and Beverages	\$11.7 M	\$79.16 M	\$227.86 M
Furnishings and Equipment	\$2.58 M	\$18.22 M	\$53.31 M
Gifts	\$1.77 M	\$12.88 M	\$37.36 M
Health Care	\$6.65 M	\$46.09 M	\$132.76 M
Household Operations	\$2.98 M	\$20.82 M	\$60.11 M
Miscellaneous Expenses	\$1.45 M	\$10.08 M	\$29.14 M
Personal Care	\$1.04 M	\$7.14 M	\$20.65 M
Personal Insurance	\$478.23 K	\$3.54 M	\$10.44 M
Reading	\$166.21 K	\$1.17 M	\$3.38 M
Shelter	\$17.01 M	\$114.18 M	\$326.81 M
Tobacco	\$580.23 K	\$3.62 M	\$10.01 M
Transportation	\$13.69 M	\$95.59 M	\$279.49 M
Utilities	\$6.16 M	\$41.01 M	\$116.73 M
<b>Monthly Household Consumer Expenditure (2021)</b>			
Total Household Expenditure	\$3,506	\$4,221	\$4,572
Total Non-Retail Expenditure	\$1,871 53.4%	\$2,241 53.1%	\$2,418 52.9%
Total Retail Expenditures	\$1,635 46.6%	\$1,980 46.9%	\$2,154 47.1%
Apparel	\$122 3.5%	\$147 3.5%	\$159 3.5%
Contributions	\$105 3.0%	\$135 3.2%	\$147 3.2%
Education	\$100 2.8%	\$120 2.8%	\$129 2.8%
Entertainment	\$187 5.3%	\$232 5.5%	\$254 5.6%
Food and Beverages	\$528 15.1%	\$626 14.8%	\$676 14.8%
Furnishings and Equipment	\$116 3.3%	\$144 3.4%	\$158 3.5%
Gifts	\$80 2.3%	\$102 2.4%	\$111 2.4%
Health Care	\$301 8.6%	\$365 8.6%	\$394 8.6%
Household Operations	\$134 3.8%	\$165 3.9%	\$178 3.9%
Miscellaneous Expenses	\$66 1.9%	\$80 1.9%	\$86 1.9%
Personal Care	\$47 1.3%	\$57 1.3%	\$61 1.3%
Personal Insurance	\$22 0.6%	\$28 0.7%	\$31 0.7%
Reading	\$8 0.2%	\$9 0.2%	\$10 0.2%
Shelter	\$768 21.9%	\$903 21.4%	\$970 21.2%
Tobacco	\$26 0.7%	\$29 0.7%	\$30 0.6%
Transportation	\$618 17.6%	\$756 17.9%	\$830 18.1%
Utilities	\$278 7.9%	\$324 7.7%	\$346 7.6%