Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.6978/-78.8794

1311 N Kings Hwy Myrtle Beach, SC 29577	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2025)	5,621		27,712		79,684	
Projected Population (2030)	6,053		31,357		92,725	
Census Population (2020)	5,158		25,226		65,058	
Census Population (2010)	5,011		22,010		49,926	
Projected Annual Growth (2025-2030)	432	1.5%	3,646	2.6%	13,041	3.3%
Historical Annual Growth (2020-2025)	463	-	2,485	2.0%	14,626	4.5%
Historical Annual Growth (2010-2020)	147	0.3%	3,216	1.5%	15,132	3.0%
Estimated Population Density (2025)	1,790	psm	981	psm	1,015	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2025)	2,346		12,421		35,591	
Projected Households (2030)	2,502		13,902		40,967	
Census Households (2020)	2,095		11,163		28,967	
Census Households (2010)	2,005		9,459		21,458	
Projected Annual Growth (2025-2030)	156	1.3%	1,481	2.4%	5,377	3.0%
Historical Annual Change (2010-2025)	341	1.1%	2,961	2.1%	14,132	4.4%
Average Household Income						
Estimated Average Household Income (2025)	$53,643		$69,798		$90,735	
Projected Average Household Income (2030)	$53,486		$70,383		$91,455	
Census Average Household Income (2010)	$29,924		$47,838		$55,956	
Census Average Household Income (2000)	$34,739		$44,105		$47,697	
Projected Annual Change (2025-2030)	-$157	-	$585	0.2%	$720	0.2%
Historical Annual Change (2000-2025)	$18,904	2.2%	$25,693	2.3%	$43,038	3.6%
Median Household Income						
Estimated Median Household Income (2025)	$33,210		$44,189		$63,613	
Projected Median Household Income (2030)	$32,837		$43,950		$63,897	
Census Median Household Income (2010)	$23,046		$34,575		$41,051	
Census Median Household Income (2000)	$25,424		$33,605		$36,603	
Projected Annual Change (2025-2030)	-$373	-0.2%	-$239	-0.1%	$284	-
Historical Annual Change (2000-2025)	$7,786	1.2%	$10,585	1.3%	$27,010	3.0%
Per Capita Income						
Estimated Per Capita Income (2025)	$22,795		$31,505		$40,637	
Projected Per Capita Income (2030)	$22,484		$31,399		$40,501	
Census Per Capita Income (2010)	$11,972		$20,559		$24,055	
Census Per Capita Income (2000)	$14,223		$19,939		$21,377	
Projected Annual Change (2025-2030)	-$311	-0.3%	-$106	-	-$136	-
Historical Annual Change (2000-2025)	$8,571	2.4%	$11,566	2.3%	$19,260	3.6%
Estimated Average Household Net Worth (2025)	$269,410		$611,972		$884,074	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.6978/-78.8794

1311 N Kings Hwy **Myrtle Beach, SC 29577**	**1 mi radius**		**3 mi radius**		**5 mi radius**	
Race and Ethnicity						
Total Population (2025)	5,621		27,712		79,684	
White (2025)	2,903	51.7%	18,627	67.2%	59,559	74.7%
Black or African American (2025)	1,731	30.8%	4,520	16.3%	9,362	11.7%
American Indian or Alaska Native (2025)	23	0.4%	128	0.5%	290	0.4%
Asian (2025)	153	2.7%	776	2.8%	1,946	2.4%
Hawaiian or Pacific Islander (2025)	8	0.1%	25	-	43	-
Other Race (2025)	362	6.4%	1,598	5.8%	3,323	4.2%
Two or More Races (2025)	440	7.8%	2,039	7.4%	5,162	6.5%
Population < 18 (2025)	1,186	21.1%	5,218	18.8%	14,266	17.9%
White Not Hispanic	343	28.9%	2,572	49.3%	8,310	58.3%
Black or African American	452	38.1%	1,105	21.2%	2,208	15.5%
Asian	58	4.9%	196	3.8%	360	2.5%
Other Race Not Hispanic	78	6.6%	337	6.4%	899	6.3%
Hispanic	256	21.6%	1,009	19.3%	2,489	17.4%
Not Hispanic or Latino Population (2025)	4,849	86.3%	24,222	87.4%	71,323	89.5%
Not Hispanic White	2,800	57.7%	18,093	74.7%	57,854	81.1%
Not Hispanic Black or African American	1,723	35.5%	4,454	18.4%	9,173	12.9%
Not Hispanic American Indian or Alaska Native	9	0.2%	62	0.3%	140	0.2%
Not Hispanic Asian	142	2.9%	754	3.1%	1,912	2.7%
Not Hispanic Hawaiian or Pacific Islander	6	0.1%	17	-	30	-
Not Hispanic Other Race	11	0.2%	26	0.1%	44	-
Not Hispanic Two or More Races	159	3.3%	816	3.4%	2,169	3.0%
Hispanic or Latino Population (2025)	772	13.7%	3,490	12.6%	8,361	10.5%
Hispanic White	104	13.4%	533	15.3%	1,705	20.4%
Hispanic Black or African American	8	1.0%	65	1.9%	188	2.3%
Hispanic American Indian or Alaska Native	15	1.9%	67	1.9%	150	1.8%
Hispanic Asian	11	1.4%	22	0.6%	34	0.4%
Hispanic Hawaiian or Pacific Islander	2	0.3%	8	0.2%	12	0.1%
Hispanic Other Race	351	45.5%	1,572	45.1%	3,279	39.2%
Hispanic Two or More Races	281	36.4%	1,223	35.0%	2,993	35.8%
Not Hispanic or Latino Population (2020)	4,097	79.4%	21,170	83.9%	57,255	88.0%
Hispanic or Latino Population (2020)	1,060	20.6%	4,056	16.1%	7,803	12.0%
Not Hispanic or Latino Population (2010)	4,002	79.9%	18,703	85.0%	44,313	88.8%
Hispanic or Latino Population (2010)	1,009	20.1%	3,307	15.0%	5,613	11.2%
Not Hispanic or Latino Population (2030)	5,221	86.3%	27,234	86.8%	80,773	87.1%
Hispanic or Latino Population (2030)	832	13.7%	4,124	13.2%	11,952	12.9%
Projected Annual Growth (2025-2030)	60	1.5%	634	3.6%	3,591	8.6%
Historical Annual Growth (2010-2020)	51	0.5%	749	2.3%	2,190	3.9%

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Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.6978/-78.8794

1311 N Kings Hwy Myrtle Beach, SC 29577	1 mi radius		3 mi radius		5 mi radius	
Total Age Distribution (2025)						
Total Population	5,621		27,712		79,684	
Age Under 5 Years	335	6.0%	1,383	5.0%	3,766	4.7%
Age 5 to 9 Years	308	5.5%	1,382	5.0%	3,765	4.7%
Age 10 to 14 Years	312	5.6%	1,464	5.3%	3,993	5.0%
Age 15 to 19 Years	417	7.4%	1,681	6.1%	4,452	5.6%
Age 20 to 24 Years	336	6.0%	1,411	5.1%	3,757	4.7%
Age 25 to 29 Years	442	7.9%	1,889	6.8%	5,088	6.4%
Age 30 to 34 Years	425	7.6%	1,866	6.7%	5,286	6.6%
Age 35 to 39 Years	465	8.3%	1,935	7.0%	5,189	6.5%
Age 40 to 44 Years	452	8.0%	1,844	6.7%	5,047	6.3%
Age 45 to 49 Years	389	6.9%	1,764	6.4%	4,952	6.2%
Age 50 to 54 Years	359	6.4%	1,923	6.9%	5,211	6.5%
Age 55 to 59 Years	373	6.6%	2,030	7.3%	5,471	6.9%
Age 60 to 64 Years	354	6.3%	2,004	7.2%	6,309	7.9%
Age 65 to 69 Years	250	4.5%	1,813	6.5%	6,222	7.8%
Age 70 to 74 Years	156	2.8%	1,348	4.9%	4,871	6.1%
Age 75 to 79 Years	110	2.0%	971	3.5%	3,389	4.3%
Age 80 to 84 Years	83	1.5%	586	2.1%	1,757	2.2%
Age 85 Years or Over	53	0.9%	417	1.5%	1,159	1.5%
Median Age	36.7		42.1		44.1	
Age 19 Years or Less	1,373	24.4%	5,910	21.3%	15,976	20.0%
Age 20 to 64 Years	3,596	64.0%	16,665	60.1%	46,311	58.1%
Age 65 Years or Over	652	11.6%	5,136	18.5%	17,397	21.8%
Female Age Distribution (2025)						
Female Population	2,691	47.9%	13,575	49.0%	39,926	50.1%
Age Under 5 Years	157	5.8%	689	5.1%	1,814	4.5%
Age 5 to 9 Years	148	5.5%	674	5.0%	1,839	4.6%
Age 10 to 14 Years	150	5.6%	697	5.1%	1,914	4.8%
Age 15 to 19 Years	193	7.2%	775	5.7%	2,115	5.3%
Age 20 to 24 Years	148	5.5%	649	4.8%	1,836	4.6%
Age 25 to 29 Years	198	7.4%	882	6.5%	2,556	6.4%
Age 30 to 34 Years	227	8.5%	930	6.9%	2,657	6.7%
Age 35 to 39 Years	225	8.4%	924	6.8%	2,543	6.4%
Age 40 to 44 Years	212	7.9%	908	6.7%	2,525	6.3%
Age 45 to 49 Years	188	7.0%	893	6.6%	2,543	6.4%
Age 50 to 54 Years	169	6.3%	893	6.6%	2,539	6.4%
Age 55 to 59 Years	176	6.6%	987	7.3%	2,826	7.1%
Age 60 to 64 Years	144	5.3%	968	7.1%	3,281	8.2%
Age 65 to 69 Years	120	4.5%	934	6.9%	3,252	8.1%
Age 70 to 74 Years	93	3.5%	753	5.5%	2,601	6.5%
Age 75 to 79 Years	61	2.3%	483	3.6%	1,653	4.1%
Age 80 to 84 Years	49	1.8%	344	2.5%	912	2.3%
Age 85 Years or Over	31	1.2%	192	1.4%	523	1.3%
Female Median Age	36.9		42.7		44.7	
Age 19 Years or Less	648	24.1%	2,835	20.9%	7,681	19.2%
Age 20 to 64 Years	1,687	62.7%	8,034	59.2%	23,305	58.4%
Age 65 Years or Over	355	13.2%	2,705	19.9%	8,941	22.4%

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections

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1311 N Kings Hwy **Myrtle Beach, SC 29577**	**1 mi radius**		**3 mi radius**		**5 mi radius**	
Male Age Distribution (2025)						
Male Population	2,930	52.1%	14,137	51.0%	39,758	49.9%
Age Under 5 Years	178	6.1%	694	4.9%	1,952	4.9%
Age 5 to 9 Years	160	5.5%	708	5.0%	1,927	4.8%
Age 10 to 14 Years	162	5.5%	766	5.4%	2,079	5.2%
Age 15 to 19 Years	224	7.6%	907	6.4%	2,338	5.9%
Age 20 to 24 Years	188	6.4%	762	5.4%	1,921	4.8%
Age 25 to 29 Years	244	8.3%	1,007	7.1%	2,532	6.4%
Age 30 to 34 Years	198	6.7%	936	6.6%	2,630	6.6%
Age 35 to 39 Years	240	8.2%	1,011	7.2%	2,646	6.7%
Age 40 to 44 Years	240	8.2%	936	6.6%	2,522	6.3%
Age 45 to 49 Years	202	6.9%	871	6.2%	2,410	6.1%
Age 50 to 54 Years	190	6.5%	1,030	7.3%	2,672	6.7%
Age 55 to 59 Years	196	6.7%	1,043	7.4%	2,645	6.7%
Age 60 to 64 Years	210	7.2%	1,036	7.3%	3,029	7.6%
Age 65 to 69 Years	130	4.4%	880	6.2%	2,970	7.5%
Age 70 to 74 Years	63	2.1%	595	4.2%	2,270	5.7%
Age 75 to 79 Years	48	1.7%	489	3.5%	1,736	4.4%
Age 80 to 84 Years	34	1.2%	242	1.7%	845	2.1%
Age 85 Years or Over	22	0.8%	225	1.6%	636	1.6%
Male Median Age	36.5		41.4		43.5	
Age 19 Years or Less	724	24.7%	3,075	21.8%	8,296	20.9%
Age 20 to 64 Years	1,908	65.1%	8,631	61.1%	23,006	57.9%
Age 65 Years or Over	297	10.2%	2,431	17.2%	8,456	21.3%
Males per 100 Females (2025)						
Overall Comparison	109		104		100	
Age Under 5 Years	113	53.1%	101	50.2%	108	51.8%
Age 5 to 9 Years	108	51.9%	105	51.2%	105	51.2%
Age 10 to 14 Years	108	52.0%	110	52.4%	109	52.1%
Age 15 to 19 Years	116	53.7%	117	53.9%	111	52.5%
Age 20 to 24 Years	127	55.9%	117	54.0%	105	51.1%
Age 25 to 29 Years	124	55.3%	114	53.3%	99	49.8%
Age 30 to 34 Years	87	46.5%	101	50.2%	99	49.7%
Age 35 to 39 Years	107	51.6%	109	52.3%	104	51.0%
Age 40 to 44 Years	113	53.1%	103	50.7%	100	50.0%
Age 45 to 49 Years	107	51.8%	98	49.4%	95	48.7%
Age 50 to 54 Years	112	52.9%	115	53.5%	105	51.3%
Age 55 to 59 Years	111	52.7%	106	51.4%	94	48.3%
Age 60 to 64 Years	147	59.5%	107	51.7%	92	48.0%
Age 65 to 69 Years	108	52.0%	94	48.5%	91	47.7%
Age 70 to 74 Years	67	40.3%	79	44.2%	87	46.6%
Age 75 to 79 Years	79	44.0%	101	50.3%	105	51.2%
Age 80 to 84 Years	69	40.9%	70	41.3%	93	48.1%
Age 85 Years or Over	72	41.9%	117	53.9%	122	54.9%
Age 19 Years or Less	112	52.8%	108	52.0%	108	51.9%
Age 20 to 39 Years	109	52.1%	110	52.3%	101	50.4%
Age 40 to 64 Years	117	53.9%	106	51.4%	97	49.2%
Age 65 Years or Over	84	45.6%	90	47.3%	95	48.6%

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1311 N Kings Hwy **Myrtle Beach, SC 29577**	**1 mi radius**		**3 mi radius**		**5 mi radius**	
Household Type (2025)						
Total Households	2,346		12,421		35,591	
Households with Children	850	36.2%	3,318	26.7%	8,803	24.7%
Average Household Size	2.3		2.2		2.2	
Household Density per Square Mile	747		440		453	
Population Family	4,425	78.7%	20,601	74.3%	58,191	73.0%
Population Non-Family	1,034	18.4%	6,669	24.1%	20,803	26.1%
Population Group Quarters	161	2.9%	442	1.6%	689	0.9%
Family Households	1,601	68.2%	7,457	60.0%	20,679	58.1%
Married Couple Households	740	46.2%	4,649	62.3%	15,222	73.6%
Other Family Households with Children	861	53.8%	2,808	37.7%	5,457	26.4%
Family Households with Children	849	53.1%	3,310	44.4%	8,788	42.5%
Married Couple with Children	296	34.9%	1,680	50.7%	5,369	61.1%
Other Family Households with Children	553	65.1%	1,630	49.3%	3,419	38.9%
Family Households No Children	751	46.9%	4,147	55.6%	11,891	57.5%
Married Couple No Children	444	59.0%	2,969	71.6%	9,853	82.9%
Other Family Households No Children	308	41.0%	1,178	28.4%	2,038	17.1%
Non-Family Households	745	31.8%	4,964	40.0%	14,912	41.9%
Non-Family Households with Children	1	0.1%	8	0.2%	15	0.1%
Non-Family Households No Children	744	99.9%	4,956	99.8%	14,896	99.9%
Average Family Household Size	2.8		2.8		2.8	
Average Family Income	$61,235		$80,751		$109,562	
Median Family Income	$39,687		$54,947		$79,020	
Average Non-Family Household Size	1.4		1.3		1.4	
Marital Status (2025)						
Population Age 15 Years or Over	4,665		23,483		68,160	
Never Married	2,475	53.0%	8,357	35.6%	20,988	30.8%
Currently Married	1,089	23.3%	9,841	41.9%	31,420	46.1%
Previously Married	1,102	23.6%	5,285	22.5%	15,752	23.1%
Separated	215	19.5%	1,091	20.6%	3,117	19.8%
Widowed	196	17.8%	1,203	22.8%	4,011	25.5%
Divorced	690	62.7%	2,992	56.6%	8,625	54.8%
Educational Attainment (2025)						
Adult Population Age 25 Years or Over	3,912		20,391		59,950	
Elementary (Grade Level 0 to 8)	205	5.2%	819	4.0%	1,817	3.0%
Some High School (Grade Level 9 to 11)	322	8.2%	1,286	6.3%	2,820	4.7%
High School Graduate	1,581	40.4%	7,297	35.8%	18,189	30.3%
Some College	887	22.7%	3,807	18.7%	12,308	20.5%
Associate Degree Only	399	10.2%	2,036	10.0%	5,677	9.5%
Bachelor Degree Only	437	11.2%	3,565	17.5%	12,882	21.5%
Graduate Degree	82	2.1%	1,580	7.7%	6,258	10.4%
Any College (Some College or Higher)	1,804	46.1%	10,988	53.9%	37,124	61.9%
College Degree + (Bachelor Degree or Higher)	519	13.3%	5,145	25.2%	19,139	31.9%

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Housing						
Total Housing Units (2025)	3,100		16,282		45,737	
Total Housing Units (2020)	2,828		14,976		38,207	
Historical Annual Growth (2020-2025)	272	-	1,306	-	7,530	-
Housing Units Occupied (2025)	2,346	75.7%	12,421	76.3%	35,591	77.8%
Housing Units Owner-Occupied	613	26.1%	6,243	50.3%	21,648	60.8%
Housing Units Renter-Occupied	1,733	73.9%	6,178	49.7%	13,943	39.2%
Housing Units Vacant (2025)	754	24.3%	3,861	23.7%	10,147	22.2%
Household Size (2025)						
Total Households	2,346		12,421		35,591	
1 Person Households	572	24.4%	3,956	31.8%	11,281	31.7%
2 Person Households	1,071	45.7%	5,138	41.4%	14,381	40.4%
3 Person Households	325	13.9%	1,520	12.2%	4,475	12.6%
4 Person Households	219	9.3%	1,098	8.8%	3,258	9.2%
5 Person Households	99	4.2%	444	3.6%	1,371	3.9%
6 Person Households	38	1.6%	167	1.3%	533	1.5%
7 or More Person Households	22	0.9%	98	0.8%	292	0.8%
Household Income Distribution (2025)						
HH Income $200,000 or More	51	2.2%	589	4.7%	2,521	7.1%
HH Income $150,000 to $199,999	49	2.1%	540	4.3%	2,029	5.7%
HH Income $125,000 to $149,999	48	2.1%	417	3.4%	2,188	6.1%
HH Income $100,000 to $124,999	205	8.8%	651	5.2%	3,340	9.4%
HH Income $75,000 to $99,999	154	6.6%	1,268	10.2%	4,595	12.9%
HH Income $50,000 to $74,999	315	13.4%	1,964	15.8%	6,064	17.0%
HH Income $35,000 to $49,999	287	12.3%	1,801	14.5%	5,157	14.5%
HH Income $25,000 to $34,999	246	10.5%	1,448	11.7%	3,063	8.6%
HH Income $15,000 to $24,999	593	25.3%	1,808	14.6%	3,042	8.5%
HH Income $10,000 to $14,999	162	6.9%	822	6.6%	1,365	3.8%
HH Income Under $10,000	234	10.0%	1,112	9.0%	2,226	6.3%
Household Vehicles (2025)						
Households 0 Vehicles Available	569	24.3%	1,734	14.0%	2,858	8.0%
Households 1 Vehicle Available	1,205	51.4%	5,279	42.5%	14,110	39.6%
Households 2 Vehicles Available	452	19.3%	4,128	33.2%	14,329	40.3%
Households 3 or More Vehicles Available	120	5.1%	1,280	10.3%	4,294	12.1%
Total Vehicles Available	2,497		17,657		56,895	
Average Vehicles per Household	1.1		1.4		1.6	
Owner-Occupied Household Vehicles	946	37.9%	11,189	63.4%	39,243	69.0%
Average Vehicles per Owner-Occupied Household	1.5		1.8		1.8	
Renter-Occupied Household Vehicles	1,551	62.1%	6,468	36.6%	17,652	31.0%
Average Vehicles per Renter-Occupied Household	-		1.0		1.3	
Travel Time (2025)						
Worker Base Age 16 years or Over	3,263		15,081		42,544	
Travel to Work in 14 Minutes or Less	1,046	32.1%	5,950	39.5%	13,066	30.7%
Travel to Work in 15 to 29 Minutes	1,401	42.9%	5,305	35.2%	16,924	39.8%
Travel to Work in 30 to 59 Minutes	454	13.9%	1,658	11.0%	5,621	13.2%
Travel to Work in 60 Minutes or More	65	2.0%	484	3.2%	1,598	3.8%
Work at Home	297	9.1%	1,684	11.2%	5,335	12.5%
Average Minutes Travel to Work	17.1		15.5		17.1	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 33.6978/-78.8794

1311 N Kings Hwy Myrtle Beach, SC 29577	1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2025)						
Worker Base Age 16 years or Over	3,263		15,081		42,544	
Drive to Work Alone	1,948	59.7%	10,666	70.7%	31,236	73.4%
Drive to Work in Carpool	382	11.7%	1,324	8.8%	3,716	8.7%
Travel to Work by Public Transportation	415	12.7%	586	3.9%	762	1.8%
Drive to Work on Motorcycle	16	0.5%	58	0.4%	79	0.2%
Bicycle to Work	2	-	5	-	6	-
Walk to Work	121	3.7%	433	2.9%	786	1.8%
Other Means	82	2.5%	325	2.2%	623	1.5%
Work at Home	297	9.1%	1,684	11.2%	5,335	12.5%
Daytime Demographics (2025)						
Total Businesses	691		2,676		4,052	
Total Employees	5,952		25,390		38,368	
Company Headquarter Businesses	22	3.2%	95	3.6%	132	3.3%
Company Headquarter Employees	407	6.8%	2,242	8.8%	3,284	8.6%
Employee Population per Business	8.6	to 1	9.5	to 1	9.5	to 1
Residential Population per Business	8.1	to 1	10.4	to 1	19.7	to 1
Adj. Daytime Demographics Age 16 Years or Over	7,275		33,453		62,974	
Labor Force						
Labor Population Age 16 Years or Over (2025)	4,586		23,163		67,239	
Labor Force Total Males (2025)	2,385	52.0%	11,784	50.9%	33,291	49.5%
Male Civilian Employed	1,775	74.4%	7,704	65.4%	21,481	64.5%
Male Civilian Unemployed	77	3.2%	627	5.3%	1,114	3.3%
Males in Armed Forces	-	-	14	0.1%	70	0.2%
Males Not in Labor Force	534	22.4%	3,439	29.2%	10,625	31.9%
Labor Force Total Females (2025)	2,201	48.0%	11,379	49.1%	33,949	50.5%
Female Civilian Employed	1,488	67.6%	7,377	64.8%	21,063	62.0%
Female Civilian Unemployed	86	3.9%	335	2.9%	1,119	3.3%
Females in Armed Forces	-	-	5	-	19	-
Females Not in Labor Force	627	28.5%	3,663	32.2%	11,747	34.6%
Unemployment Rate	162	3.5%	962	4.2%	2,233	3.3%
Occupation (2025)						
Occupation Population Age 16 Years or Over	3,263		15,081		42,544	
Occupation Total Males	1,775	54.4%	7,704	51.1%	21,480	50.5%
Occupation Total Females	1,488	45.6%	7,377	48.9%	21,063	49.5%
Management, Business, Financial Operations	389	11.9%	2,254	14.9%	6,794	16.0%
Professional, Related	520	15.9%	2,692	17.9%	8,699	20.4%
Service	852	26.1%	3,259	21.6%	9,055	21.3%
Sales, Office	605	18.6%	3,639	24.1%	10,087	23.7%
Farming, Fishing, Forestry	23	0.7%	44	0.3%	130	0.3%
Construction, Extraction, Maintenance	549	16.8%	1,727	11.5%	4,096	9.6%
Production, Transport, Material Moving	324	9.9%	1,465	9.7%	3,683	8.7%
White Collar Workers	1,514	46.4%	8,585	56.9%	25,580	60.1%
Blue Collar Workers	1,749	53.6%	6,495	43.1%	16,964	39.9%

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups

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1311 N Kings Hwy Myrtle Beach, SC 29577	1 mi radius		3 mi radius		5 mi radius	
Units In Structure (2025)						
Total Units	2,346		12,421		35,591	
1 Detached Unit	680	*29.0%*	5,002	*40.3%*	17,962	*50.5%*
1 Attached Unit	111	*4.7%*	790	*6.4%*	2,728	*7.7%*
2 Units	98	*4.2%*	306	*2.5%*	497	*1.4%*
3 to 4 Units	332	*14.2%*	907	*7.3%*	1,555	*4.4%*
5 to 9 Units	368	*15.7%*	1,583	*12.7%*	3,561	*10.0%*
10 to 19 Units	306	*13.1%*	1,492	*12.0%*	3,478	*9.8%*
20 to 49 Units	219	*9.3%*	516	*4.2%*	1,682	*4.7%*
50 or More Units	77	*3.3%*	413	*3.3%*	1,116	*3.1%*
Mobile Home or Trailer	154	*6.6%*	1,387	*11.2%*	2,960	*8.3%*
Other Structure	-	-	24	*0.2%*	50	*0.1%*
Homes Built By Year (2025)						
Homes Built 2020 or later	116	*3.7%*	1,161	*7.1%*	3,955	*8.6%*
Homes Built 2010 to 2019	294	*9.5%*	1,836	*11.3%*	8,171	*17.9%*
Homes Built 2000 to 2009	439	*14.2%*	1,940	*11.9%*	7,762	*17.0%*
Homes Built 1990 to 1999	244	*7.9%*	1,811	*11.1%*	4,384	*9.6%*
Homes Built 1980 to 1989	447	*14.4%*	2,427	*14.9%*	4,811	*10.5%*
Homes Built 1970 to 1979	301	*9.7%*	1,313	*8.1%*	2,717	*5.9%*
Homes Built 1960 to 1969	246	*7.9%*	1,118	*6.9%*	2,079	*4.5%*
Homes Built 1950 to 1959	163	*5.3%*	576	*3.5%*	1,231	*2.7%*
Homes Built 1940 to 1949	43	*1.4%*	119	*0.7%*	234	*0.5%*
Homes Built Before 1939	51	*1.7%*	120	*0.7%*	247	*0.5%*
Median Age of Homes	36.9	*yrs*	32.5	*yrs*	26.9	*yrs*
Home Values (2025)						
Owner Specified Housing Units	613		6,243		21,648	
Home Values $1,000,000 or More	18	*2.9%*	271	*4.3%*	771	*3.6%*
Home Values $750,000 to $999,999	11	*1.7%*	229	*3.7%*	825	*3.8%*
Home Values $500,000 to $749,999	51	*8.4%*	909	*14.6%*	3,135	*14.5%*
Home Values $400,000 to $499,999	78	*12.7%*	786	*12.6%*	3,529	*16.3%*
Home Values $300,000 to $399,999	95	*15.5%*	1,106	*17.7%*	4,881	*22.5%*
Home Values $250,000 to $299,999	67	*11.0%*	606	*9.7%*	2,451	*11.3%*
Home Values $200,000 to $249,999	59	*9.7%*	471	*7.5%*	1,621	*7.5%*
Home Values $175,000 to $199,999	51	*8.4%*	274	*4.4%*	1,039	*4.8%*
Home Values $150,000 to $174,999	40	*6.5%*	382	*6.1%*	1,051	*4.9%*
Home Values $125,000 to $149,999	20	*3.3%*	97	*1.6%*	315	*1.5%*
Home Values $100,000 to $124,999	72	*11.7%*	571	*9.1%*	855	*4.0%*
Home Values $90,000 to $99,999	2	*0.2%*	33	*0.5%*	60	*0.3%*
Home Values $80,000 to $89,999	4	*0.6%*	79	*1.3%*	157	*0.7%*
Home Values $70,000 to $79,999	-	-	38	*0.6%*	67	*0.3%*
Home Values $60,000 to $69,999	5	*0.8%*	57	*0.9%*	133	*0.6%*
Home Values $50,000 to $59,999	20	*3.3%*	72	*1.2%*	118	*0.5%*
Home Values $35,000 to $49,999	3	*0.4%*	50	*0.8%*	122	*0.6%*
Home Values $25,000 to $34,999	4	*0.6%*	95	*1.5%*	206	*0.9%*
Home Values $10,000 to $24,999	10	*1.6%*	98	*1.6%*	223	*1.0%*
Home Values Under $10,000	4	*0.6%*	20	*0.3%*	88	*0.4%*
Owner-Occupied Median Home Value	$258,972		$313,604		$353,798	
Renter-Occupied Median Rent	$999		$1,027		$1,186	

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1311 N Kings Hwy Myrtle Beach, SC 29577	1 mi radius		3 mi radius		5 mi radius	
Total Annual Consumer Expenditure (2025)						
Total Household Expenditure	$159.59 M		$940.96 M		$3.14 B	
Total Non-Retail Expenditure	$77.4 M		$449.06 M		$1.52 B	
Total Retail Expenditure	$82.19 M		$491.89 M		$1.62 B	
Alcoholic Beverages	$966.24 K		$5.65 M		$19.08 M	
Apparel	$3.11 M		$17.67 M		$58.29 M	
Contributions	$4.36 M		$27.25 M		$97.06 M	
Education	$3.3 M		$20.05 M		$69.86 M	
Entertainment	$9.75 M		$55.09 M		$180.98 M	
Food Away From Home	$7.27 M		$41.61 M		$138.21 M	
Grocery	$13.99 M		$72.09 M		$216.91 M	
Health Care	$14.22 M		$80.07 M		$235.83 M	
Household Furnishings and Equipment	$4.3 M		$24.85 M		$83.25 M	
Household Operations	$3.28 M		$18.27 M		$59.19 M	
Miscellaneous Expenses	$2.79 M		$16.09 M		$53.81 M	
Personal Care	$2.59 M		$13.66 M		$42.03 M	
Shelter	$32.98 M		$166.94 M		$517.11 M	
Tax and Retirement	$24.67 M		$178.28 M		$693.69 M	
Tobacco and Related	$1.45 M		$6.73 M		$17.76 M	
Transportation	$20.39 M		$144.59 M		$497.76 M	
Utilities	$10.18 M		$52.07 M		$155.38 M	
Monthly Household Consumer Expenditure (2025)						
Total Household Expenditure	$5,669		$6,313		$7,343	
Total Non-Retail Expenditure	$2,749	*48.5%*	$3,013	*47.7%*	$3,555	*48.4%*
Total Retail Expenditures	$2,920	*51.5%*	$3,300	*52.3%*	$3,788	*51.6%*
Alcoholic Beverages	$34	*0.6%*	$38	*0.6%*	$45	*0.6%*
Apparel	$110	*1.9%*	$119	*1.9%*	$136	*1.9%*
Contributions	$155	*2.7%*	$183	*2.9%*	$227	*3.1%*
Education	$117	*2.1%*	$135	*2.1%*	$164	*2.2%*
Entertainment	$346	*6.1%*	$370	*5.9%*	$424	*5.8%*
Food Away From Home	$258	*4.6%*	$279	*4.4%*	$324	*4.4%*
Grocery	$497	*8.8%*	$484	*7.7%*	$508	*6.9%*
Health Care	$505	*8.9%*	$537	*8.5%*	$552	*7.5%*
Household Furnishings and Equipment	$153	*2.7%*	$167	*2.6%*	$195	*2.7%*
Household Operations	$116	*2.1%*	$123	*1.9%*	$139	*1.9%*
Miscellaneous Expenses	$99	*1.7%*	$108	*1.7%*	$126	*1.7%*
Personal Care	$92	*1.6%*	$92	*1.5%*	$98	*1.3%*
Shelter	$1,172	*20.7%*	$1,120	*17.7%*	$1,211	*16.5%*
Tax and Retirement	$876	*15.5%*	$1,196	*18.9%*	$1,624	*18.9%*
Tobacco and Related	$52	*0.9%*	$45	*0.7%*	$42	*0.6%*
Transportation	$724	*12.8%*	$970	*15.4%*	$1,165	*15.9%*
Utilities	$362	*6.4%*	$349	*5.5%*	$364	*5.0%*