



POPULATION ELEMENT

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Introduction

The population element examines the total population, projects future growth, and describes the composition of Horry County. Population influences land use decisions, determines housing needs and impacts the local economy. As Horry County's population continues to grow, an increased demand for public and community facilities, cultural resources as well as the need to conserve and protect natural resources arises. Studying a community's population is fundamental to any comprehensive plan. The continued monitoring of the permanent and seasonal population of Horry County is necessary to plan the infrastructure required to best serve the population.

Population Growth

In 2010, the total population for Horry County was 269,291 persons. This reflects a 37 percent increase in population from the last decennial census in 2000, when the population was 196,629 persons. During this same decade, South Carolina experienced a 15.3 percent population growth rate. **Exhibit PE-1** compares the total population and population growth rate of Horry County and South Carolina from 1950 through 2010. From the table, it is evident that Horry County has been growing at least double the rate of South Carolina for the last twenty years.

Exhibit PE-1: Total Population of Horry County and South Carolina, 1950 - 2010

Horry County				South Carolina		
<i>Year</i>	<i>Population</i>	<i>Increase</i>	<i>Percent Change</i>	<i>Population</i>	<i>Increase</i>	<i>Percent Change</i>
1950	59,820	***	***	2,117,027	***	***
1960	68,247	8,427	14.1	2,382,594	265,567	12.5
1970	69,992	1,745	2.5	2,590,516	207,922	8.7
1980	101,419	31,427	44.9	3,121,820	531,304	20.5
1990	144,053	42,634	42.0	3,486,703	364,883	11.7
2000	196,629	52,576	36.5	4,012,012	525,309	15.1
2010	269,291	72,662	37.0	4,625,364	613,352	15.3
Source: US Census Bureau; SC Budget and Control Board, Office of Statistics and Research						

In 2010, Horry County moved up from sixth place to become the fifth most populous county in the State of South Carolina. Horry County's population growth (+37 percent) was the third highest in the State. **Exhibit PE-2**, on the next page, lists the population rank of the twenty largest counties in South Carolina.

Exhibit PE-2: Population by S.C. County, 2000 - 2010

					2000-2010 Population Change	
Population Rank		<i>Geographic area by County</i>	Population			
<i>2000</i>	<i>2010</i>		<i>2010</i>	<i>2000</i>	<i>Number</i>	<i>Percent</i>
1	1	Greenville	451,225	379,616	71,609	18.9
2	2	Richland	384,504	320,677	63,827	19.9
3	3	Charleston	350,209	309,969	40,240	13.0
4	4	Spartanburg	284,307	253,791	30,516	12.0
6	5	Horry	269,291	196,629	72,662	37.0
5	6	Lexington	262,391	216,014	46,377	21.5
8	7	York	226,073	164,614	61,459	37.3
7	8	Anderson	187,126	165,740	21,386	12.9
9	9	Berkeley	177,843	142,651	35,192	24.7
12	10	Beaufort	162,233	120,937	41,296	34.1
10	11	Aiken	160,099	142,552	17,547	12.3
11	12	Florence	136,885	125,761	11,124	8.8
15	13	Dorchester	136,555	96,413	40,142	41.6
13	14	Pickens	119,224	110,757	8,467	7.6
14	15	Sumter	107,456	104,646	2,810	2.7
16	16	Orangeburg	92,501	91,582	919	1.0
21	17	Lancaster	76,652	61,351	15,301	24.9
20	18	Oconee	74,273	66,215	8,058	12.2
19	19	Greenwood	69,661	66,271	3,390	5.1
18	20	Darlington	68,681	67,394	1,287	1.9
Source: US Census Bureau; SC Budget and Control Board, Office of Statistics and Research						

The following tables and charts examine where Horry County residents live. **Exhibit PE-3** details the population living within incorporated municipalities versus persons living in the unincorporated areas of Horry County. Over the last thirty years, the number of residents living in unincorporated areas of the County has increased to over 75 percent of the population.

Exhibit PE-3: Horry County Incorporated vs. Unincorporated Population Growth, 1980 - 2010

	1980		1990		2000		2010	
Area	Population	% of Total	Population	% of Total	Population	% of Total	Population	% of Total
Incorporated	39,887	39.3	50,683	35.2	53,433	27.2	65,548	24.3
Unincorporated	61,542	61.7	93,370	64.8	143,196	72.8	203,743	75.7
TOTAL	101,419		144,053		196,629		269,291	
Source: US Census Bureau; SC Budget and Control Board, Office of Statistics and Research								

Exhibit PE-4 provides a breakdown of the population changes within the municipalities over the last three decades. Since 2000 the following communities gained population: Conway, Loris, Myrtle Beach and North Myrtle Beach. Atlantic Beach, Aynor, and Briarcliffe Acres remained stable with a slight decline in population. Surfside Beach however experienced a 13 percent decrease in resident population.

Exhibit PE-4: Population in the Municipalities from 1980 to 2010

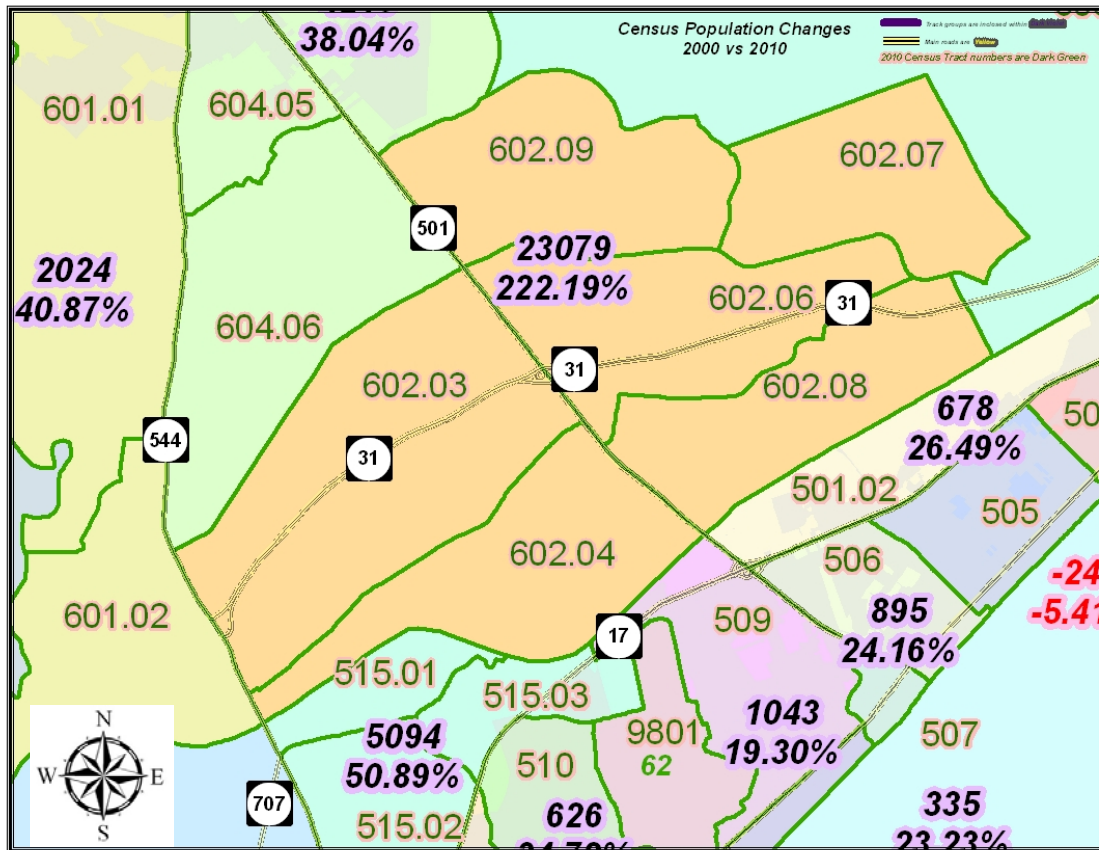
<i>Municipalities</i>	<i>Year</i>			
	<i>1980</i>	<i>1990</i>	<i>2000</i>	<i>2010</i>
Atlantic Beach	289	446	351	334
Aynor	643	470	587	560
Briarcliffe Acres	338	552	470	457
Conway	10,240	9,819	11,788	17,103
Loris	2,193	2,067	2,079	2,396
Myrtle Beach	19,702	24,848	22,759	27,109
North Myrtle Beach	3,960	8,636	10,974	13,752
Surfside	2,522	3,845	4,425	3,837
TOTAL	39,887	50,683	53,433	65,548
Horry County	101,419	144,053	196,629	269,291
Percent of Incorporated Population	39.3	35.2	27.2	24.3
Source: US Census Bureau; SC Budget and Control Board, Office of Statistics and Research				

The US Census Bureau further distinguishes between *rural* and *urban*. *Urban* is defined as any area of over 2,500 people. *Urban* includes incorporated areas as well as unincorporated areas with populations over 2,500 people. Most of the urban areas in Horry County are located along the coast, east of the Intracoastal Waterway and increasingly along the Highway 501 corridor. With most areas along the immediate shoreline built out, more urbanization has shifted westward into unincorporated areas between Conway and the beach. The unincorporated area that has seen the most population growth within the last decade is Carolina Forest, which lies midway along US 501. This area is comprised by Census Tracts 602.03, 602.04, 602.06, 602.07, 602.08 and 602.09 and has seen a population increase of 222 percent, which is an absolute gain of 23,079 persons. The total population of Carolina Forest as of 2010 was 33,466 (see **Exhibit PE-5** below). Besides Carolina Forest, other suburban areas on the fringes of Myrtle Beach that have also seen substantial population growth within the last decade (2000 – 2010) include the Burgess Community with an increase of 12,820 persons (+105 percent), Socastee with plus 5,094 (+51 percent), and a vast area between Carolina Forest, Highway 90, 22 and North Myrtle Beach (Census Tracts 603.01, 603.03 and 603.08) that has grown by 4,403 persons or +85 percent.

Since 1990, the majority of population in Horry County has been located in urban areas. Together with a continued population growth, new housing development will continue to transfer formally rural areas, especially within and around locations that are close to the

beach, located along major thoroughfares and within reach of growing cities and towns. This trend continues with an increasing gap between the urban and rural populations.

Exhibit PE-5: Population changes in 2010 per Census Tracts in the Carolina Forest area



Source: US Census Bureau; Horry County Planning & Zoning

Population Projections

Horry County has experienced rapid growth in the last forty years. Starting in the time period between 1970 and 1980, Horry County's decennial growth rates have been steadily above 35 percent. **Exhibit PE-6** shows the growth rate of Horry County during the last hundred years. In the last forty years (1970 – 2010), Horry County has added 199,299 persons, which represents a growth rate of 285 percent.

Exhibit PE-6: Historic population counts and growth rates in Horry County, 1910 – 2010

Historic Population and Growth in Horry County			
<i>Year</i>	<i>Population</i>	<i>Numeric Change per decade</i>	<i>Change in percent</i>
1910	26,995	-	-
1920	32,077	5,082	18.8
1930	39,376	7,299	22.8
1940	51,951	12,575	31.9
1950	59,820	7,869	15.1
1960	68,247	8,427	14.1
1970	69,992	1,745	2.6
1980	101,419	31,427	44.9
1990	144,053	42,634	42.0
2000	196,629	52,576	36.5
2010	269,291	72,662	37.0
Source: SC Budget and Control Board, Office of Statistics and Research			

From 2000 to 2010, the population in Horry County has grown by 37 percent. The Office of Statistics and Research, a division of the SC Budget and Control Board, has predicted a continued high growth rate of 36.5 percent at least until 2030. **Exhibit PE-7** includes the specific projected population counts for 2015, 2020, 2025 and 2030.

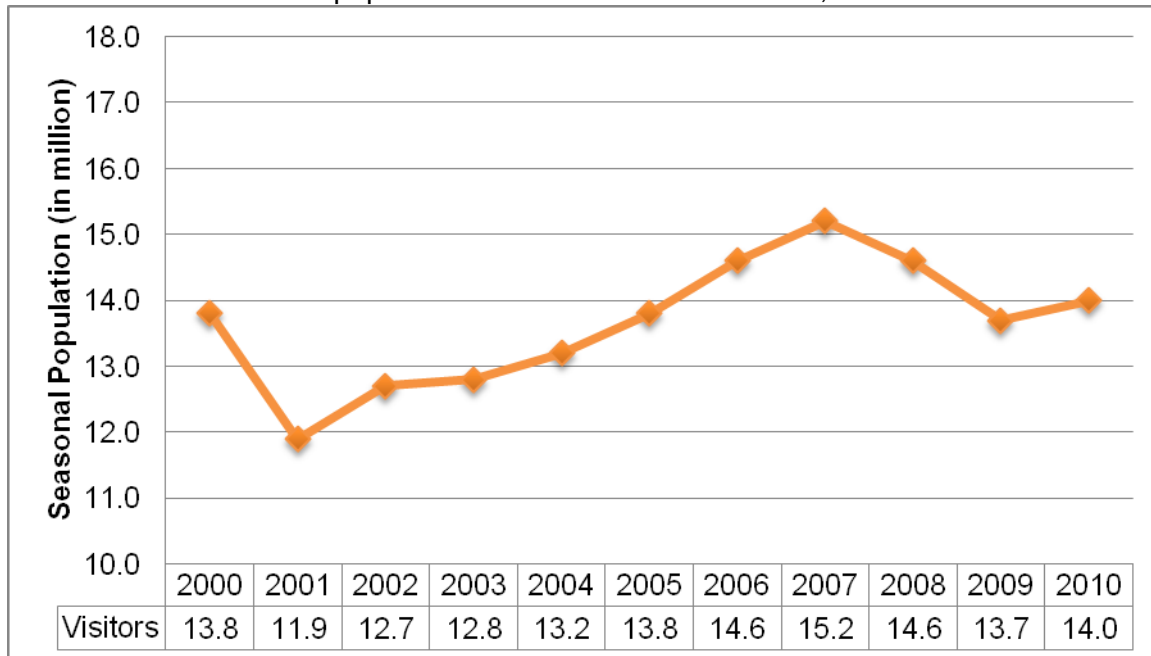
Exhibit PE-7: Population projections through 2030

Horry County Population Forecast					
<i>Current</i>	<i>Projected</i>				<i>Projected growth 2010 – 2030</i>
2010	2015	2020	2025	2030	
269,291	291,080	316,810	342,530	367,680	36.5 percent
Source: SC Budget and Control Board, Office of Statistics and Research, Waccamaw Regional Council of Governments, Horry County School District					

Seasonal Population

According to the Myrtle Beach Area Chamber of Commerce, approximately 14.0 million tourists visited the Grand Strand area in 2010. Due to the recession which began in 2008 that number has declined from the all-time high of 15.2 million visitors in 2007. Myrtle Beach Area Chamber of Commerce surveys further show that most visitors originate from within a one day car drive. North Carolina alone provides 16 percent of our visitors, while 34 percent come from New York, Pennsylvania, Ohio and Virginia together. **Exhibit PE-8** portrays the visitor trend for the Myrtle Beach area (Grand Strand) from 2000 to 2010.

Exhibit PE-8: Seasonal population trend for the Grand Strand, 2000-2010



Source: D.K. Shifflet & Associates for Statistical Abstract for the Myrtle Beach Area, Myrtle Beach Area Chamber of Commerce

Academic Student Population

In addition to the tourists that visit the area each year, Coastal Carolina University together with Horry-Georgetown Technical College has been experiencing a growing student population. The traditional academic year starts at the end of August and continues until the beginning of May. In the fall of 2010, Coastal Carolina had a total enrollment of 8,706 and Horry-Georgetown Technical College a student body of 7,826. That results in a combined total enrollment for both the university and the college of 16,532 students. Typically, students from out-of-state, foreign countries and other areas of South Carolina would reside in Horry County during the academic year. Of all students at Coastal Carolina University in the same time frame, 86.7 percent were not originally from South Carolina, and 28 percent were paying out-of-state tuition. Comparatively, 21.5 percent of Horry-Georgetown Technical College's students are not from South Carolina originally, yet only 9.3 percent of the students are paying out-of-state tuition.

Exhibit PE-9: Higher Education - Student Enrollment in Horry County

Headcount Enrollment – All Students, Fall 2010					
<u>Institution</u>	<u>Grand Total</u>	<u>Geographic Origin</u>		<u>Residency for fee purposes</u>	
		SC	Non-SC	In-State	Out-of-State
<i>Coastal Carolina University</i>	8,706	4,663	4,043	6,265	2,441
<i>Horry-Georgetown Technical College</i>	7,826	6,145	1,681	7,100	726
Combined	16,532	10,808	5,724	13,365	3,167

Source: South Carolina Commission on Higher Education

Coastal Carolina University will continue to have an impact on Horry County as their current Master Plan anticipates student enrollment at the University to be 12,500 by 2014. Coastal Carolina Alumni data indicates that through 2011, only 7,383 of previous graduates state their preferred mailing address to be within Horry County. Within the last five academic years, the number of Coastal Carolina graduates that remained in Horry County has been continuously rising from 316 in 2006 to 715 in 2010. That presents an increase of 126 percent, but only represents 8.2 percent of the overall student body as of autumn 2010.

Population Composition

Gender

The gender distribution for Horry County is nearly evenly divided between males and females. In 2010, the male population comprised 48.9 percent of the population and the female population, the remaining 51.1 percent. This trend has been consistent for the last thirty years and mirrors the National gender distribution. Horry County's gender composition between female and male is comparable to the South Carolina's population which is 48.6 percent male and 51.4 percent female and the total populace of the United States which is 49.2 percent male and 50.8 percent female.

Exhibit PE-10: Gender Distribution of Horry County from 1970 to 2010

Gender	Year									
	1970	%	1980	%	1990	%	2000	%	2010	%
Male	34,417	49.2	49,382	48.7	70,516	48.9	96,534	49.1	131,691	48.9
Female	35,575	50.8	52,037	51.3	73,537	51.1	100,095	50.9	137,600	51.1
TOTAL	69,992	100	101,419	100	144,053	100	196,629	100	269,291	100

Source: U.S. Census Bureau

Race and Ethnicity

Like the Nation as a whole, Horry County's population is becoming racially more diverse. The latest Census numbers from 2010 show that the traditional "White" and "Black/African American" race categories have been relatively in decline within the total population. "Some Other Race" and "Two or More Races" categories have continued to increase in numbers.

Exhibit PE-11 shows the absolute population count per race categories for years 1990-2010. It also indicates percentages and changes in comparison to the total population for Horry County. Starting with the Census in 2000, respondents for the first time were given the choice of selecting one or more race categories to indicate their racial identities. This response possibility explains the jump in persons identified as "Some Other Race" from 2,281 persons or 1.2 percent in 2000 to 8,366 persons or 3.1 percent of the population in 2010. Also persons who responded to the category "Two or More Races" have increased from 2,105 persons or 1.1 percent of the population in 2000 to 5,252 persons or 2.0 percent of the Horry County populace in 2010. Some of the growth in both above categories can be attributed to the growth in both the Hispanic and Latino ethnicity, which has increased from 2.6 percent in 2000 to 6.2 percent in 2010 (see **Exhibit PE-12**) and likely can be also attributed to the National trend in more interracial couples and children.

Exhibit PE-11: Racial Composition of Horry County from 1990 to 2010

Race	Year					
	1990	%	2000	%	2010	%
White	117,098	81.3	159,363	81.1	215,071	79.9
Black	25,160	17.5	30,468	15.5	36,202	13.4
American Indian/ Alaska Native	340	0.2	793	0.4	1,823	0.7
Asian	1,128	0.8	1,498	0.8	2,816	1.0
Native Hawaiian/ Pacific Islander	39	0.03	121	0.01	305	0.1
Some Other Race	N/A	N/A	2,281	1.2	8,366	3.1
Two or More Races	N/A	N/A	2,105	1.1	5,252	2.0
TOTAL	144,053		196,629		269,291	
Source: US Census Bureau						

Exhibit PE-12: Hispanic/Latino Ethnicity in Horry County from 1990 to 2010

	Year					
	1990	%	2000	%	2010	%
Hispanic or Latino	1,259	0.9	5,057	2.6	16,683	6.2
Non-Hispanic or Latino	142,794	99.1	191,572	97.4	252,608	93.8
TOTAL	144,053		196,629		269,291	
Source: US Census Bureau						

Age

Consistent with the National trend, the overall population of Horry County is growing older. The cohort of ages 25-34 dropped 5.2 percent from 1990 to 2010 while cohorts over the age of 55 continued to increase. In 2010, the largest percentage of the population (17.1 percent) was 65 years and older. Only a decade ago in 2000, the largest age group in Horry County with 15.1 percent was between the ages of 35-44 years. This exemplifies the National phenomenon of the significant “baby-boom” generation becoming older and retiring in warmer climates, including Horry County. From 1990 to 2010, retired individuals (ages 55 and older) increased by 4.0 percent of the total population from 23 percent to 31.4 percent, while dependent children between the ages of 19 and younger decreased by 3.6 percent of the total population from 26.6 percent to 23 percent.

Exhibit PE-13: Age Distribution of Horry County from 1990 to 2010

Age	1990	%	2000	%	2010	%
0-4	9,534	6.6	11,298	5.7	15,303	5.7
5-9	9,324	6.5	11,808	6.0	15,086	5.6
10-14	9,805	6.8	11,819	6.0	14,695	5.5
15-19	9,607	6.7	12,080	6.2	16,805	6.2
20-24	11,032	7.6	13,345	6.8	18,432	6.8
25-34	25,654	17.8	27,958	14.2	33,834	12.6
35-44	21,185	14.7	29,665	15.1	33,463	12.4
45-54	14,838	10.3	26,996	13.7	37,077	13.8
55-64	14,845	10.3	22,190	11.3	38,526	14.3
65+	18,229	12.7	29,470	15	46,070	17.1
TOTAL	144,053	100	196,629	100	269,291	100
Source: US Census Bureau						

Households

The 37 percent increase in the number of households is reflective of the overall population growth of 37 percent between 2000 and 2010. Yet, over the last forty years, the number of traditional family households has been steadily declining. Married couple (husband-wife) households have been losing their overall share at a parallel rate. In contrast, the percentage of non-family households has been steadily increasing from 13.4 percent in 1970 to 35.6 percent in 2010.

The U.S. Census Bureau defines a "Family household" as a category that has at least one member related to the householder either by birth, marriage, or adoption. Contrary, "Non-family households" consist of people either living alone or households in which members do not have any natural or marital kinship to the householder.

In 2010, 64.4 percent of Horry County residents were living within family households, while an increasing 35.6 percent were living in non-family households either alone or with partners of any unmarried relationship. Also in 2010, only 16 percent of family households had children under the age of 18, while the percentage of female householders (no husband present) with children under the age of 18 increased to 8 percent.

Comparing this data to the whole of South Carolina as well as North Carolina, Georgia and the national average, Horry County's percentage in "Non-family Households" was the highest with 35.6 percent. Nonetheless, Horry County's share in traditional Family Households was only 2-3 percent below the comparing geographies; while its percentage in Husband-Wife families with children under the age of 18 was an average of 5 percent lower (**Exhibit PE-15**).

Exhibit PE-14: Household Composition of Horry County from 1970 to 2010

Trends in Household Composition										
	1970	%	1980	%	1990	%	2000	%	2010	%
Family Households	17,349	88.6	27,574	79.2	40,405	72.5	54,515	66.6	72,254	64.4
Husband-wife families	14,700	73.3	22,809	65.5	32,537	58.3	42,027	51.4	53,025	47.2
With children under 18	8,679	43.3	12,006	34.5	13,315	23.9	14,498	17.7	16,418	14.6
Female Householder with children under 18	2,130	10.6	2,207	6.3	3,524	6.3	5,431	6.6	7,553	6.7
Non-family Households	2,692	13.4	7,224	20.8	15,314	27.5	27,285	33.4	39,971	35.6
Total Households	20,041		34,798		55,719		81,800		112,225	
Source: US Census Bureau										

Exhibit PE-15: Household Compositions of selected S.E. States and the U.S. in 2010

Comparison of Household Composites, 2010								
	SC	(%)	NC	(%)	GA	(%)	US	(%)
Family Households	1,216,415	67.5	2,499,174	66.7	2,457,810	68.5	77,538,296	66.4
Husband-wife families	849,959	47.2	1,812,029	48.4	1,714,573	47.8	56,510,377	48.4
With children under 18	319,204	17.7	732,199	19.6	756,525	21.1	23,588,268	20.2
Female Householder with children under 18	151,472	8.4	292,504	7.8	320,430	8.9	8,365,912	7.2
Non-family Households	584,766	32.5	1,245,981	33.3	1,127,774	31.5	39,177,996	33.6
Total Households	1,801,181		3,745,155		3,585,584		116,716,292	
Source: US Census Bureau								

Education

Exhibit PE-16 describes the educational attainment of Horry County, which shows that over 86 percent of Horry County residents 25 years and older, have received at least a high school diploma or its equivalent (compared to the national average of 85.6 percent). Twenty-one percent of the population of 25 years and over (176,465 persons) possessed a bachelor's degree or higher in 2009 (compared to the national average of 28.2 percent). In comparison to National education attainment numbers, Horry County fares better in high school attainment but lower in academic educational attainment for 25+ year olds with at least a Bachelor's degree (see **Exhibit PE-17**).

Exhibit PE-16: Educational Attainment for Persons 25 years and over for Horry County, SC

<i>Educational Attainment</i>	<i>Number of Persons</i>	<i>Percentage (%)</i>
Less than 9th grade	7,235	4.1
9th to 12th grade (no diploma)	16,764	9.5
High school graduate (includes equivalency)	61,057	34.6
Some College (no degree)	37,234	21.1
Associate Degree	17,294	9.8
Bachelor's Degree	24,705	14.0
Graduate or Professional Degree	12,353	7.0
Percentage of high school graduate or higher		86.4
Percentage of bachelor's degree or higher		21.0
Source: US Census Bureau; American Community Survey (2005-2009)		

Exhibit PE-17: Educational Attainment for Persons 25 years and over in the United States

<i>Educational Attainment</i>	<i>Number of Persons</i>	<i>Percentage (%)</i>
Less than 9th grade	12,461,625	6.1
9th to 12th grade (no diploma)	16,955,981	8.3
High school graduate (includes equivalency)	58,222,346	28.5
Some College (no degree)	43,513,543	21.3
Associate Degree	15,525,959	7.6
Bachelor's Degree	36,159,141	17.7
Graduate or Professional Degree	21,246,049	10.4
Percentage of high school graduate or higher		85.6
Percentage of bachelor's degree or higher		28.2
Source: US Census Bureau; Census 2010		

Income and Poverty

This section analyzes income and poverty on a regional level. The greater Grand Strand and Pee Dee regions expand over state and county boundaries and also include Brunswick and Columbus counties in North Carolina. Income levels in Horry County increased substantially from 1989 to 1999, and again between 1999 and 2009. The numbers in **Exhibit PE-18** show that Horry County's median household income increased by 16.9 percent between 1999 and 2009. Although, the State of South Carolina as a whole added 17.5 percent in median household income in the same time period, and Horry County's gain is the third highest within this six-county area in northeastern South Carolina. Yet, the median household income in Horry County of

\$42,642 in 2009 is slightly lower than the State average of \$43,572 in 2009, but remains the highest in the region. Although Horry County has been gaining rapidly in overall population, the median incomes of households still remain below the state average.

Exhibit PE-18: Regional Median Household Income

Regional Median Household Income (in US-Dollar)				
<i>County</i>	<i>1989</i>	<i>1999</i>	<i>2009</i>	<i>1999-2009 (in percent)</i>
Dillon	18,365	26,630	27,588	3.6
Florence	24,264	35,144	41,142	17.1
Georgetown	23,981	35,312	42,283	19.7
Horry	24,959	36,470	42,642	16.9
Marion	17,825	26,526	29,626	11.7
Williamsburg	18,409	24,214	25,948	7.2
South Carolina	26,256	37,082	43,572	17.5
Brunswick, NC	23,480	35,880	44,321	23.5
Columbus, NC	18,468	26,805	32,283	20.4
North Carolina	N/A	46,335	45,069	-2.7
Source: US Census Bureau; American Community Survey (2005-2009)				

Due to the continuous demographic changes affecting households, a more precise way of analyzing and comparing local with regional and state income patterns is on a per capita basis. Whereas the "Median Household Income" represents a middle value that results in two evenly distributed income groups, one below and one above the median value per household, the "Per Capita Income" reflects the average obtained by dividing the entire income of Horry County by its total population. Consequently, within a more diverse society it represents a more suitable variable.

In both 1999 (\$19,949) and 2009 (\$24,790) Horry County had the highest per capita income in the six-county area of northeastern South Carolina. Also the increase in per capita income in Horry County between 1999 and 2009 was the highest with 24.3 percent. The income value for Horry County of \$24,790 per capita in 2009 also represents a higher value compared to \$23,196 of per capita income for all of South Carolina.

Exhibit PE-19: Regional Per Capita Income

Regional Per Capita Income				
<i>County</i>	<i>1989</i>	<i>1999</i>	<i>2009</i>	<i>1999-2009 (in percent)</i>
Dillon	8,077	13,272	14,074	6.0
Florence	11,007	17,876	21,538	20.5
Georgetown	11,084	19,805	24,147	21.9
Horry	12,385	19,949	24,790	24.3
Marion	8,185	13,878	15,892	14.5
Williamsburg	7,632	12,794	14,636	14.4
South Carolina	11,897	18,795	23,196	23.4
Brunswick, NC	11,688	19,857	25,993	30.9
Columbus, NC	9,134	14,415	18,189	26.2
North Carolina	N/A	20,307	24,547	20.9
Source: US Census Bureau; American Community Survey (2005-2009)				

Exhibit PE-20: Distribution of Median Household Income in Horry County

Median Household Income (2009)		
<i>Households</i>	<i>106,733</i>	<i>100%</i>
Less than \$10,000	8,000	7.5
\$10,000 to \$14,999	6,989	6.5
\$15,000 to \$24,999	14,009	13.1
\$25,000 to \$34,999	14,155	13.3
\$35,000 to \$49,999	18,692	17.5
\$50,000 to \$74,999	20,613	19.3
\$75,000 to \$99,999	11,511	10.8
\$100,000 to \$149,999	8,173	7.7
\$150,000 to \$199,999	2,230	2.1
\$200,000 or more	2,361	2.2
Median household income (dollars)	42,642	(X)
Source: US Census Bureau; American Community Survey (2005-2009)		

The income distribution is reflected in **Exhibit PE-20** (above). The Area Median Household Income for Horry County in 2009 was \$42,642. Amongst all household income brackets in 2009, incomes between \$50,000 and \$74,999 were most represented with 19.3 percent. Yet, 40.4 percent of households in Horry County made less than \$35,000, and 14 percent made less than \$15,000 per year in 2009. The Middle to Upper Middle Class is represented with 36.8 percent making incomes ranging from \$35,000 to \$74,999. Twelve percent of households made incomes of more than \$100,000 per year in 2009.

The number of all people living below the poverty level in Horry County in 2009 was 40,932 persons or 15.2 percent of the overall population. The relative percentage of people living below the poverty level in Horry County is the least within all the surrounding counties. Only neighboring Brunswick County, North Carolina has a smaller

value with 12.4 percent. Horry County's Poverty Level is amongst the lowest in the region, and fares comparatively well to the South and North Carolina state averages.

Exhibit PE-21: Regional Poverty Levels, 1999 - 2009

<i>All People whose income was below the Poverty Level</i>									
<i>County</i>	1989			1999			2009		
	<i>Pop.</i>	<i>Below Poverty Level</i>	<i>%</i>	<i>Pop.</i>	<i>Below Poverty Level</i>	<i>%</i>	<i>Pop.</i>	<i>Below Poverty Level</i>	<i>%</i>
Dillon	29,114	12,043	41.4	30,722	13,426	43.7	30,777	9,172	29.8
Florence	114,344	22,500	19.7	125,761	20,063	16.0	132,153	22,202	16.8
Georgetown	46,302	9,307	20.1	55,797	9,439	16.9	60,235	11,625	19.3
Horry	144,053	21,358	14.8	196,629	23,356	11.9	269,291	40,932	15.2
Marion	33,899	9,613	28.4	35,466	8,117	22.9	34,023	8,200	24.1
Williamsburg	36,815	10,487	28.5	37,217	10,294	27.7	34,920	10,301	29.5
<i>South Carolina</i>	<i>3,486,703</i>	<i>517,793</i>	<i>14.9</i>	<i>4,012,012</i>	<i>547,869</i>	<i>13.7</i>	<i>4,416,867</i>	<i>697,865</i>	<i>15.8</i>
Columbus, NC	49,587	11,699	23.6	54,749	12,200	22.3	54,050	12,269	22.7
Brunswick, NC	50,985	7,775	15.2	73,143	9,095	12.4	98,712	12,240	12.4
<i>North Carolina</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>8,049,313</i>	<i>958,667</i>	<i>12.3</i>	<i>9,045,705</i>	<i>1,365,901</i>	<i>15.1</i>
Source: US Census Bureau; American Community Survey (2005-2009)									

Summary

Between 2000 and 2010 the population of Horry County has grown more than twice the growth rate of the State of South Carolina. Population projections anticipate that this high growth rate is expected to continue into over next several decades. By 2030, Horry County is projected to add yet another 100,000 people to its current population. Analyzing the latest demographic data by age groups, it becomes apparent that Horry County's population is not only growing, but growing older. The population of people 55 years and older have increased the greatest (+4 percent), while the percentage of the population 19 years and younger have declined by -3.6 percent. Also changing is the composition of households in the County. The proportion of family households has been steadily declining in the County since 1970 while the number of non-family households has steadily risen. Decisions made by county government will need to reflect the changing needs of this more diverse and growing population, particularly those needs regarding income, age and ethnicity.

STATEMENT OF NEEDS AND GOALS

Need:

Understand the composition and implications of a diverse, growing, and changing population.

Goals:

- *Continue to update and maintain the population element as new data becomes available.*
- *Continue to analyze what kind of implications assessed population data has had and will have on the economic development of Horry County.*

IMPLEMENTATION STRATEGIES

It is recommended that Horry County implements following strategies within either a short term (1-2 years), intermediate term (2-5 years) or long term (5 and more years) time frame in order to fulfill the previously identified Needs and Goals.

Collection of Population data

Collaborate with the U.S. Census Bureau, the South Carolina Budget and Control Board, Office of Statistics and Research and other sources in receiving and analyzing the most up-to-date demographic data **(continuously)**.

Work with the GIS department to maintain an accurate digital depiction of both current population and population forecasts **(continuously)**.

Analysis of Population data

Coordinate with local governments, the Chambers of Commerce, state agencies and other infrastructure providers to better understand the numbers, composition, and influences of the seasonal tourist population in Horry County **(short term)**.

Work with Coastal Carolina University and its Offices for Institutional Research, Assessment and Analysis as well as Alumni Affairs to get a better grasp and understanding on how many college graduates stay or leave Horry County to seek and find professional work **(continuously)**.

As new major road projects are built out within Horry County, revisit population projections to accurately reflect the changing environment in different areas of the County **(continuously)**.