

ALICE IN HORRY COUNTY



2023 Point-in-Time Data

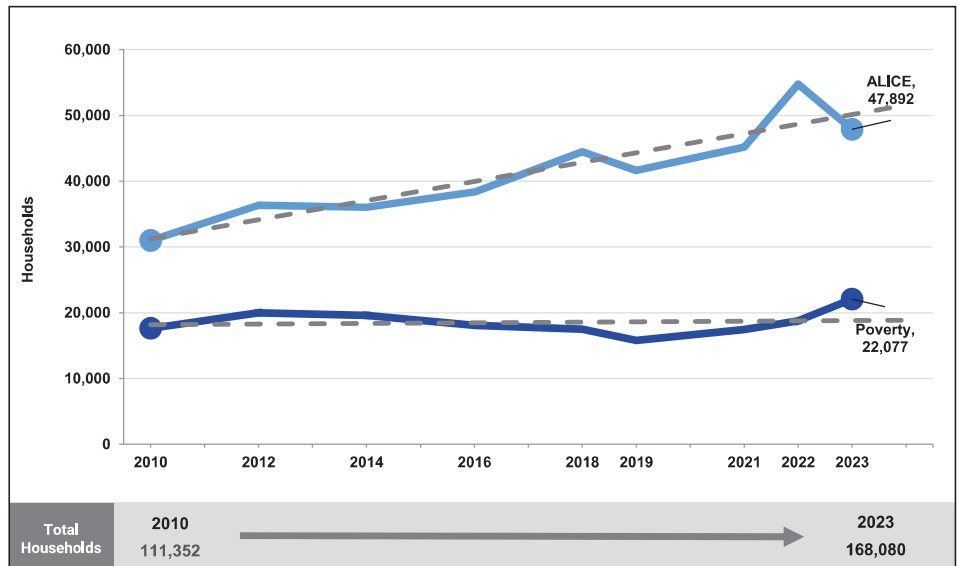
Population: 397,478 • **Number of Households:** 168,080
Median Household Income: \$68,988 (state: \$67,804)
Labor Force Participation Rate: 53.3% (state: 61.1%)
ALICE Households: 28% (state: 28%) • **Households in Poverty:** 13% (state: 14%)

Trends in Financial Hardship

ALICE is an acronym for **A**sset Limited, **I**ncome Constrained, **E**mloyed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Households below the ALICE Threshold – ALICE households plus those in poverty – can't afford the essentials.

Households move below or above the ALICE Threshold as economic factors and circumstances change. The line graph to the right shows the number of ALICE and poverty-level households (solid blue lines), as well as the trend over time (dotted gray lines). **By 2023, 69,969 households (42%) were below the ALICE Threshold in Horry County.**

ALICE and Poverty-Level Households, Horry County, 2010–2023



Note: See an interactive version of this data at UnitedForALICE.org/South-Carolina
 Sources: ALICE Threshold, 2010–2023; American Community Survey, 2010–2023

The Cost of Basics Outpaces Wages

The Household Survival Budget reflects the minimum cost to live and work in the current economy and includes housing, child care, food, transportation, health care, technology, and taxes. It does not include savings for emergencies or future goals like college or retirement. The Household Survival Budget is calculated at the county level and by household composition, as costs can vary greatly depending on location and household needs.

In 2023, household costs in Horry County were well above the Federal Poverty Level of \$14,580 for a single adult and \$30,000 for a family of four.

To see costs for different household compositions in Horry County, visit UnitedForALICE.org/Household-Budgets/South-Carolina

Household Survival Budget, Horry County, 2023		
	Single Adult	2 Adults, 1 Infant, 1 Preschooler
Monthly Costs		
Housing	\$1,063	\$1,255
Child Care	–	\$1,271
Food	\$468	\$1,269
Transportation	\$438	\$965
Health Care	\$168	\$696
Technology	\$86	\$116
Miscellaneous	\$222	\$557
Taxes	\$354	\$573
Monthly Total	\$2,799	\$6,702
ANNUAL TOTAL	\$33,588	\$80,424
Hourly Wage*	\$16.79	\$40.21

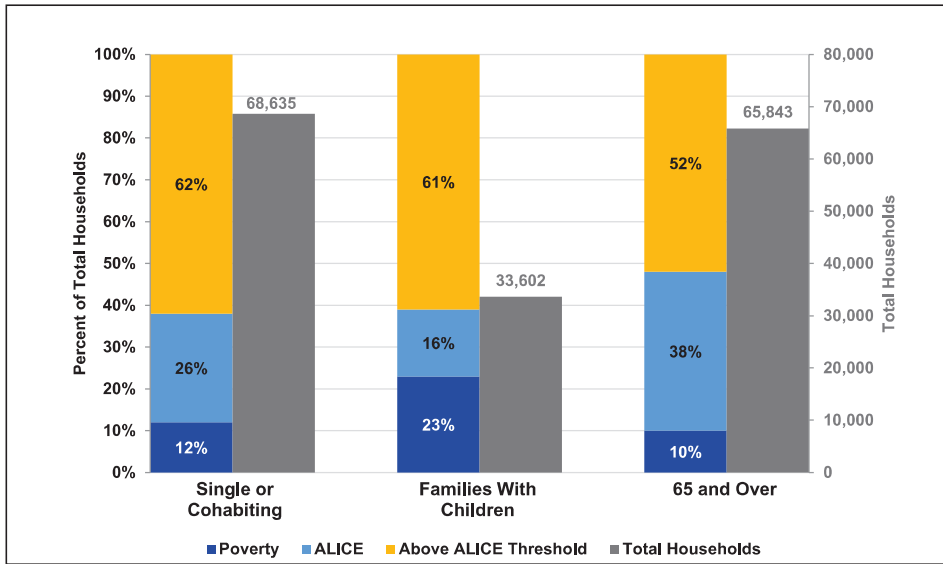
*Full-time wage required to support this budget
 For ALICE Household Survival Budget sources, visit UnitedForALICE.org/Methodology

Financial Hardship is Not Evenly Distributed

The largest demographic groups in the county also tend to have the largest number of households below the ALICE Threshold. However, when looking at the percentage of each group that is below the Threshold, some groups face higher rates of hardship.

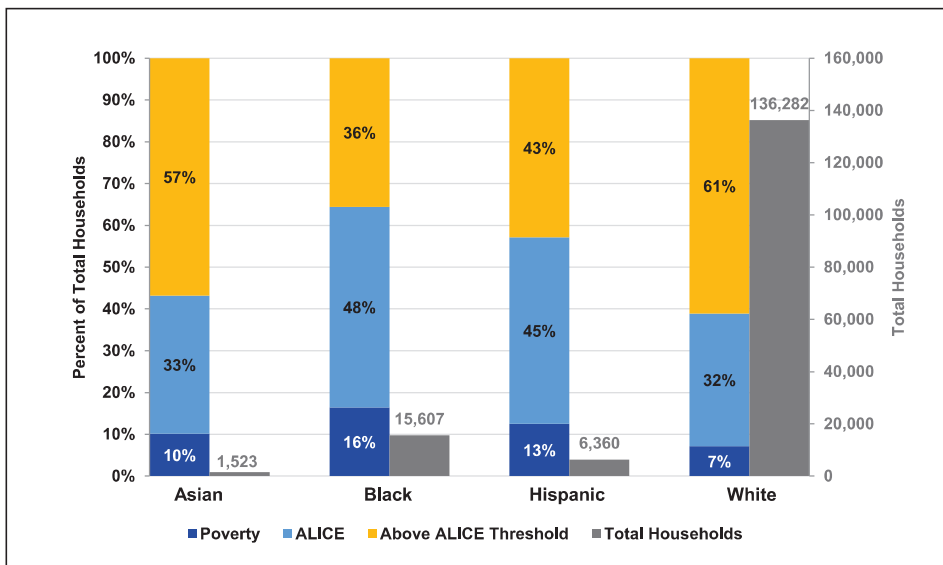
Explore more demographic data at UnitedForALICE.org/South-Carolina and visit UnitedForALICE.org/Mapping-Tool to see ALICE data for all available geographies.

Household Financial Status by Household Type, Horry County, 2023



Note: Families with children include married-parent, single-female-headed, and single-male-headed households.
Sources: ALICE Threshold, 2023; American Community Survey, 2023

Household Financial Status by Race/Ethnicity, Horry County, 2023



Note: Asian, Black, and White racial categories are for one race alone. Race and Hispanic ethnicity are overlapping categories. The Asian and Black groups may include Hispanic households; the White group includes only White, non-Hispanic households. The Hispanic ethnic group may include households of any race.
Sources: ALICE Threshold, 2023; American Community Survey, 2023

Horry County, 2023		
Town	Total Households	% ALICE & Poverty
Aynor CCD	4,739	42%
Conway CCD	18,729	49%
Conway East CCD	37,500	39%
Floyds Crossroads CCD	1,109	48%
Little River CCD	20,810	43%
Longs CCD	4,077	46%
Loris CCD	6,515	53%
Myrtle Beach CCD	56,863	47%

Note: Municipal-level data on this page is 5-year averages for U.S. Census County Subdivisions, which include Census County Divisions (CCDs). Data for counties with populations over 65,000 is 1-year estimates. Geographies with fewer than 100 households are not included. Therefore, totals will not match the county-level numbers.