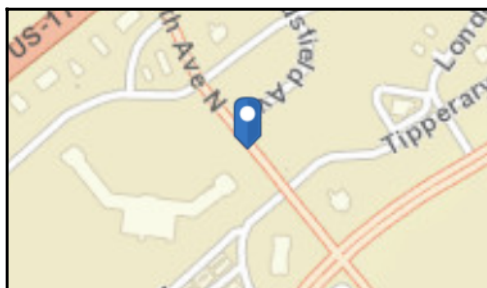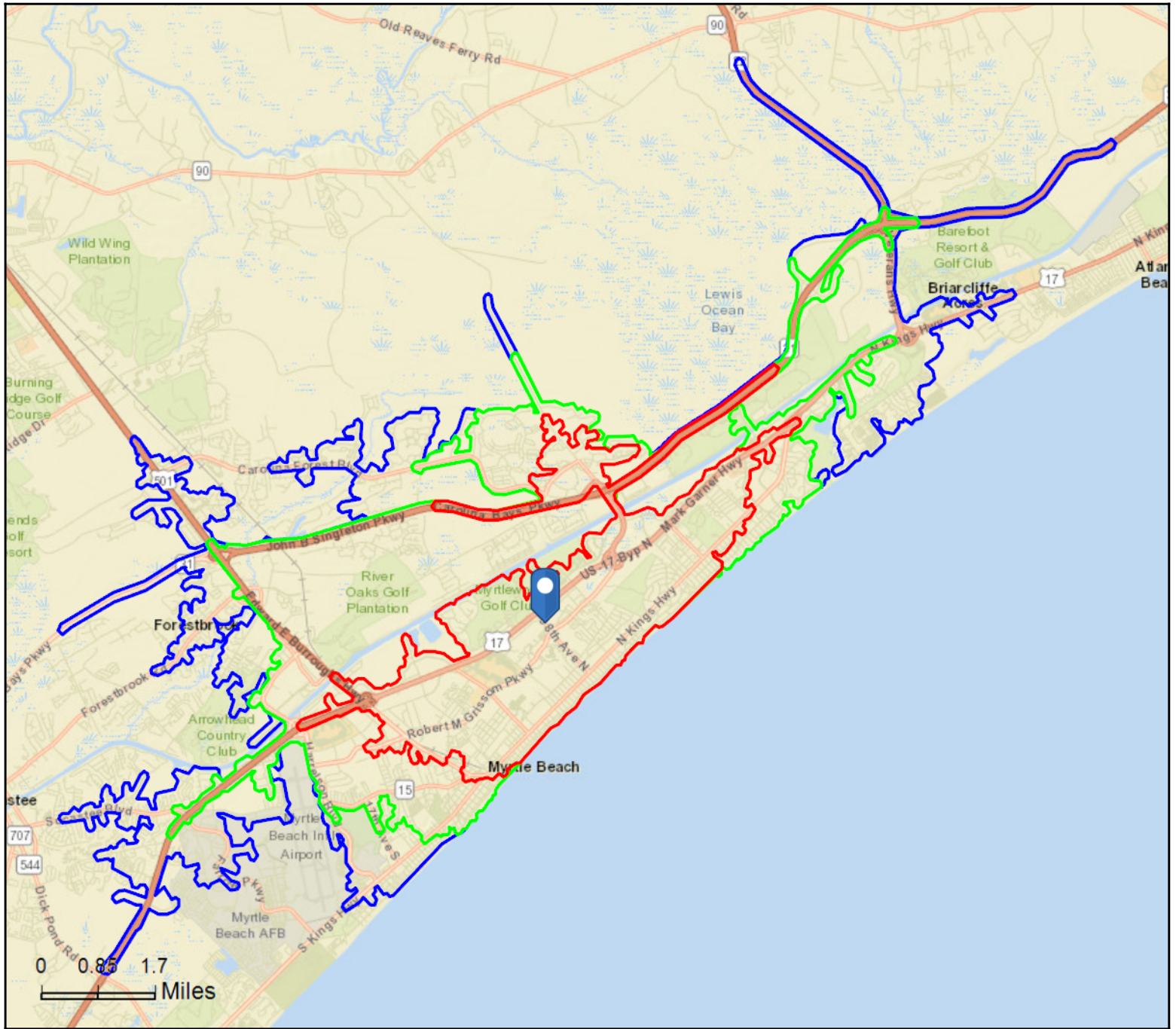**esri**

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

Prepared by Esri
Latitude: 33.72553
Longitude: -78.86780

0   0.85   1.7
Miles

August 20, 2019

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

	7 minutes	10 minutes	13 minutes
Population Summary			
2000 Total Population	15,821	24,880	34,585
2010 Total Population	18,424	35,090	49,932
2019 Total Population	23,520	46,358	66,745
2019 Group Quarters	285	289	334
2024 Total Population	26,611	52,582	75,687
2019-2024 Annual Rate	2.50%	2.55%	2.55%
2019 Total Daytime Population	41,159	70,606	96,370
Workers	29,906	47,829	63,059
Residents	11,253	22,777	33,311
Household Summary			
2000 Households	7,524	11,477	15,784
2000 Average Household Size	2.06	2.14	2.17
2010 Households	8,385	15,239	21,576
2010 Average Household Size	2.16	2.28	2.30
2019 Households	10,527	19,865	28,440
2019 Average Household Size	2.21	2.32	2.34
2024 Households	11,855	22,469	32,172
2024 Average Household Size	2.22	2.33	2.34
2019-2024 Annual Rate	2.40%	2.49%	2.50%
2010 Families	4,376	8,320	12,178
2010 Average Family Size	2.84	2.90	2.88
2019 Families	5,371	10,640	15,826
2019 Average Family Size	2.92	2.97	2.94
2024 Families	6,007	11,944	17,778
2024 Average Family Size	2.95	2.99	2.96
2019-2024 Annual Rate	2.26%	2.34%	2.35%
Housing Unit Summary			
2000 Housing Units	10,200	16,294	25,326
Owner Occupied Housing Units	41.2%	40.1%	37.0%
Renter Occupied Housing Units	32.6%	30.3%	25.3%
Vacant Housing Units	26.2%	29.6%	37.7%
2010 Housing Units	15,027	28,197	41,687
Owner Occupied Housing Units	29.6%	27.9%	27.9%
Renter Occupied Housing Units	26.2%	26.1%	23.8%
Vacant Housing Units	44.2%	46.0%	48.2%
2019 Housing Units	18,955	34,945	51,991
Owner Occupied Housing Units	28.7%	28.9%	29.6%
Renter Occupied Housing Units	26.9%	28.0%	25.1%
Vacant Housing Units	44.5%	43.2%	45.3%
2024 Housing Units	21,046	38,994	57,986
Owner Occupied Housing Units	29.0%	29.3%	30.2%
Renter Occupied Housing Units	27.3%	28.3%	25.3%
Vacant Housing Units	43.7%	42.4%	44.5%
Median Household Income			
2019	$40,177	$41,851	$43,369
2024	$45,169	$47,685	$49,715
Median Home Value			
2019	$240,778	$219,241	$210,421
2024	$279,200	$255,498	$243,808
Per Capita Income			
2019	$30,520	$28,682	$28,408
2024	$34,410	$32,602	$32,330
Median Age			
2010	39.6	37.0	37.1
2019	41.0	38.6	38.7
2024	41.1	38.8	39.2

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Community Profile

Plantation Point
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	7 minutes	10 minutes	13 minutes
2019 Households by Income			
Household Income Base	10,527	19,865	28,440
<$15,000	14.6%	13.6%	12.5%
$15,000 - $24,999	15.8%	15.9%	14.9%
$25,000 - $34,999	14.2%	13.1%	13.9%
$35,000 - $49,999	13.0%	13.7%	13.9%
$50,000 - $74,999	16.7%	17.9%	18.9%
$75,000 - $99,999	7.4%	7.5%	8.2%
$100,000 - $149,999	9.4%	10.1%	10.1%
$150,000 - $199,999	2.6%	2.6%	2.7%
$200,000+	6.3%	5.6%	5.1%
Average Household Income	$68,738	$67,360	$67,188
2024 Households by Income			
Household Income Base	11,855	22,469	32,172
<$15,000	12.9%	11.9%	10.8%
$15,000 - $24,999	14.1%	14.1%	13.2%
$25,000 - $34,999	13.8%	12.6%	13.3%
$35,000 - $49,999	12.4%	12.9%	12.9%
$50,000 - $74,999	17.4%	18.6%	19.4%
$75,000 - $99,999	8.0%	8.1%	8.9%
$100,000 - $149,999	10.7%	11.8%	11.9%
$150,000 - $199,999	3.3%	3.4%	3.6%
$200,000+	7.3%	6.6%	6.0%
Average Household Income	$77,850	$76,813	$76,668
2019 Owner Occupied Housing Units by Value			
Total	5,433	10,082	15,385
<$50,000	3.7%	7.3%	6.7%
$50,000 - $99,999	8.7%	8.0%	7.5%
$100,000 - $149,999	11.7%	11.1%	13.2%
$150,000 - $199,999	17.4%	19.4%	20.1%
$200,000 - $249,999	10.5%	11.1%	12.1%
$250,000 - $299,999	8.9%	8.1%	9.0%
$300,000 - $399,999	12.1%	10.7%	10.5%
$400,000 - $499,999	8.3%	7.6%	7.3%
$500,000 - $749,999	11.2%	10.1%	8.4%
$750,000 - $999,999	4.9%	4.0%	3.3%
$1,000,000 - $1,499,999	1.8%	1.9%	1.3%
$1,500,000 - $1,999,999	0.3%	0.4%	0.2%
$2,000,000 +	0.5%	0.5%	0.4%
Average Home Value	$333,158	$313,727	$291,190
2024 Owner Occupied Housing Units by Value			
Total	6,100	11,429	17,508
<$50,000	2.6%	5.8%	5.1%
$50,000 - $99,999	6.1%	5.6%	5.2%
$100,000 - $149,999	8.6%	8.2%	9.8%
$150,000 - $199,999	15.8%	17.5%	18.4%
$200,000 - $249,999	11.0%	11.9%	13.0%
$250,000 - $299,999	10.1%	9.3%	10.5%
$300,000 - $399,999	14.4%	12.7%	12.8%
$400,000 - $499,999	10.0%	9.3%	9.2%
$500,000 - $749,999	13.3%	12.2%	10.1%
$750,000 - $999,999	5.4%	4.5%	3.7%
$1,000,000 - $1,499,999	1.9%	2.1%	1.5%
$1,500,000 - $1,999,999	0.3%	0.3%	0.2%
$2,000,000 +	0.5%	0.5%	0.4%
Average Home Value	$362,465	$344,862	$320,727

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 20, 2019

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

	7 minutes	10 minutes	13 minutes
2010 Population by Age			
Total	18,424	35,093	49,936
0 - 4	5.7%	6.2%	6.2%
5 - 9	5.1%	5.6%	5.6%
10 - 14	4.8%	5.0%	5.1%
15 - 24	12.6%	13.7%	13.7%
25 - 34	15.5%	16.7%	16.5%
35 - 44	13.4%	13.7%	13.6%
45 - 54	13.8%	13.5%	13.6%
55 - 64	12.3%	11.7%	11.9%
65 - 74	8.5%	7.8%	8.1%
75 - 84	5.5%	4.3%	4.2%
85 +	2.7%	1.8%	1.6%
18 +	81.1%	80.0%	79.8%
2019 Population by Age			
Total	23,521	46,357	66,745
0 - 4	5.3%	5.7%	5.7%
5 - 9	5.0%	5.4%	5.5%
10 - 14	5.0%	5.3%	5.4%
15 - 24	11.8%	11.9%	11.6%
25 - 34	15.0%	16.5%	16.3%
35 - 44	12.8%	13.5%	13.7%
45 - 54	12.3%	12.3%	12.3%
55 - 64	12.8%	12.1%	12.2%
65 - 74	10.9%	9.9%	10.1%
75 - 84	5.9%	5.2%	5.2%
85 +	3.2%	2.2%	2.0%
18 +	81.7%	80.6%	80.4%
2024 Population by Age			
Total	26,613	52,584	75,687
0 - 4	5.5%	5.9%	5.9%
5 - 9	5.0%	5.4%	5.5%
10 - 14	4.8%	5.2%	5.3%
15 - 24	11.8%	12.3%	12.0%
25 - 34	14.9%	15.7%	15.2%
35 - 44	12.8%	13.8%	14.1%
45 - 54	11.6%	11.7%	11.7%
55 - 64	12.1%	11.5%	11.8%
65 - 74	11.1%	10.1%	10.2%
75 - 84	7.1%	6.1%	6.2%
85 +	3.2%	2.4%	2.2%
18 +	81.7%	80.5%	80.3%
2010 Population by Sex			
Males	9,178	17,774	25,207
Females	9,246	17,316	24,725
2019 Population by Sex			
Males	11,612	23,195	33,351
Females	11,908	23,163	33,394
2024 Population by Sex			
Males	13,058	26,035	37,501
Females	13,553	26,547	38,186

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 20, 2019

Plantation Point
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Latitude: 33.72553

Drive Time: 7, 10, 13 minute radii
Longitude: -78.86780

	7 minutes	10 minutes	13 minutes
2010 Population by Race/Ethnicity			
Total	18,424	35,090	49,932
White Alone	75.2%	75.4%	77.3%
Black Alone	13.8%	12.3%	10.9%
American Indian Alone	0.5%	0.6%	0.6%
Asian Alone	1.4%	1.6%	1.6%
Pacific Islander Alone	0.4%	0.3%	0.2%
Some Other Race Alone	6.0%	7.1%	6.7%
Two or More Races	2.8%	2.7%	2.7%
Hispanic Origin	9.8%	11.6%	11.7%
Diversity Index	51.9	53.5	51.7
2019 Population by Race/Ethnicity			
Total	23,520	46,356	66,746
White Alone	70.7%	71.9%	73.8%
Black Alone	15.3%	13.4%	11.9%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	2.0%	2.4%	2.4%
Pacific Islander Alone	0.5%	0.3%	0.3%
Some Other Race Alone	7.1%	7.7%	7.3%
Two or More Races	3.9%	3.7%	3.7%
Hispanic Origin	11.4%	12.6%	12.7%
Diversity Index	58.3	58.3	56.5
2024 Population by Race/Ethnicity			
Total	26,613	52,581	75,687
White Alone	70.3%	71.8%	73.8%
Black Alone	15.4%	13.4%	12.0%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	2.0%	2.4%	2.4%
Pacific Islander Alone	0.5%	0.3%	0.3%
Some Other Race Alone	7.2%	7.7%	7.3%
Two or More Races	3.9%	3.7%	3.7%
Hispanic Origin	11.5%	12.6%	12.7%
Diversity Index	58.8	58.3	56.5
2010 Population by Relationship and Household Type			
Total	18,424	35,090	49,932
In Households	98.5%	99.2%	99.3%
In Family Households	70.4%	72.3%	73.6%
Householder	23.6%	23.6%	24.2%
Spouse	16.2%	16.1%	16.9%
Child	23.3%	24.4%	24.6%
Other relative	4.4%	4.6%	4.5%
Nonrelative	3.1%	3.4%	3.4%
In Nonfamily Households	28.0%	26.9%	25.7%
In Group Quarters	1.5%	0.8%	0.7%
Institutionalized Population	0.4%	0.2%	0.3%
Noninstitutionalized Population	1.1%	0.6%	0.4%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 20, 2019

Plantation Point
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Drive Time: 7, 10, 13 minute radii

	7 minutes	10 minutes	13 minutes
2019 Population 25+ by Educational Attainment			
Total	17,144	33,215	47,917
Less than 9th Grade	3.0%	3.3%	3.6%
9th - 12th Grade, No Diploma	6.1%	7.5%	6.8%
High School Graduate	25.7%	25.2%	25.7%
GED/Alternative Credential	2.6%	3.2%	3.2%
Some College, No Degree	22.2%	22.5%	23.0%
Associate Degree	9.0%	8.9%	9.3%
Bachelor's Degree	21.2%	19.6%	18.7%
Graduate/Professional Degree	10.2%	9.8%	9.6%
2019 Population 15+ by Marital Status			
Total	19,920	38,754	55,659
Never Married	32.2%	34.2%	32.8%
Married	44.6%	45.5%	47.9%
Widowed	7.1%	5.9%	5.8%
Divorced	16.1%	14.4%	13.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.8%	96.5%	96.7%
Civilian Unemployed (Unemployment Rate)	3.2%	3.5%	3.3%
2019 Employed Population 16+ by Industry			
Total	12,481	23,979	34,016
Agriculture/Mining	0.3%	0.4%	0.4%
Construction	9.2%	9.8%	10.9%
Manufacturing	2.1%	2.3%	2.6%
Wholesale Trade	1.7%	2.2%	2.2%
Retail Trade	14.4%	14.4%	14.2%
Transportation/Utilities	1.3%	1.6%	2.1%
Information	0.7%	0.8%	1.1%
Finance/Insurance/Real Estate	5.5%	5.3%	5.5%
Services	62.6%	61.2%	59.1%
Public Administration	2.1%	1.9%	1.9%
2019 Employed Population 16+ by Occupation			
Total	12,480	23,980	34,017
White Collar	56.3%	53.7%	52.9%
Management/Business/Financial	11.5%	11.4%	11.1%
Professional	16.3%	15.7%	15.7%
Sales	19.7%	18.2%	17.2%
Administrative Support	8.8%	8.3%	9.0%
Services	30.1%	31.1%	30.3%
Blue Collar	13.6%	15.3%	16.8%
Farming/Forestry/Fishing	0.4%	0.3%	0.3%
Construction/Extraction	5.7%	6.6%	7.4%
Installation/Maintenance/Repair	2.1%	2.2%	2.5%
Production	3.2%	3.6%	3.4%
Transportation/Material Moving	2.2%	2.5%	3.2%
2010 Population By Urban/ Rural Status			
Total Population	18,424	35,090	49,932
Population Inside Urbanized Area	99.1%	97.3%	97.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.9%	2.7%	2.5%

August 20, 2019

Plantation Point | Prepared by Esri
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	7 minutes	10 minutes	13 minutes
2010 Households by Type			
Total	8,385	15,239	21,575
Households with 1 Person	37.1%	33.2%	31.6%
Households with 2+ People	62.9%	66.8%	68.4%
Family Households	52.2%	54.6%	56.4%
Husband-wife Families	35.9%	37.3%	39.3%
With Related Children	13.1%	14.7%	15.2%
Other Family (No Spouse Present)	16.3%	17.3%	17.1%
Other Family with Male Householder	4.4%	5.1%	5.1%
With Related Children	2.3%	2.7%	2.8%
Other Family with Female Householder	11.9%	12.2%	12.0%
With Related Children	7.9%	8.3%	8.1%
Nonfamily Households	10.7%	12.2%	11.9%
All Households with Children	23.7%	26.2%	26.7%
Multigenerational Households	2.3%	2.7%	2.8%
Unmarried Partner Households	7.5%	8.7%	9.0%
Male-female	6.5%	7.8%	8.0%
Same-sex	1.0%	0.9%	0.9%
2010 Households by Size			
Total	8,386	15,239	21,576
1 Person Household	37.1%	33.2%	31.6%
2 Person Household	34.2%	34.7%	35.7%
3 Person Household	13.4%	14.6%	14.9%
4 Person Household	8.9%	10.0%	10.1%
5 Person Household	3.8%	4.6%	4.7%
6 Person Household	1.7%	1.8%	1.8%
7 + Person Household	1.0%	1.1%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	8,385	15,239	21,576
Owner Occupied	53.0%	51.7%	54.0%
Owned with a Mortgage/Loan	36.0%	35.4%	37.3%
Owned Free and Clear	17.0%	16.3%	16.7%
Renter Occupied	47.0%	48.3%	46.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	15,027	28,197	41,687
Housing Units Inside Urbanized Area	99.5%	98.2%	98.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.5%	1.8%	1.9%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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Plantation Point

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	7 minutes	10 minutes	13 minutes
Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Set to Impress (11D)	Old and Newcomers (8F)
2.	Set to Impress (11D)	Old and Newcomers (8F)	Set to Impress (11D)
3.	In Style (5B)	In Style (5B)	In Style (5B)
2019 Consumer Spending			
Apparel & Services: Total $	$18,141,132	$34,056,285	$48,364,136
Average Spent	$1,723.30	$1,714.39	$1,700.57
Spending Potential Index	80	80	79
Education: Total $	$12,768,621	$23,405,131	$32,854,563
Average Spent	$1,212.94	$1,178.21	$1,155.22
Spending Potential Index	76	74	72
Entertainment/Recreation: Total $	$26,896,324	$49,794,947	$71,321,550
Average Spent	$2,554.98	$2,506.67	$2,507.79
Spending Potential Index	78	77	77
Food at Home: Total $	$43,900,373	$81,995,898	$116,738,708
Average Spent	$4,170.26	$4,127.66	$4,104.74
Spending Potential Index	81	80	79
Food Away from Home: Total $	$31,126,710	$58,452,725	$83,186,051
Average Spent	$2,956.85	$2,942.50	$2,924.97
Spending Potential Index	80	80	80
Health Care: Total $	$49,097,038	$90,437,843	$130,331,026
Average Spent	$4,663.92	$4,552.62	$4,582.67
Spending Potential Index	79	77	77
HH Furnishings & Equipment: Total $	$17,884,595	$33,344,644	$47,764,238
Average Spent	$1,698.93	$1,678.56	$1,679.47
Spending Potential Index	80	79	79
Personal Care Products & Services: Total $	$7,570,976	$14,129,802	$20,237,075
Average Spent	$719.20	$711.29	$711.57
Spending Potential Index	81	80	80
Shelter: Total $	$157,505,998	$290,717,327	$411,771,290
Average Spent	$14,962.10	$14,634.65	$14,478.60
Spending Potential Index	81	79	78
Support Payments/Cash Contributions/Gifts in Kind: Total $	$21,215,035	$38,666,705	$55,523,817
Average Spent	$2,015.30	$1,946.47	$1,952.31
Spending Potential Index	81	78	79
Travel: Total $	$18,259,091	$33,373,647	$48,003,047
Average Spent	$1,734.50	$1,680.02	$1,687.87
Spending Potential Index	77	75	75
Vehicle Maintenance & Repairs: Total $	$10,308,705	$19,054,537	$27,007,195
Average Spent	$979.26	$959.20	$949.62
Spending Potential Index	86	84	83

August 20, 2019