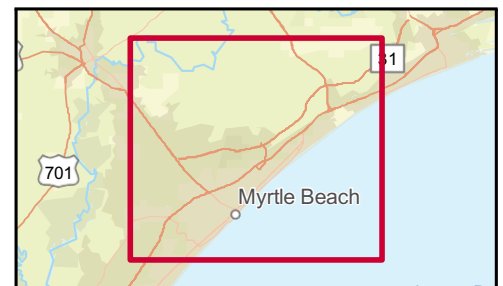
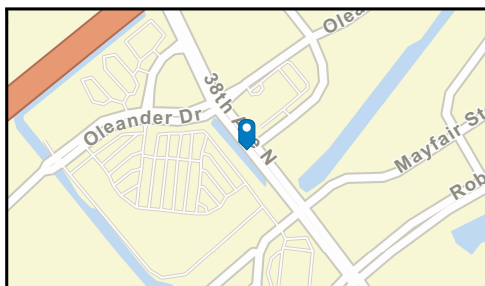
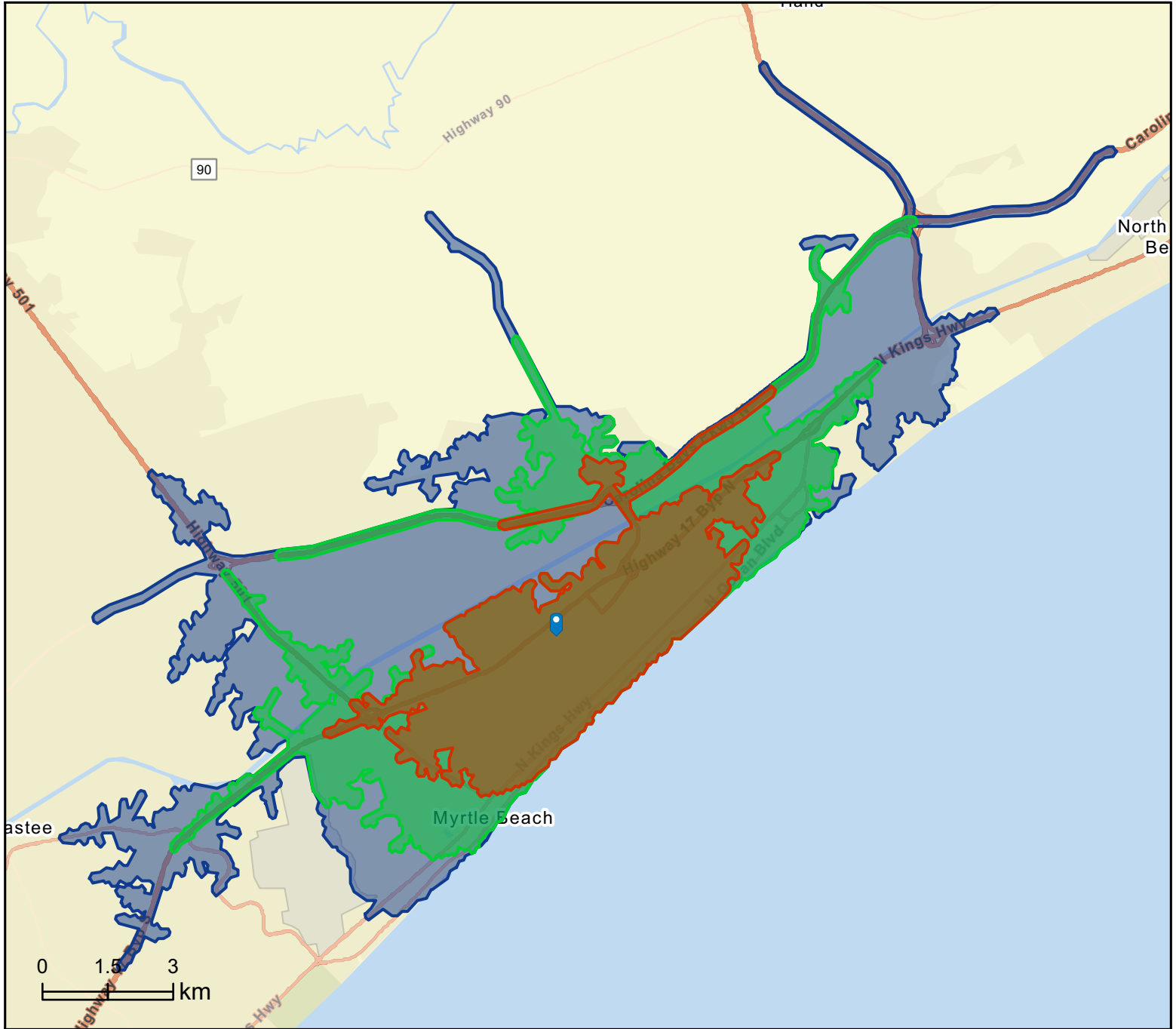


Site Map

Plantation Point
1241 38th Ave N, Myrtle Beach, South Carolina, 29577
Drive time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 33.72586
Longitude: -78.86811



Community Profile

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	7 minutes	10 minutes	13 minutes
Population Summary			
2010 Total Population	16,263	29,283	47,375
2020 Total Population	18,597	34,247	61,333
2020 Group Quarters	356	552	646
2024 Total Population	21,466	40,058	71,470
2024 Group Quarters	407	627	726
2029 Total Population	23,885	44,648	79,147
2024-2029 Annual Rate	2.16%	2.19%	2.06%
2024 Total Daytime Population	37,367	69,170	97,614
Workers	26,380	48,316	60,824
Residents	10,987	20,854	36,790
Household Summary			
2010 Households	7,472	12,835	20,503
2010 Average Household Size	2.14	2.26	2.30
2020 Total Households	8,727	15,479	26,914
2020 Average Household Size	2.09	2.18	2.25
2024 Households	10,131	18,154	31,270
2024 Average Household Size	2.08	2.17	2.26
2029 Households	11,315	20,297	34,659
2029 Average Household Size	2.07	2.17	2.26
2024-2029 Annual Rate	2.24%	2.26%	2.08%
2010 Families	3,818	6,966	11,481
2010 Average Family Size	2.83	2.89	2.88
2024 Families	5,341	10,172	18,623
2024 Average Family Size	2.83	2.86	2.87
2029 Families	5,942	11,339	20,566
2029 Average Family Size	2.82	2.86	2.88
2024-2029 Annual Rate	2.16%	2.20%	2.00%
Housing Unit Summary			
2000 Housing Units	9,869	15,104	21,722
Owner Occupied Housing Units	39.6%	40.6%	39.9%
Renter Occupied Housing Units	32.2%	31.8%	28.8%
Vacant Housing Units	28.2%	27.7%	31.3%
2010 Housing Units	13,741	23,795	36,781
Owner Occupied Housing Units	27.9%	28.0%	30.1%
Renter Occupied Housing Units	26.5%	25.9%	25.7%
Vacant Housing Units	45.6%	46.1%	44.3%
2020 Housing Units	11,655	20,518	35,867
Owner Occupied Housing Units	39.1%	41.5%	45.5%
Renter Occupied Housing Units	35.8%	34.0%	29.6%
Vacant Housing Units	25.8%	24.9%	26.0%
2024 Housing Units	13,923	24,071	41,341
Owner Occupied Housing Units	40.7%	43.3%	46.9%
Renter Occupied Housing Units	32.1%	32.1%	28.7%
Vacant Housing Units	27.2%	24.6%	24.4%
2029 Housing Units	15,225	26,422	45,137
Owner Occupied Housing Units	42.2%	44.6%	48.1%
Renter Occupied Housing Units	32.1%	32.2%	28.7%
Vacant Housing Units	25.7%	23.2%	23.2%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 19, 2024

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2024 Households by Income			
Household Income Base	10,131	18,154	31,270
<\$15,000	10.9%	11.2%	8.7%
\$15,000 - \$24,999	12.8%	11.2%	9.2%
\$25,000 - \$34,999	10.8%	12.2%	11.8%
\$35,000 - \$49,999	15.4%	13.2%	13.4%
\$50,000 - \$74,999	13.0%	13.6%	14.6%
\$75,000 - \$99,999	9.8%	9.8%	11.0%
\$100,000 - \$149,999	12.9%	13.8%	16.0%
\$150,000 - \$199,999	6.4%	5.7%	5.9%
\$200,000+	8.0%	9.2%	9.3%
Average Household Income	\$87,382	\$91,590	\$95,030
2029 Households by Income			
Household Income Base	11,315	20,297	34,659
<\$15,000	9.2%	9.3%	7.2%
\$15,000 - \$24,999	10.0%	8.7%	7.0%
\$25,000 - \$34,999	9.2%	10.5%	10.0%
\$35,000 - \$49,999	13.9%	12.2%	12.3%
\$50,000 - \$74,999	13.2%	13.6%	14.1%
\$75,000 - \$99,999	11.2%	10.8%	11.6%
\$100,000 - \$149,999	15.3%	16.5%	18.8%
\$150,000 - \$199,999	8.3%	7.5%	7.8%
\$200,000+	9.6%	10.9%	11.2%
Average Household Income	\$102,686	\$107,295	\$111,291
2024 Owner Occupied Housing Units by Value			
Total	5,665	10,427	19,395
<\$50,000	2.3%	2.9%	2.4%
\$50,000 - \$99,999	4.4%	5.2%	4.0%
\$100,000 - \$149,999	4.4%	6.9%	5.1%
\$150,000 - \$199,999	5.9%	7.7%	8.0%
\$200,000 - \$249,999	5.7%	7.8%	7.8%
\$250,000 - \$299,999	7.7%	7.6%	9.9%
\$300,000 - \$399,999	19.7%	16.2%	20.5%
\$400,000 - \$499,999	17.6%	13.0%	13.9%
\$500,000 - \$749,999	22.2%	20.2%	19.2%
\$750,000 - \$999,999	5.7%	7.3%	5.6%
\$1,000,000 - \$1,499,999	2.6%	3.0%	2.2%
\$1,500,000 - \$1,999,999	0.7%	0.8%	0.5%
\$2,000,000 +	1.2%	1.3%	0.8%
Average Home Value	\$460,338	\$451,868	\$428,065
2029 Owner Occupied Housing Units by Value			
Total	6,424	11,793	21,702
<\$50,000	0.7%	1.6%	1.2%
\$50,000 - \$99,999	1.2%	2.3%	1.6%
\$100,000 - \$149,999	1.3%	3.4%	2.4%
\$150,000 - \$199,999	2.5%	3.8%	3.9%
\$200,000 - \$249,999	3.2%	5.5%	5.4%
\$250,000 - \$299,999	5.8%	6.8%	9.0%
\$300,000 - \$399,999	20.1%	17.7%	22.0%
\$400,000 - \$499,999	19.6%	16.7%	17.6%
\$500,000 - \$749,999	31.2%	25.8%	24.8%
\$750,000 - \$999,999	8.3%	9.7%	7.5%
\$1,000,000 - \$1,499,999	3.5%	3.8%	2.8%
\$1,500,000 - \$1,999,999	1.0%	1.2%	0.8%
\$2,000,000 +	1.6%	1.8%	1.1%
Average Home Value	\$552,674	\$534,131	\$498,570

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 19, 2024

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Median Household Income			
2024	\$50,120	\$52,937	\$59,581
2029	\$62,367	\$65,110	\$73,565
Median Home Value			
2024	\$399,552	\$373,081	\$362,494
2029	\$477,063	\$453,117	\$426,070
Per Capita Income			
2024	\$40,890	\$40,936	\$41,477
2029	\$48,179	\$48,071	\$48,608
Median Age			
2010	40.0	38.2	37.2
2020	45.7	44.9	44.8
2024	46.9	45.8	44.9
2029	48.0	46.9	45.9
2020 Population by Age			
Total	18,597	34,247	61,333
0 - 4	4.8%	4.7%	4.8%
5 - 9	4.9%	5.1%	5.3%
10 - 14	5.2%	5.6%	5.8%
15 - 24	10.1%	10.4%	10.3%
25 - 34	12.4%	12.1%	12.1%
35 - 44	11.7%	12.2%	12.1%
45 - 54	13.0%	13.2%	12.8%
55 - 64	15.2%	15.2%	14.9%
65 - 74	13.7%	13.4%	14.2%
75 - 84	6.4%	5.9%	5.9%
85 +	2.7%	2.3%	1.9%
18 +	82.1%	81.3%	80.9%
2024 Population by Age			
Total	21,466	40,058	71,468
0 - 4	4.7%	4.7%	4.8%
5 - 9	4.7%	4.8%	5.0%
10 - 14	4.7%	5.1%	5.3%
15 - 24	9.9%	10.7%	10.7%
25 - 34	12.3%	11.8%	12.1%
35 - 44	11.7%	12.0%	12.3%
45 - 54	12.3%	12.6%	12.3%
55 - 64	14.4%	14.4%	13.9%
65 - 74	14.2%	13.8%	13.9%
75 - 84	8.2%	7.7%	7.6%
85 +	3.0%	2.5%	2.1%
18 +	83.1%	82.3%	81.7%
2029 Population by Age			
Total	23,889	44,646	79,145
0 - 4	4.6%	4.6%	4.8%
5 - 9	4.3%	4.5%	4.6%
10 - 14	4.7%	4.8%	5.0%
15 - 24	9.7%	10.4%	10.5%
25 - 34	11.0%	11.3%	11.7%
35 - 44	12.0%	12.1%	12.3%
45 - 54	11.8%	12.2%	12.1%
55 - 64	13.2%	13.2%	12.8%
65 - 74	14.6%	14.3%	14.0%
75 - 84	10.5%	9.7%	9.6%
85 +	3.6%	3.0%	2.6%
18 +	83.6%	83.1%	82.5%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex			
Males	9,132	16,957	30,323
Females	9,465	17,290	31,010
2024 Population by Sex			
Males	10,666	20,031	35,679
Females	10,800	20,027	35,791
2029 Population by Sex			
Males	11,777	22,134	39,174
Females	12,108	22,514	39,972
2010 Population by Race/Ethnicity			
Total	16,264	29,282	47,374
White Alone	73.0%	73.4%	77.1%
Black Alone	15.2%	13.4%	11.2%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	1.3%	1.5%	1.6%
Pacific Islander Alone	0.4%	0.3%	0.2%
Some Other Race Alone	6.6%	8.0%	6.6%
Two or More Races	2.8%	2.7%	2.6%
Hispanic Origin	10.6%	12.7%	11.5%
Diversity Index	54.5	56.1	51.2
2020 Population by Race/Ethnicity			
Total	18,597	34,247	61,333
White Alone	66.4%	67.2%	71.4%
Black Alone	16.4%	14.4%	11.0%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	2.8%	2.4%	2.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.1%	7.2%	6.5%
Two or More Races	7.9%	8.1%	8.1%
Hispanic Origin	10.3%	12.0%	11.3%
Diversity Index	61.0	61.8	57.3
2024 Population by Race/Ethnicity			
Total	21,467	40,058	71,470
White Alone	67.3%	67.7%	71.3%
Black Alone	15.1%	13.3%	10.4%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	2.8%	2.5%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.2%	7.4%	6.7%
Two or More Races	8.1%	8.4%	8.6%
Hispanic Origin	10.7%	12.5%	11.8%
Diversity Index	60.6	61.8	57.9
2029 Population by Race/Ethnicity			
Total	23,883	44,648	79,147
White Alone	66.6%	66.7%	70.0%
Black Alone	15.0%	13.4%	10.6%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	3.0%	2.7%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.4%	7.8%	7.1%
Two or More Races	8.5%	8.9%	9.1%
Hispanic Origin	11.1%	13.2%	12.5%
Diversity Index	61.7	63.2	59.7

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 19, 2024

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2020 Population by Relationship and Household Type			
Total	18,597	34,247	61,333
In Households	98.1%	98.4%	98.9%
Householder	46.6%	44.6%	43.7%
Opposite-Sex Spouse	16.0%	16.7%	18.5%
Same-Sex Spouse	0.2%	0.3%	0.2%
Opposite-Sex Unmarried Partner	2.9%	3.0%	3.1%
Same-Sex Unmarried Partner	0.3%	0.3%	0.2%
Biological Child	21.3%	22.0%	22.3%
Adopted Child	0.3%	0.4%	0.5%
Stepchild	0.8%	0.9%	1.0%
Grandchild	1.8%	1.9%	1.9%
Brother or Sister	1.2%	1.2%	1.1%
Parent	0.9%	1.1%	1.1%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	1.2%	1.2%	1.1%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	4.1%	4.3%	3.6%
In Group Quarters	1.9%	1.6%	1.1%
Institutionalized	0.5%	0.6%	0.5%
Noninstitutionalized	1.4%	1.0%	0.6%
2024 Population 25+ by Educational Attainment			
Total	16,320	29,961	53,016
Less than 9th Grade	2.0%	2.2%	1.8%
9th - 12th Grade, No Diploma	3.6%	4.2%	4.2%
High School Graduate	22.9%	25.2%	25.3%
GED/Alternative Credential	4.1%	4.3%	4.1%
Some College, No Degree	20.9%	19.7%	19.1%
Associate Degree	12.8%	11.1%	11.5%
Bachelor's Degree	21.9%	21.6%	22.2%
Graduate/Professional Degree	11.8%	11.7%	11.9%
2024 Population 15+ by Marital Status			
Total	18,438	34,236	60,695
Never Married	34.5%	33.5%	30.8%
Married	46.4%	48.5%	51.3%
Widowed	7.3%	6.5%	6.0%
Divorced	11.9%	11.5%	11.9%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,998	20,230	36,487
Population 16+ Employed	97.1%	96.6%	96.6%
Population 16+ Unemployment rate	2.9%	3.4%	3.4%
Population 16-24 Employed	11.3%	12.5%	13.1%
Population 16-24 Unemployment rate	6.0%	5.7%	4.9%
Population 25-54 Employed	58.1%	58.6%	59.9%
Population 25-54 Unemployment rate	2.9%	3.0%	3.1%
Population 55-64 Employed	18.6%	18.1%	17.3%
Population 55-64 Unemployment rate	2.5%	4.0%	4.0%
Population 65+ Employed	12.0%	10.9%	9.7%
Population 65+ Unemployment rate	0.6%	1.9%	2.4%

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2024 Employed Population 16+ by Industry			
Total	10,678	19,548	35,246
Agriculture/Mining	0.3%	0.5%	0.4%
Construction	8.4%	11.7%	10.6%
Manufacturing	3.8%	3.2%	2.8%
Wholesale Trade	1.2%	1.7%	1.8%
Retail Trade	12.2%	12.5%	14.6%
Transportation/Utilities	2.5%	3.6%	3.5%
Information	1.0%	0.9%	0.9%
Finance/Insurance/Real Estate	5.2%	5.4%	6.1%
Services	61.6%	57.7%	56.9%
Public Administration	3.7%	2.9%	2.3%
2024 Employed Population 16+ by Occupation			
Total	10,677	19,549	35,245
White Collar	57.1%	53.4%	57.4%
Management/Business/Financial	14.9%	14.3%	15.0%
Professional	17.8%	16.2%	18.3%
Sales	13.6%	13.2%	14.8%
Administrative Support	10.8%	9.8%	9.3%
Services	25.3%	25.5%	23.6%
Blue Collar	17.6%	21.1%	19.0%
Farming/Forestry/Fishing	0.2%	0.3%	0.2%
Construction/Extraction	3.9%	7.6%	7.0%
Installation/Maintenance/Repair	2.8%	2.9%	2.5%
Production	4.4%	3.5%	3.0%
Transportation/Material Moving	6.3%	6.9%	6.2%
2020 Households by Type			
Total	8,727	15,479	26,914
Married Couple Households	34.8%	37.9%	42.9%
With Own Children <18	9.2%	10.8%	12.5%
Without Own Children <18	25.6%	27.1%	30.4%
Cohabiting Couple Households	6.6%	7.4%	7.6%
With Own Children <18	1.9%	2.0%	2.1%
Without Own Children <18	4.7%	5.3%	5.5%
Male Householder, No Spouse/Partner	24.2%	23.3%	21.2%
Living Alone	17.7%	16.5%	14.9%
65 Years and over	5.8%	5.4%	4.9%
With Own Children <18	1.4%	1.6%	1.6%
Without Own Children <18, With Relatives	2.9%	3.0%	2.8%
No Relatives Present	2.2%	2.2%	1.9%
Female Householder, No Spouse/Partner	34.4%	31.4%	28.3%
Living Alone	21.2%	18.8%	16.9%
65 Years and over	11.1%	9.4%	8.3%
With Own Children <18	5.5%	5.3%	4.8%
Without Own Children <18, With Relatives	6.3%	6.1%	5.6%
No Relatives Present	1.3%	1.2%	1.0%
2020 Households by Size			
Total	8,727	15,479	26,914
1 Person Household	38.9%	35.3%	31.7%
2 Person Household	35.3%	36.5%	38.2%
3 Person Household	12.2%	12.9%	13.5%
4 Person Household	7.9%	8.6%	9.6%
5 Person Household	3.5%	4.1%	4.4%
6 Person Household	1.4%	1.7%	1.7%
7 + Person Household	0.7%	0.9%	0.9%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Households by Tenure and Mortgage Status			
Total	8,727	15,479	26,914
Owner Occupied	52.2%	55.0%	60.6%
Owned with a Mortgage/Loan	31.1%	33.1%	38.7%
Owned Free and Clear	21.1%	21.9%	21.9%
Renter Occupied	47.8%	45.0%	39.4%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	53	60	69
Percent of Income for Mortgage	49.9%	44.1%	38.1%
Wealth Index	86	89	92
2020 Housing Units By Urban/ Rural Status			
Total	11,655	20,518	35,867
Urban Housing Units	100.0%	97.8%	98.4%
Rural Housing Units	0.0%	2.2%	1.6%
2020 Population By Urban/ Rural Status			
Total	18,597	34,247	61,333
Urban Population	99.9%	97.5%	98.2%
Rural Population	0.1%	2.5%	1.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 19, 2024

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	7 minutes	10 minutes	13 minutes
Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	In Style (5B)	Old and Newcomers (8F)
2.	Set to Impress (11D)	Set to Impress (11D)	Young and Restless (11B)
3.	In Style (5B)	Old and Newcomers (8F)	In Style (5B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$19,080,405	\$35,569,967	\$63,166,882
Average Spent	\$1,883.37	\$1,959.35	\$2,020.05
Spending Potential Index	79	82	85
Education: Total \$	\$13,123,575	\$23,687,369	\$42,564,561
Average Spent	\$1,295.39	\$1,304.80	\$1,361.19
Spending Potential Index	75	76	79
Entertainment/Recreation: Total \$	\$32,354,308	\$60,975,073	\$108,748,068
Average Spent	\$3,193.59	\$3,358.77	\$3,477.71
Spending Potential Index	78	82	85
Food at Home: Total \$	\$59,826,035	\$111,929,088	\$196,840,015
Average Spent	\$5,905.24	\$6,165.53	\$6,294.85
Spending Potential Index	81	84	86
Food Away from Home: Total \$	\$30,795,236	\$58,387,740	\$104,311,737
Average Spent	\$3,039.70	\$3,216.25	\$3,335.84
Spending Potential Index	78	83	86
Health Care: Total \$	\$63,584,752	\$119,746,847	\$211,408,778
Average Spent	\$6,276.26	\$6,596.17	\$6,760.75
Spending Potential Index	82	86	88
HH Furnishings & Equipment: Total \$	\$25,049,218	\$47,588,023	\$84,979,822
Average Spent	\$2,472.53	\$2,621.35	\$2,717.62
Spending Potential Index	78	83	86
Personal Care Products & Services: Total \$	\$7,968,112	\$14,963,781	\$26,627,518
Average Spent	\$786.51	\$824.27	\$851.54
Spending Potential Index	79	83	86
Shelter: Total \$	\$211,730,881	\$394,214,051	\$701,360,221
Average Spent	\$20,899.31	\$21,715.00	\$22,429.17
Spending Potential Index	78	81	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$27,764,778	\$53,643,964	\$96,406,322
Average Spent	\$2,740.58	\$2,954.94	\$3,083.03
Spending Potential Index	78	84	88
Travel: Total \$	\$23,310,357	\$43,800,883	\$78,797,109
Average Spent	\$2,300.89	\$2,412.74	\$2,519.89
Spending Potential Index	76	80	83
Vehicle Maintenance & Repairs: Total \$	\$12,207,093	\$23,128,475	\$40,872,182
Average Spent	\$1,204.92	\$1,274.02	\$1,307.07
Spending Potential Index	81	86	88

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 19, 2024