



Myrtle Beach, South Carolina.

Current market data.

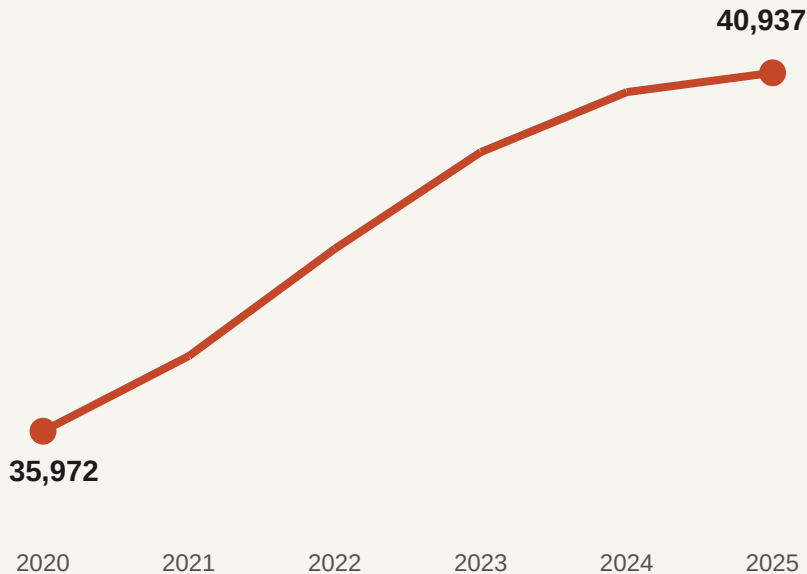
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 13.8% since 2020.

40,937

people, the 12th-largest of South Carolina's cities and towns.



THE WORKDAY

9 in 10 jobs here go to
people who live somewhere
else.

85.6%

of 41,452 jobs located in Myrtle Beach are filled by
in-commuters.



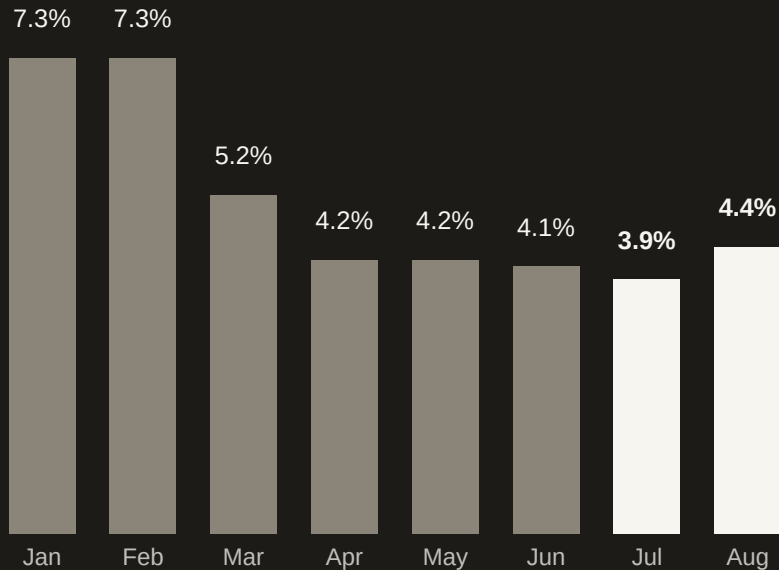
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in July:
3.9%.

4.4%

in August 2026, the latest month released. A year earlier it was 4.8%.

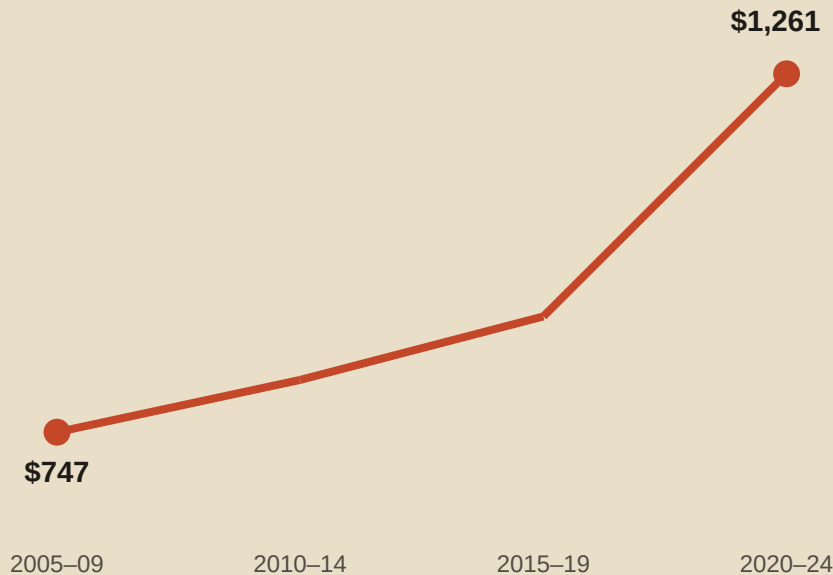


RENT

Median rent is up 69%
since the 2005–2009
survey, before inflation.

\$1,261

a month. South Carolina's median is \$1,180.





THE SEAM

Cross one tract line and median rent doubles.

A \$2,306 gap between neighbors, the sharpest rent edge between adjacent tracts in Horry County.

TRACT 501.02

\$1,195

TRACT 502

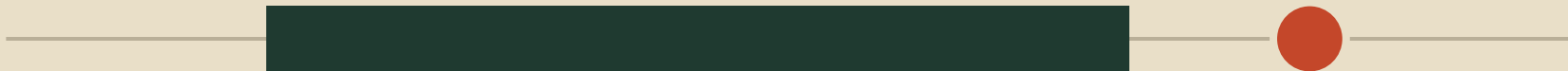
\$3,501



ROOM TO BUILD

The median rent is above what local wages can carry.

\$786–\$1,179



\$1,261 median

is the monthly rent range local workforce wages support.

BUILDING

57% of the housing here was built before 2000.

4,904

homes permitted in ten years,
2016–2025

6%

of those were in multifamily
buildings

57%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.3–1.7% to the 24,419 homes here.

67–415

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

A median home costs 50% more than South Carolina's.

\$388,800

median home value in Myrtle Beach.

Myrtle Beach



\$388,800

South Carolina



\$259,000

U.S.



\$332,700



THAT WAS MYRTLE BEACH'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at [**almanacdata.ai/e/sc/myrtle-beach/**](https://almanacdata.ai/e/sc/myrtle-beach/)

The Almanac · your hyper-diligent research partner