

City of Conway
Comprehensive Plan
The Population Element

Updated 2023



The Population Element of the City of Conway’s Comprehensive Plan includes information related to historic trends and projections; the number, size and characteristics of households; educational levels and trends; income characteristics and trends; race; sex; age and other information relevant to a clear understanding of how the population of Conway affects the existing situation and future potential of the area (*Comprehensive Planning Guide for Local Governments - Municipal Association of South Carolina, 2014*). Population is one of the single biggest factors in determining housing, economic development, tax bases, schools, infrastructure needs, and parks and recreation. Although this element is intertwined with every other element of the Comprehensive Plan, it is the most subject to change and the least subject to control. As such, it is the first element of the City’s efforts to plan for the future.

HISTORIC TRENDS, CURRENT ESTIMATES AND PROJECTIONS

The City of Conway was founded as the village of Kingston in 1732. The earliest population statistics start in Conway in 1890. The population in 1890 was 677. Fifty years later, the population had grown to 5,066, a fifty-year increase of nearly 750%. From 1940 to 1990, the population grew from 5,066 to 9,819, an increase of nearly 200%. From 1990 to 2010, the population grew again, this time from 9,819 to 17,103, an increase of 175% in just a 20-year span.

Table 1 (right), illustrates the population totals from 1890 to 2014 according to the US Census Bureau and a variety of historical population statistic sources.

Table 1: Conway Population Totals 1890-2014

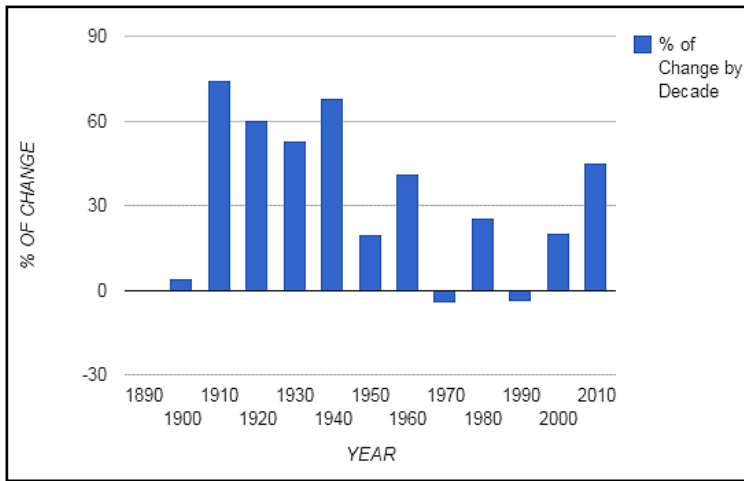
YEAR	POPULATION	% INCREASE/DECREASE
1890	677*	
1900	705*	4.1
1910	1228*	74.2
1920	1969*	60.3
1930	3011*	52.9
1940	5,066*	68.2
1950	6073**	19.9
1960	8563**	41
1970	8151**	-4.8
1980	10240**	25.6
1990	9819**	-4.1
2000	11788**	20.1
2010	17103**	45.1
2014+	20,175***	18

- * Source: Community Planning Division, SC State Development Board, 1969.
 ** Source: Office of Research and Statistics, SC State Budget and Control Board, 2004.
 *** Source: Annual Estimates of Resident Population, American Community Survey, US Census Bureau, 2015.
 + 2014 Estimate

FOR THE 2022 UPDATED INFORMATION, SEE PAGES 15-25

The graph below shows the percentage of population change since 1890 by decade, through 2010.

Graph 1: % of Population Change by Decade



Conway saw rapid and constant population growth throughout most of the last century. Only two decades saw a decrease in population, between 1960 and 1970 and between 1980 and 1990.

Table 2 illustrates the population trends between the State of South Carolina and Horry County during the same time periods. The slowest growth period for the City of Conway, Horry County and South Carolina during the last 60 years was the 1960s, with Conway losing 4.8 percent of its population, Horry County growing by only 2.5 percent and the state only growing by 8.7 percent.

Table 2: Population Comparison City/County/State

YEAR	POPULATION	% +/-	POPULATION	% +/-	POPULATION	% +/-
	CITY OF CONWAY		HORRY COUNTY		SOUTH CAROLINA	
1950	6073		59820		2117027	
1960	8563	41	68247	14.1	2382594	12.5
1970	8151	-4.8	69992	2.5	2590516	8.7
1980	10240	25.6	101419	44.9	3121820	20.5
1990	9819	-4.1	144053	42	3486703	11.7
2000	11788	20.1	196629	36.5	4012012	15.1
2010	17103	45.1	269291	37	4625364	15.3

Between 2000 and 2010, Conway outpaced both the County and the state with a population growth of 45.1%, nearly 10% higher than Horry County. In fact, Conway’s population growth exceeded that of the fastest growing county during this decade, Dorchester County who grew by 41.6%. During this same period, Conway was the seventh fastest growing City (over 10,000 population) in South Carolina behind Bluffton, Port Royal, Lexington, Summerville, Greer and Mauldin. Based upon the current 2014 population estimates, Conway is the third fastest growing city (over 10,000 population), behind only Bluffton and Fort Mill. See Table 3.

Table 3: Cities over 10,000 pop. 2014 estimates

	2010	% +/-	2014	% +/-
Bluffton	12,530	882.75	15199	17.6
Port Royal	10678	170.33	11870	10
Lexington	17870	82.48	19893	10.2
Summerville	43392	56.36	46974	7.6
Greer	25515	51.49	27676	7.8
Mauldin	22889	50.35	24823	7.8
Conway	17103	45.09	20175	15.2
Mount Pleasant	67843	42.5	77796	12.8
Fort Mill	10811	42.49	13087	17.4
Hanahan	17997	39.11	19865	9.4
Rock Hill	66154	32.93	69967	5.4

Source: Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2014 U.S. Census Bureau, Population Division

Table 4 illustrates the growth estimates from 2010 through 2014 comparing the City of Conway, Horry County, South Carolina and the United States. Conway far exceeds the population growth percentages of the other three.

Table 4: 2014 Population Estimates Comparison

	2010	2014	% +/-
Conway	17103	20175	15.2
Horry County	269291	298832	9.9
South Carolina	4625364	4832482	4.3
United States	308745538	318857056	3.2

Source: Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2014 U.S. Census Bureau, Population Division

The U.S. Census Bureau projects that South Carolina will increase by 28.3% in population by 2030, from 4,012,012 to 5,148,569. This would make South Carolina the 19th fastest growing state by population. Long range estimates predict that Conway will continue to grow at similar, if not higher rates. The Waccamaw Regional Council of Governments has projected that the eastern half of Conway, some of which is not currently in the City Limits of Conway will increase by as much as 55% by 2040. A map showing the Census Tracts is attached to this Element in Appendix A.

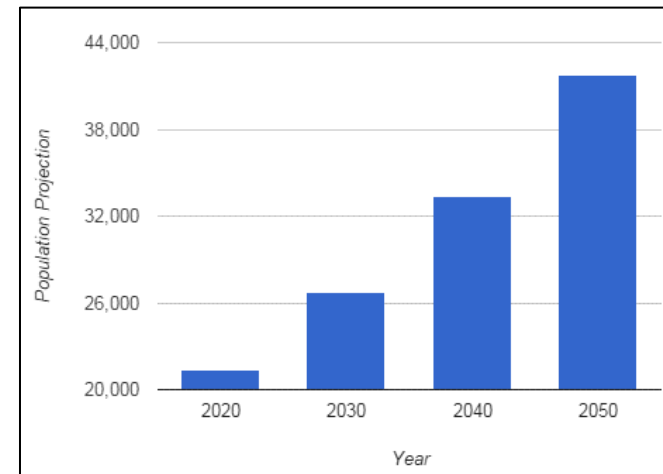
Table 5: Horry County Population Projections

Census County Division	2015	2020	2025	2030	2035	2040
Avnor	10,241.00	10,475.00	10,760.00	11,067.00	11,302.00	11,456.00
Conway	41,244.00	42,905.00	44,736.00	46,631.00	48,526.00	50,421.00
Conway East	79,266.00	92,715.00	106,025.00	119,113.00	132,135.00	145,158.00
Floyds Crossroads	3,212.00	3,130.00	3,063.00	3,006.00	2,978.00	2,969.00
Little River	35,977.00	38,352.00	40,834.00	43,340.00	45,853.00	48,366.00
Longs	6,897.00	7,171.00	7,475.00	7,789.00	8,106.00	8,422.00
Loris	16,315.00	16,815.00	17,389.00	17,994.00	18,602.00	19,211.00
Myrtle Beach	101,444.00	108,333.00	115,514.00	122,757.00	130,012.00	137,267.00
Total	294,596.00	319,896.00	345,796.00	371,697.00	397,514.00	423,270.00

Source: Waccamaw Regional Council of Governments

Assuming even more conservative projection estimates using similar data from previous decades, Conway is poised to continue its growth. Graph 2 illustrates the population growth of Conway using a 25% growth rate for each decade, resulting in a population projection of nearly 42,000 people by 2050.

Graph 2: Population Projections using 25% growth rate



Source: City of Conway Planning Department

The City of Conway Planning and GIS staff have developed a matrix to help better measure the current population of the City using a combination of residential water meters, owner occupied tax records and a physical count of students at Coastal Carolina student housing facilities. The total population count using this modelling exercise is 25,758. This count is considerably higher than the current US Census figures, but better accounts for actual residential growth and the student population. A population density map showing all population density hotspots is attached to this element as Appendix B.

NUMBER, SIZE AND CHARACTERISTICS OF HOUSEHOLDS

The size and characteristics of a household is important for a variety of reasons. Perhaps most importantly, it helps to understand the density of a community. Typically, the denser a community, the less infrastructure needed to support that community. The less dense, or more sprawling, the more infrastructure needed, including roads, sidewalks, public facilities, and drainage systems. Household size is not the only factor in determining density, certainly, but it is a major contributor. Declining household sizes require more homes per capita to accommodate the same number of people.

In 2010, a total of 6,221 households were counted during the decennial Census. Of these, 3,702 were considered “Family” Households, defined as having at least one member of the household related to the householder by birth, marriage, or adoption. The remaining 2,027 households were considered “Non-family” Households, defined as people living alone and people living with others not related to them by birth, marriage or adoption.

Table 6 details the number of persons per household during the 2010 Census. The average household size in Conway was 2.49 persons per household. The average family size was 2.96 persons. By comparison, the average household size for Horry County in the same Census was 2.37 and family size was 2.84. South Carolina’s average household size was 2.49 and family size was 3.01. The United States average household size was 2.58 and family size was 3.14.

Table 6: City of Conway Household Size

	Number	Percent
1-Person Household	1,636	26.3
2-Person Household	2,050	33
3-Person Household	1,149	18.5
4-Person Household	902	14.5
5-Person Household	309	5
6-Person Household	116	1.9
7-Person Household	59	0.9
	6,221	100

Source: U.S. Census Bureau, 2010 Census.

The average household size in Conway is shown in Table 7 for the census years 1970, 1980, 1990, 2000, and 2010. The size has consistently decreased from 3.42 persons per household in 1970 to 2.49 persons per household in 2010. This Table also shows the persons per household averages for Horry County, South Carolina and the United States.

Table 7: Average Household Size

Average Household Size (in Persons)					
	1970	1980	1990	2000	2010
Conway	3.42	3	2.6	2.52	2.49
Horry County	3.4	2.9	2.58	2.37	2.37
South Carolina	3.52	3.03	2.7	2.53	2.49
United States	3.14	2.81	2.6	2.59	2.58

Source: U.S. Census Bureau, 1970 - 2010.

Table 8 details the numbers of total families, married couples, and single heads of families with and without children for 1980 through 2010. Although the number of married couples dropped between 1980 and 1990, it has steadily risen since. As has the number of unmarried mothers.

Table 8: Family demographics

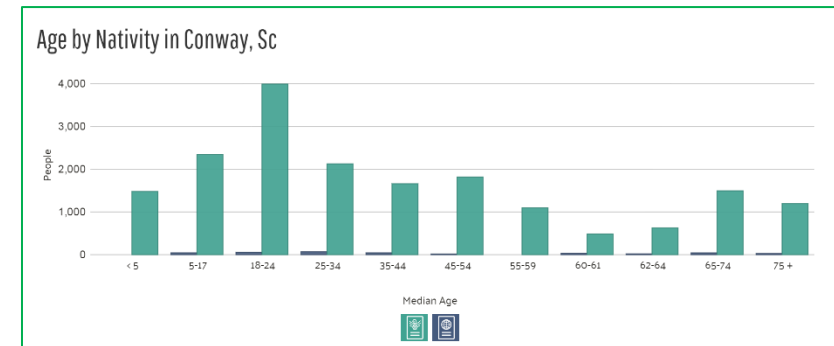
	1980	1990	2000	2010
Total	3438	3661	4259	6221
Family	2736	2715	2943	3702
Married Couple	2055	1762	1800	2236
With Children	1108	781	750	867
Without Children	947	981	1050	1369
Female, No Husband	610	840	993	1237
With Children	369	515	584	826
Without Children	241	325	409	411
Non-Family	702	946	1316	2519

Source: U.S. Census Bureau, 1980 - 2010.

AGE

The median age of the residents of Conway is 30.8, with native, American born residents having a median age of 30.5 and foreign born residents having a median age of 36.4. Graph 3 illustrates the breakdown of median ages within the City.

Graph 3: Age by Nativity



Source: Dataset: 2014 American Community Survey, US Census Bureau (graphic by Data USA)

By comparison, the median age of Horry County is 43.5, the median age of South Carolina is 38.8 and the national median age is 37.7. The population of the City of Conway is far younger than that of the county, state and nation.

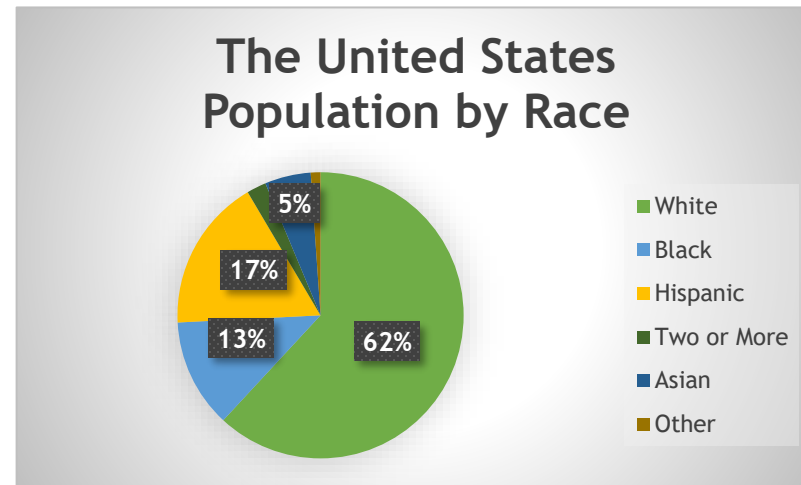
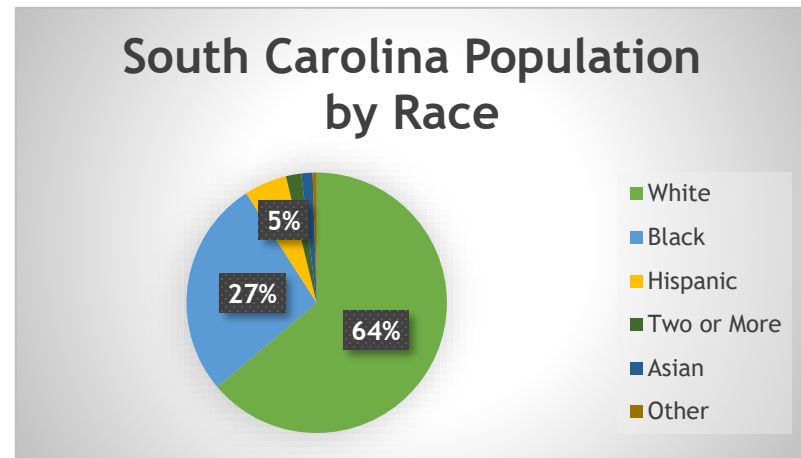
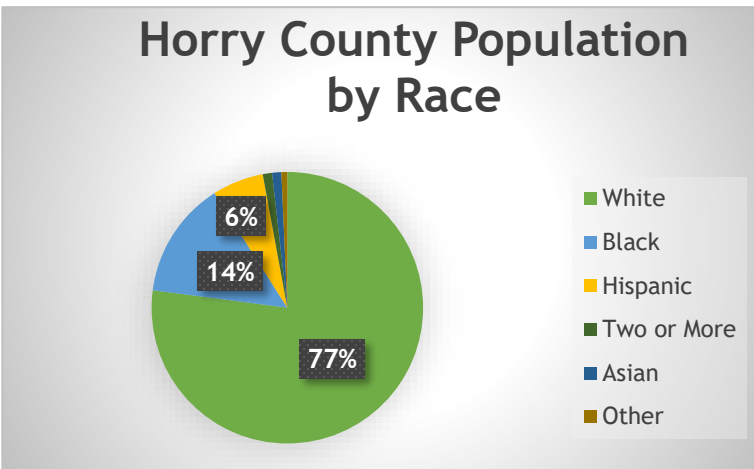
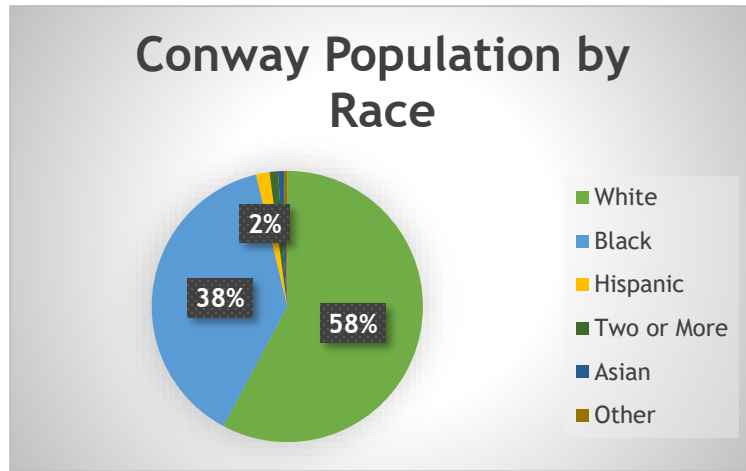
RACE

According to the US Census Bureau in their American Community Survey from 2014, 57.8% of the City of Conway is White, 38.5% is Black, 1.6% is Hispanic, 1% is two or more racial backgrounds, .7% is Asian, and .4% is of other racial heritage.

Horry County's predominant racial makeup is 76.9% White, 13.9% Black, 6.1% Hispanic, 1.1% two or more races, 1.1% Asian, and .7% other. The State of South Carolina's racial breakdown is 63.8% White, 27.1% Black, 5.3% Hispanic, 1.9% two or more races, 1.4%

Asian, and .5% other. The National breakdown is 61.9% White, 12.3% Black, 17.3% Hispanic, 2.2% two or more races, 5.2% Asian, and 1.1% other. Graph 4 illustrates the differences between each geographic area in terms of racial makeup.

Graph 4 - Population by Race Comparisons



Source: 2014 American Community Survey, US Census Bureau

EDUCATION

The education of the citizenry of any community is perhaps the most important indicator of a healthy city. Education fuels economic development, scientific advancement, entrepreneurship, retention of talent, and vibrancy. Comparing the educational statistics of the City of Conway enables the ability to track improvements from time prior to time period, ideally tracking the successes of the City.

Table 9 displays the total number of Conway residents enrolled in school of any level. This table shows the growth of enrolled students from 2000 through 2014 and is illustrative both of an increasing population and increasing education levels.

Table 9: Population Enrolled in School

Population 3 Years and Older Enrolled in School	
2000	3767
2010	4890
2014	5872

Source: US Census Bureau

Table 10 shows the percentages of high school graduates and college graduates from 2000 through 2014. The number of high school graduates has improved by nearly 8% over a 14-year period. The decrease in the percentage of residents with college degrees could be a direct result of the increasing population of currently enrolled college students at Horry Georgetown Technical College and Coastal Carolina University.

Table 10: Educational Attainment

Educational Attainment			
High School or Higher		Bachelor's Degree or Higher	
2000	76.90%	2000	20.40%
2010	84.20%	2010	24.90%
2014	84.40%	2014	23.70%

Source: US Census Bureau

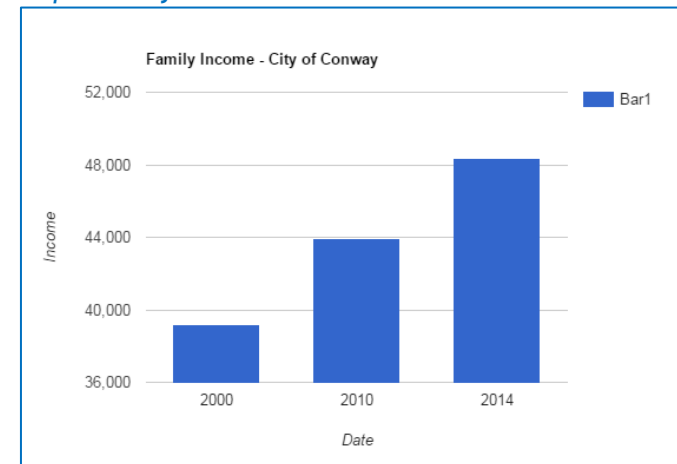
INCOME

The income of a community can determine its desirability for investment, relocation and retention. It is essential that any community grows the base income levels and does not stay on par with the State and Federal averages.

Family Income

Family income is the income of all members 15 years old and over in a family, summed and treated as a single unit. The current estimate of Median Family Income for the City of Conway is \$48,336. Since the year 2000, this number has risen steadily as shown in Graph 5.

Graph 5 Family Income



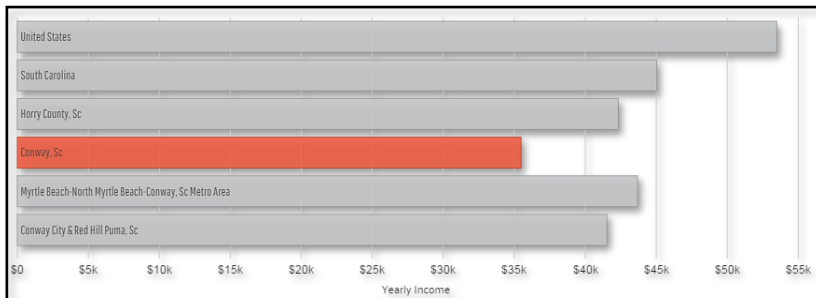
Source: US Census Bureau

Household Income

Household income includes the income of the householders and all person 15 years old and over in the household, whether related to the householder or not. Since many households consist of one person, average income is usually less than average family income.

According to the US Census Bureau's American Community Survey, the Median Household Income of Conway is \$35,479. This is an increase of \$3,324, or an increase of approximately 10% from 2000's \$32,155 Median Household Income. Despite the growth in this statistic, Conway lags behind the County, the State and Federal averages for Median Household Income as illustrated in Graph 6.

Graph 6: Median Household Income Comparison



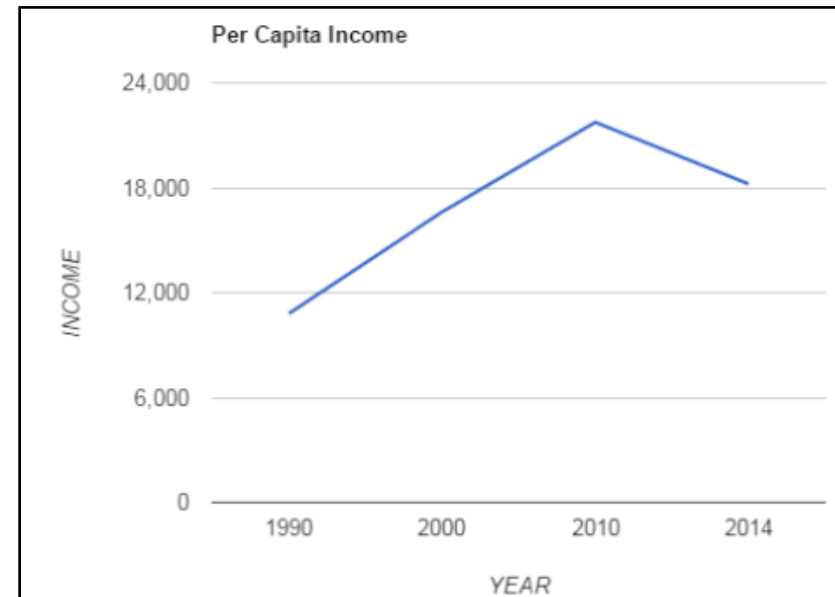
Source: US Census Bureau (graphic by Data USA)

Per Capita Income

Per capita is the average income computed for every man, woman, and child in a particular group. The Census Bureau derives per capita income by dividing the total income of a particular group by the total populations in that group (excluding or inmates in institutional quarters).

The Per Capita income of Conway in 2000 was \$16,611. This number rose to \$21,740 in 2010 but fell again to \$18,215 in 2014.

Graph 7: Per Capita Income



Source: US Census Bureau

Poverty Status

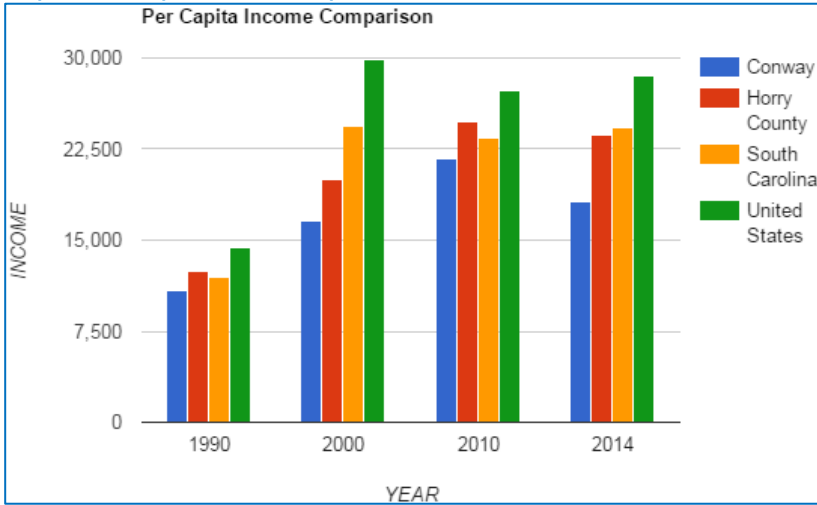
The US Census Bureau determines the poverty line by comparing pre-tax income to three times the cost of a minimum food diet, known as the Ratio of Income to Poverty (first used in 1963, but updated annually for inflation). The poverty level is determined both at the family level and individual level. In 2014, the Poverty threshold line was set at \$12,071 for one person, \$12,316 for those under 65, \$11,354 for those over 65.

51.5% of children under the age of 18 live below the poverty level. Horry County's rate of poverty is 30.5%. South Carolina's rate is 26.9%, while the rate for the entire United States is 21.9%. The total percentage of the City living below the poverty line is 33.8%, an increase from 20.2% in 2000. A comparison of Poverty rates follows in Graph 11.

INCOME COMPARISON

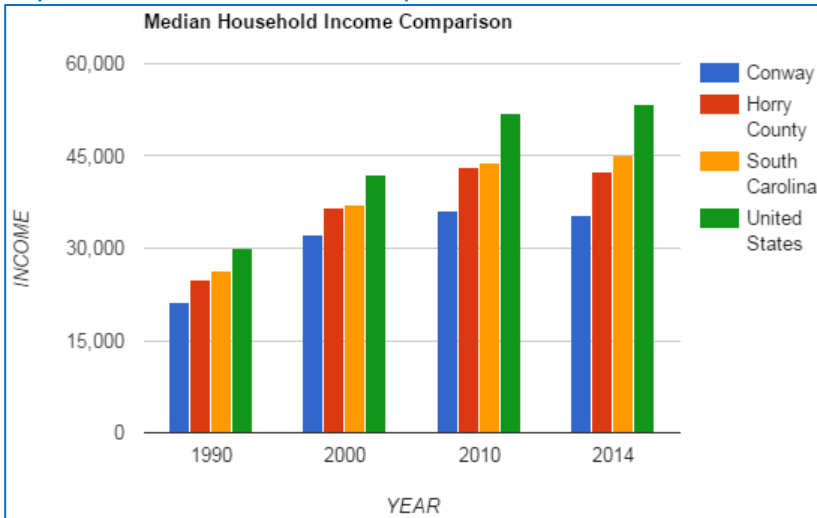
Income comparisons show Conway lagging in per capita, median household and median family income levels behind Horry County, South Carolina, and the United States.

Graph 8: Per Capita Income Comparison



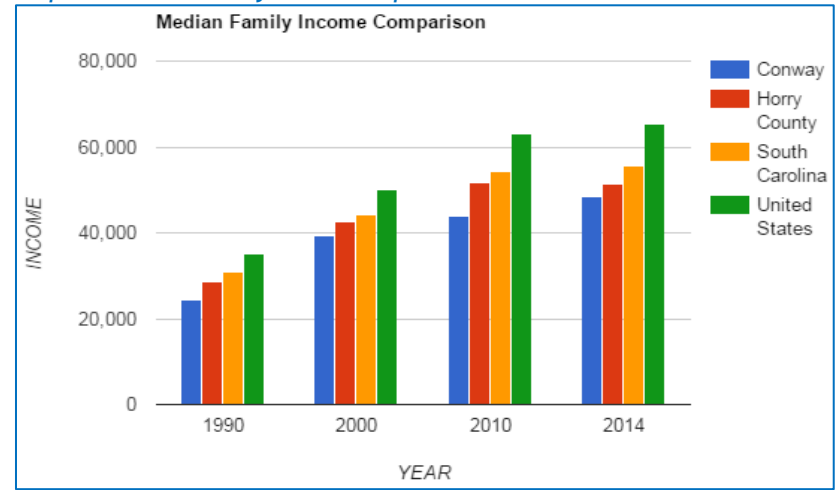
Source: US Census Bureau

Graph 9: Median Household Income Comparison



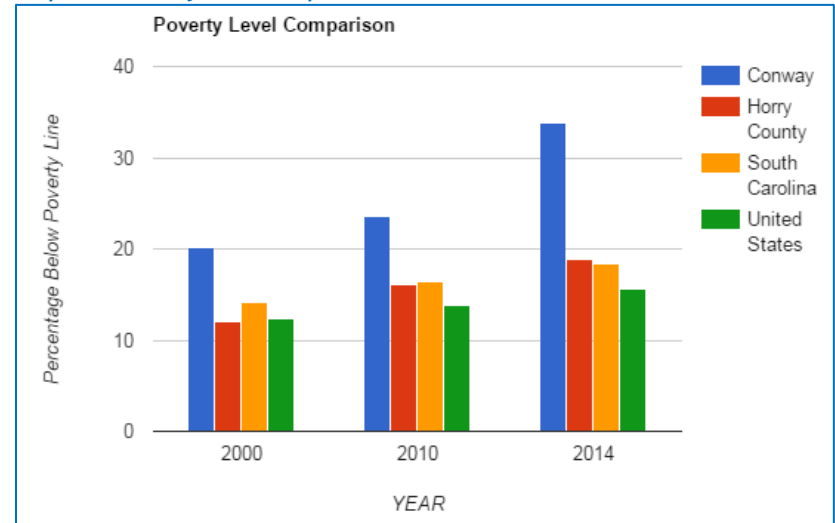
Source: US Census Bureau

Graph 10: Median Family Income Comparison



Source: US Census Bureau

Graph 11: Poverty Level Comparison



Source: US Census Bureau

SUMMARY OF FINDINGS

Unprecedented growth continues to take place in Horry County and Conway. Conway is nearing the top 20 largest cities in South Carolina (21st as of 2014 American Community Survey) and its growth will continue as residential development is rapidly taking place through development of raw land, redevelopment of existing lots and annexation into the City.

The racial mix in Conway is predominately White and African American. Hispanic populations are a distant third, however according to the South Carolina Office of Research and Statistics, this is likely an undercounted population. Conway has a more equally mixed racial makeup than both Horry County and the State of South Carolina, however the diversity in racial ethnicities other than White or Black is lower than the County, State or Nation.

Conway is lagging behind Horry County, the state of South Carolina, and the United States in income categories (per capita, household and family). Poverty is a concern for many residents but mostly affects children under 18 years of age. This could be due in part to the growing number of single female households with children.

As the City continues to grow, the diversity, income, age and education level of its population will undoubtedly change with that growth. Monitoring and adapting to this change will be vital to the health and prosperity of the City.

Goal

The city of Conway of Conway seeks to address the needs of a growing and diverse population in order to maintain a high quality of life for its citizens and future citizens.

Objective: In order to effectively provide services to Conway's citizens and maintain current population data and mapping, the City will participate in all census workshops and other census activities locally and regionally, including the 2020 Census.

Strategies: Explore the options for County-wide participation/cooperation in the Local Update of Census Addresses (LUCA Program)

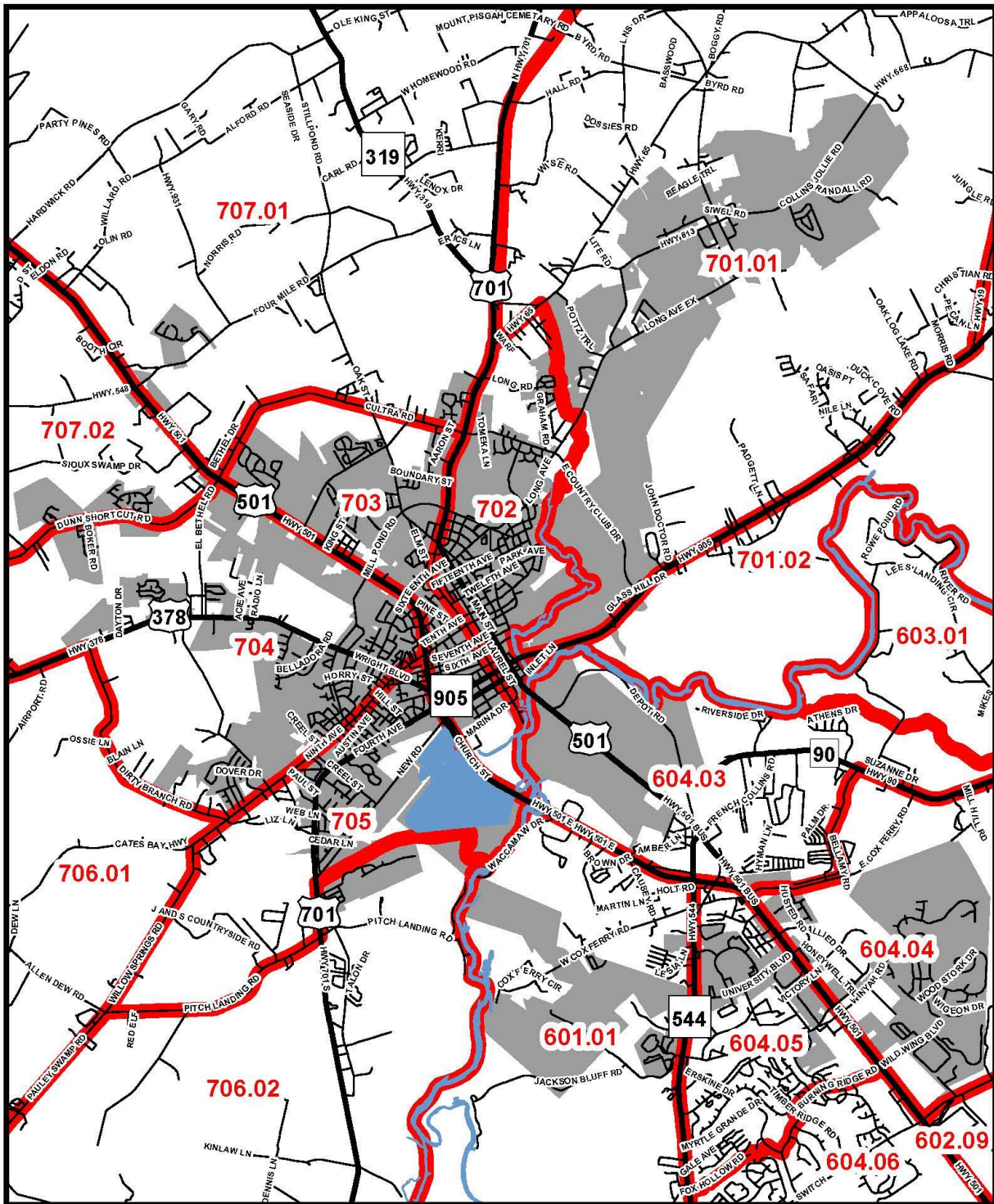
Strategies: Develop a cooperative effort with Horry County and the other municipalities for Census 2020 to promote to the public the filling out of the census forms, emphasizing its importance in receiving federal and other state fund and usefulness in a variety of planning efforts

Update the population elements as new information is available for a variety of sources - U.S. Census Bureau, South Carolina Office of Statistics and Research and others.

Monitor the Census Bureau's proposed changes that may affect Conway and Horry County and respond accordingly.

Keep current GIS mapping of population counts and projections and changes to the census division boundaries as needed.

Appendix A

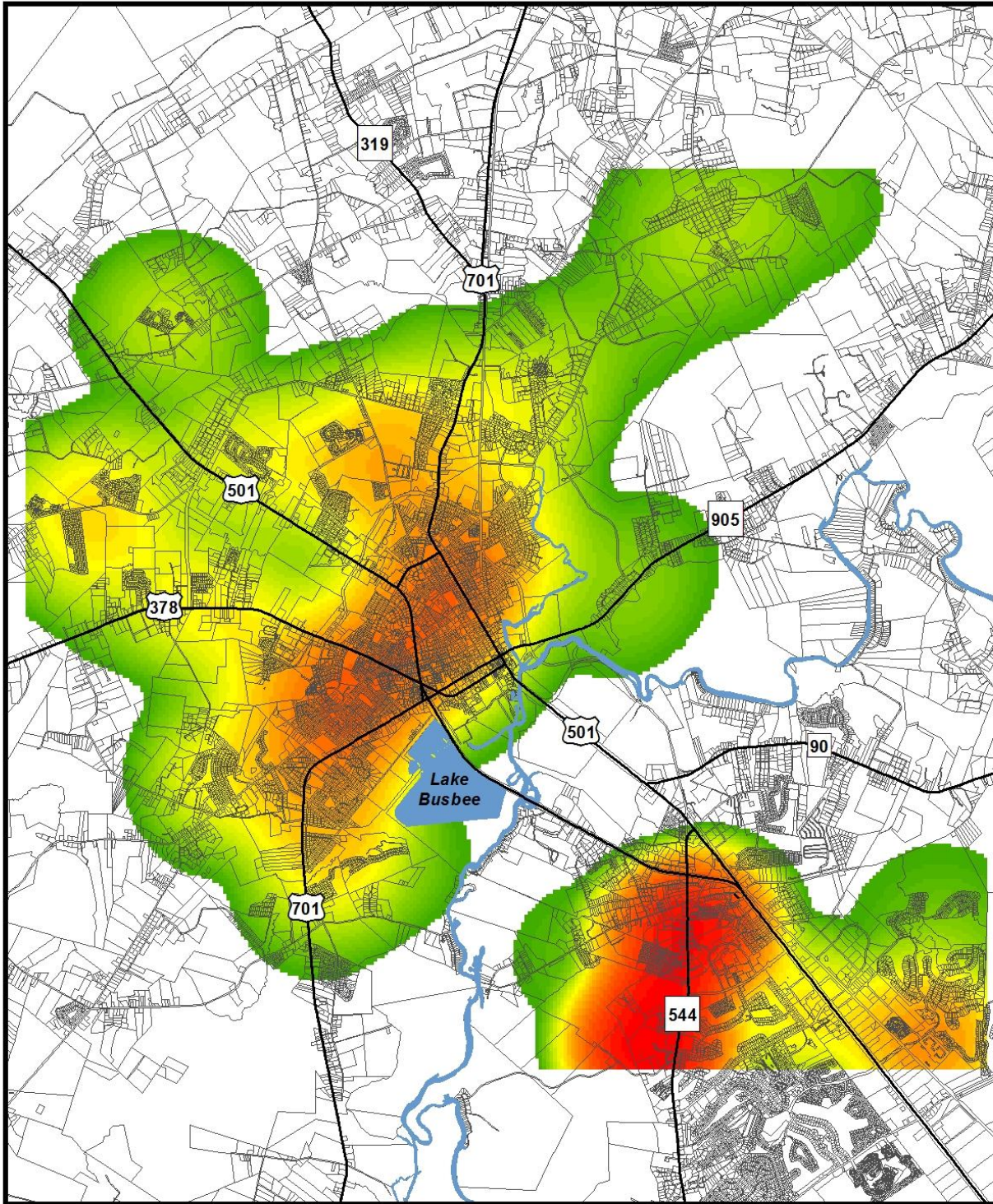


Disclaimer: This map is a graphic representation only. It is NOT a survey. All efforts have been made to ensure its accuracy. However, the City of Conway disclaims all responsibility & liability for the use of this map.

2010 US Census Tracts City of Conway Area



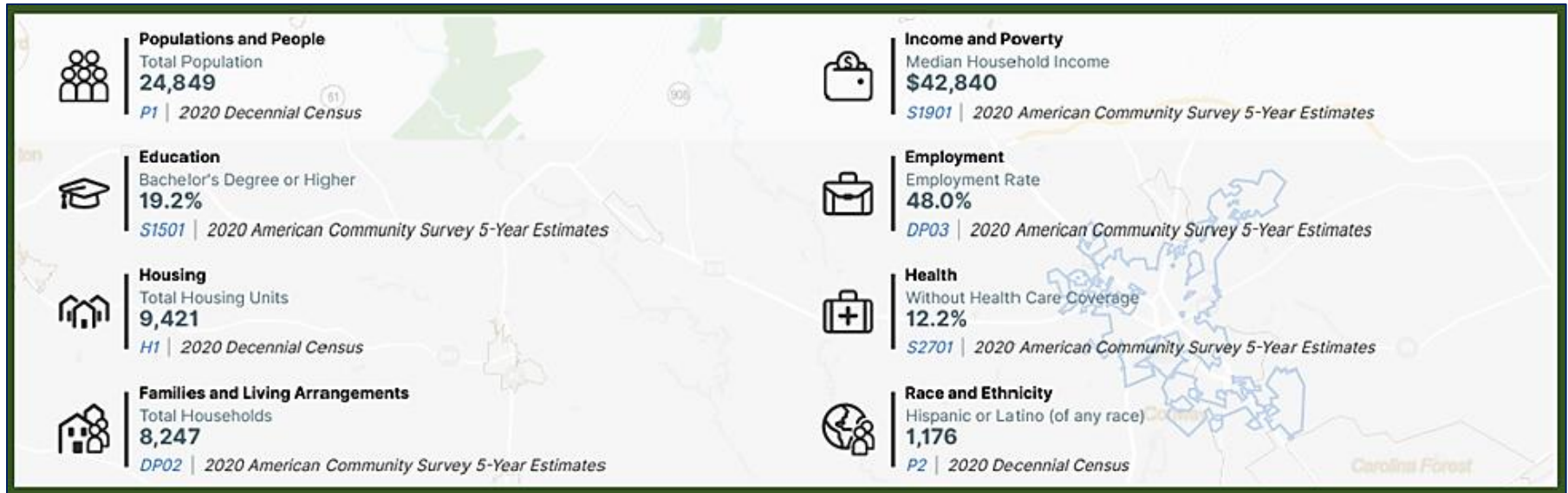
APPENDIX B



	<p>Disclaimer: This map is a graphic representation only. It is NOT a survey. All efforts have been made to ensure its accuracy. However, the City of Conway disclaims all responsibility & liability for the use of this map.</p>		<h3>Population Density Map City of Conway Area</h3>	
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POPULATION ELEMENT

2023 UPDATE



Source: US Census Bureau

HISTORIC TRENDS, CURRENT ESTIMATES AND PROJECTIONS

Table 1: Conway Population Totals 2020, 2022 (update to existing Table 1)

YEAR	POPULATION	PERCENT INCREASE
2014	20,175***	18% (from 2010)
2020	24,849	Approx. 23% (from 2014)
2022	26,332****	Approx. 7% (from 2020)

*** Source: Annual estimates of resident population, American Community Survey; US Census Bureau, 2015; 2020

****Source: ConwaySCNow

Conway by the Numbers

CONWAY – BY THE NUMBERS

Geographic Location (City Hall)
33.83502757021566, -79.04609234919171

Acres in City Limits - **14,916.89 (23.31 square miles)**

Number of Tax Parcels (Properties) – **10,837**

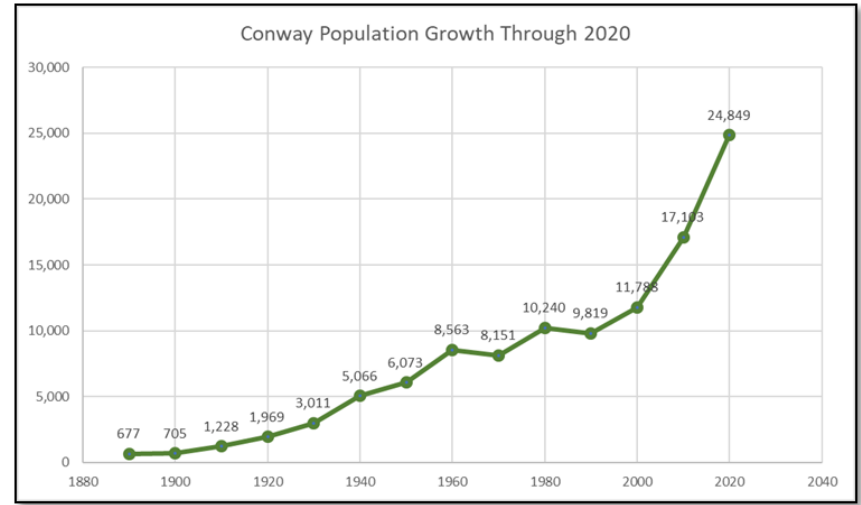
Miles of Roadways – **231.58**

Households – **8,247**

Number of Public Schools – **8**

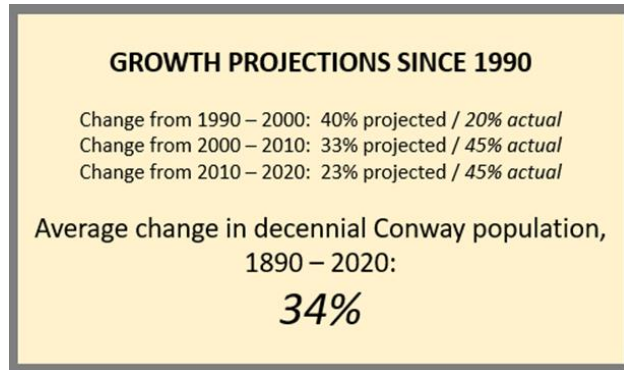
Population: 24,849

Population Growth Chart for Conway – through 2020



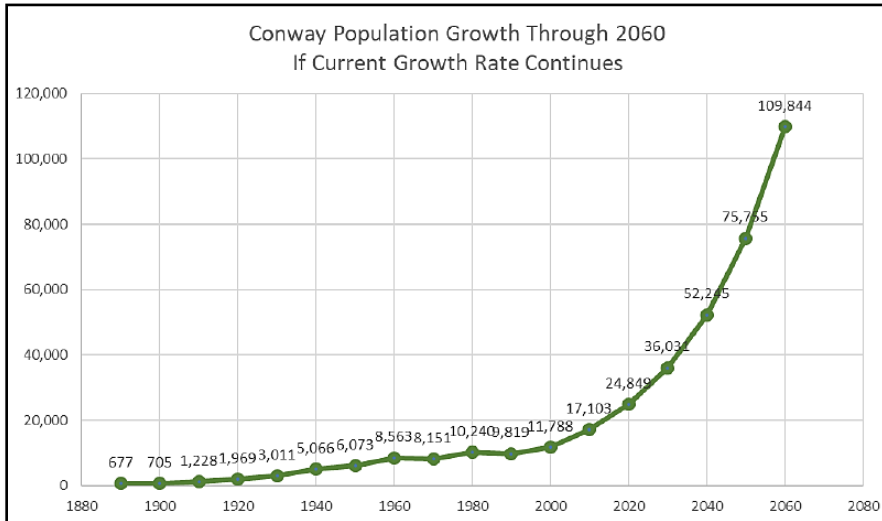
Conway Population History		
Year	Population	% Growth
1890	677	
1900	705	4.10%
1910	1,228	74.20%
1920	1,969	60.30%
1930	3,011	52.90%
1940	5,066	68.20%
1950	6,073	19.90%
1960	8,563	41%
1970	8,151	-4.80%
1980	10,240	25.60%
1990	9,819	-4.10%
2000	11,788	20.10%
2010	17,103	45.00%
2020	24,849	45%

Growth Projections

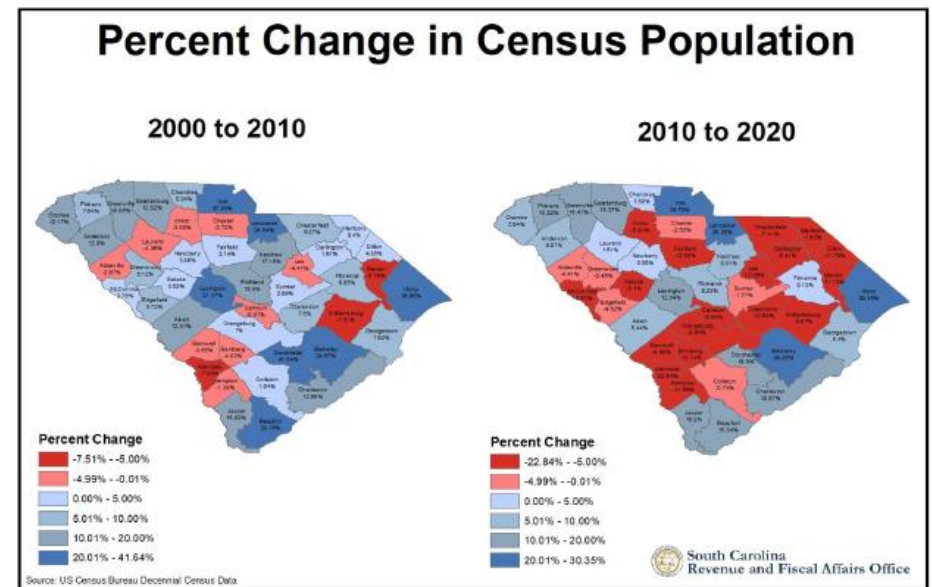
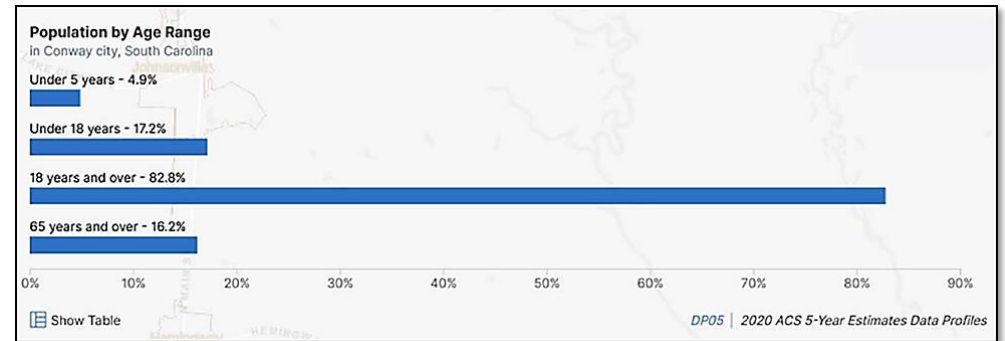


Future Projections using the average growth rate place Conway's population at **33,546 by 2030** and **39,417 by the year 2035**.

Conway Population Growth Projections Through 2060 (if current growth rate continues)



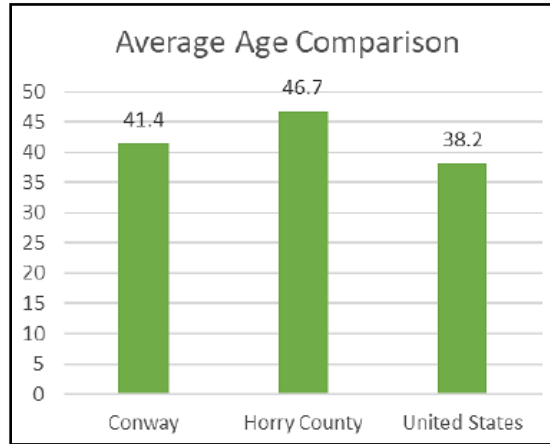
POPULATION DEMOGRAPHICS (2020 Census)



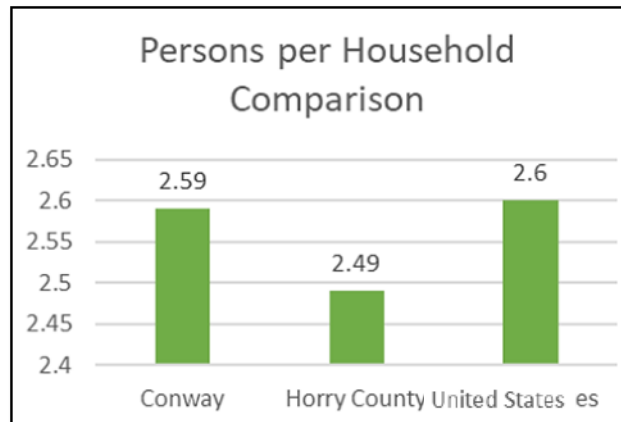
AGE

According to ConwaySCNow (2022), the median age in the City of Conway is 33.63.

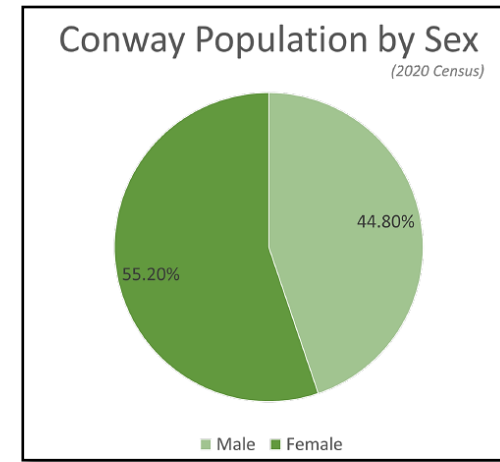
A third of Conway's population are either school age (under 18) or retirement age (over 65).



Persons per Household (a comparison)

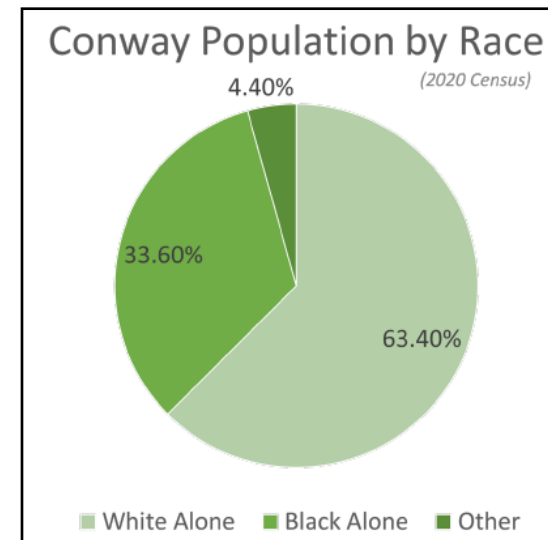


Conway's Population by Sex



Conway's Population by Race

The largest ethnic groups in Conway are White (non-Hispanic), Black or African American (non-Hispanic), White (Hispanic), Two+ (non-Hispanic) and Asian (non-Hispanic). According to Data USA, 99.3% of Conway's residents are U.S. Citizens.



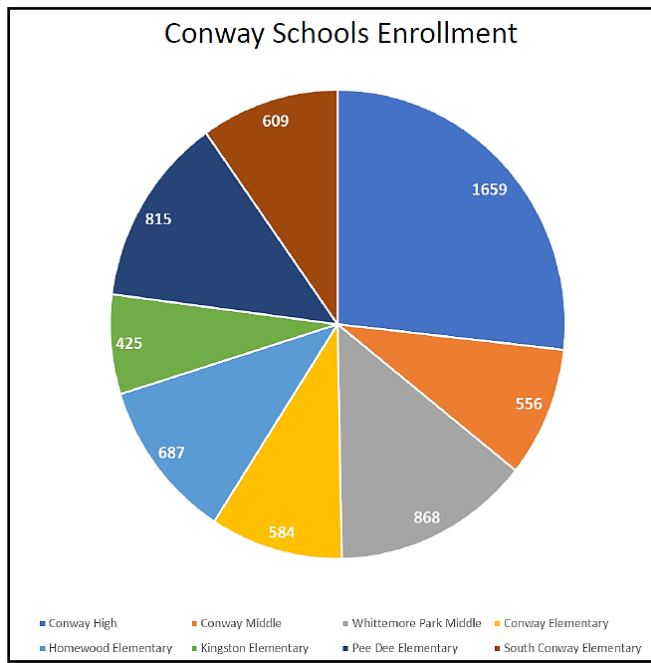
EDUCATION

The student population of Conway, as of 2020, consists of 6,651 males and 9,876 female students. The number of degrees awarded in 2020 from universities in Conway was 3,873. Top majors included Liberal Arts and Studies, General Business Administration & Management, and Registered Nursing (Data USA).

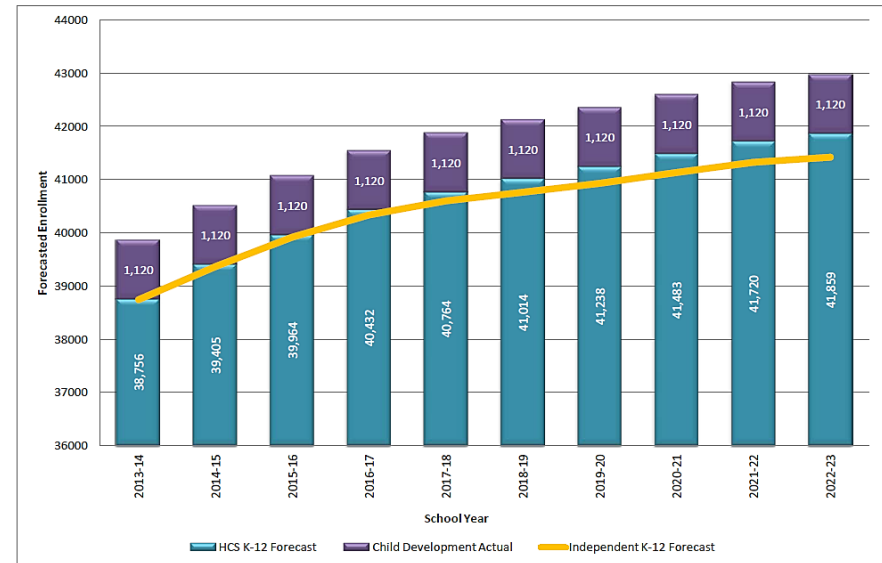
The most common educational levels obtained by the working population in 2020 were high school or equivalent (1.19M), some college (911K) and Bachelor's Degree (677K).

CONWAY SCHOOLS ENROLLMENT

HCS has recommended in previous enrollment and capacity summaries that further study is needed in order to understand the needs of the district. An analysis of each facility and its capacity for current and future enrollments will be necessary (HCS).

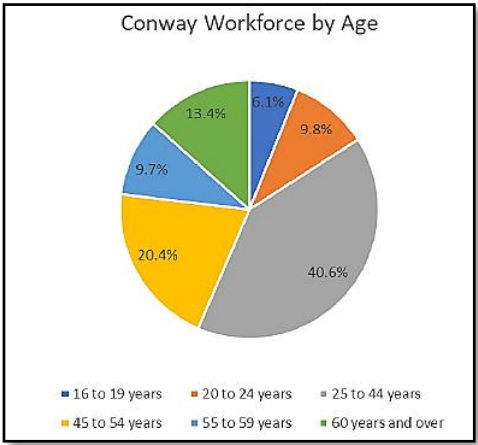
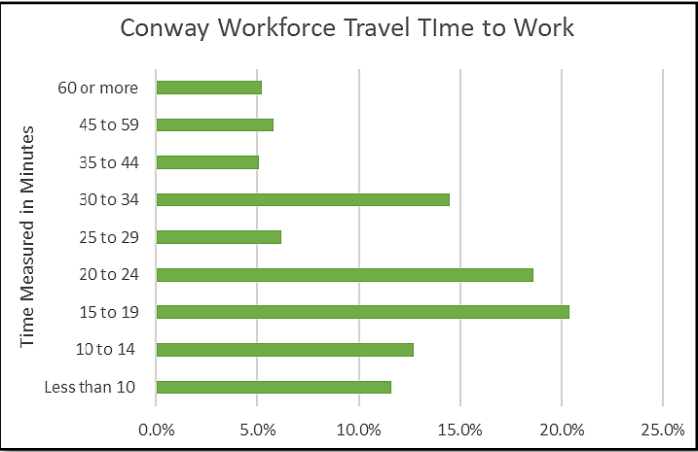
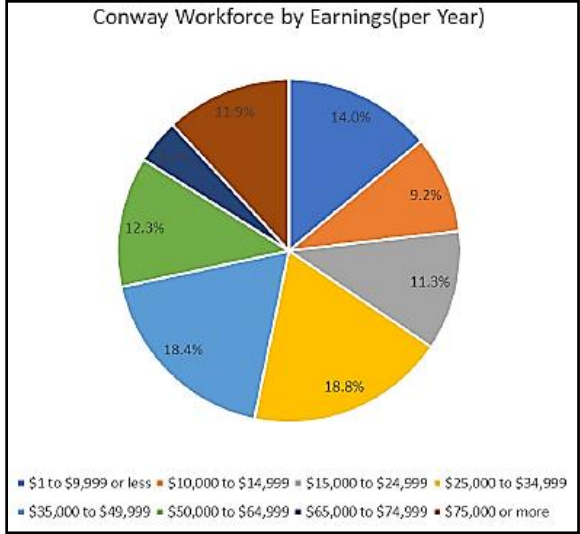
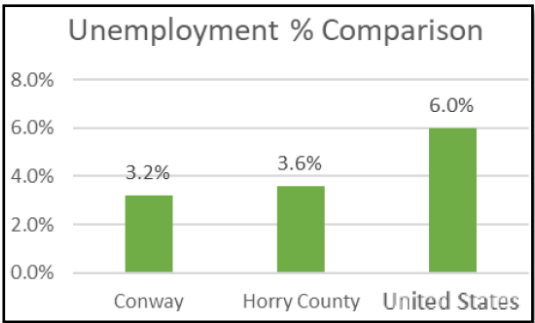
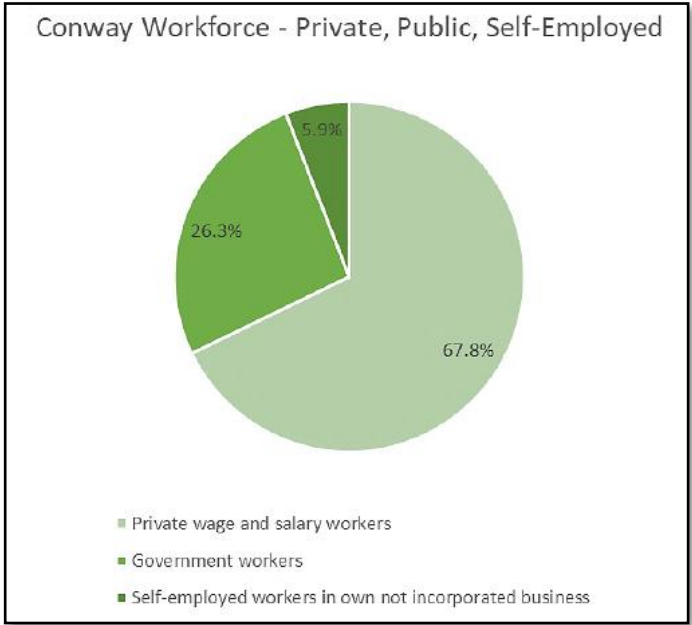


Horry County Schools (HCS) Enrollment Forecast 2013-2022



Source: Horry County Schools.

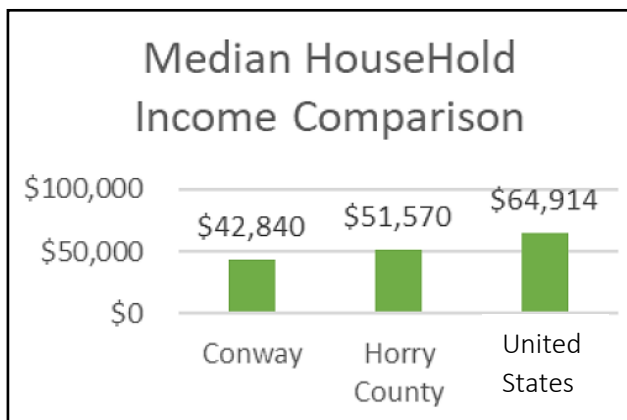
CHARACTERISTICS OF CONWAY'S WORKFORCE



INCOME

Household Income

The Median Household Income of Conway in 2020 was \$42,840 (Census.gov).



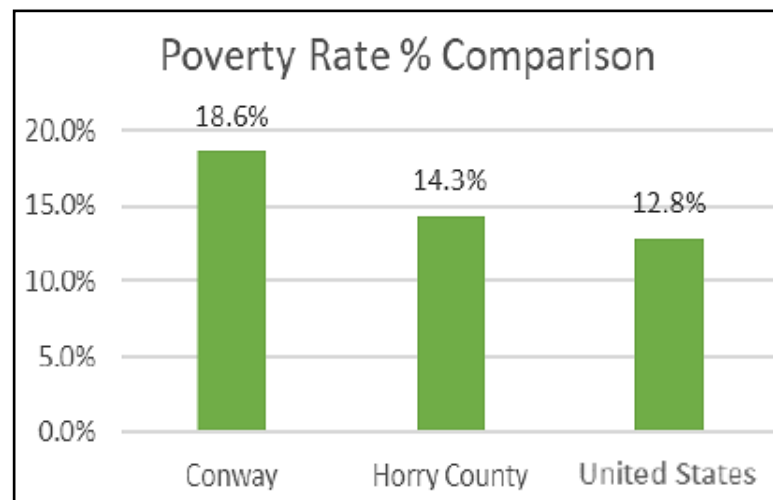
Per Capita Income

The Per Capita Income of Conway in 2014 was \$18,215. In 2020, the Per Capita income had rose to \$22,254 (Census.gov).

Poverty Status

Using a set of money income thresholds that vary by size and composition to determine who classifies as living in poverty, if a family's income is less than the family's threshold than that family and every individual in it is considered to be living in poverty (Data USA / Census Bureau; ACS 5-yr estimate).

The percentage of persons living in poverty in Conway, as of the 2020 Census, is 18.6% (Census.gov); a number that is higher than the national average of 12.8%. Females ages 25-34 are the largest demographic living in poverty, followed by Females ages 45-54, then Females 55-64 (Data USA).



HEALTHCARE

87.8% of Conway's population has health coverage. 40.1% are on employee plans, 21.3% on Medicaid, 11.3% on Medicare, 13.6% on non-group plans, and 1.44% on military or VA plans (*Data USA*). 12.2% of Conway's population is uninsured.

Health Care costs, per capita was \$7,311 in 2014.

RESIDENTIAL MOBILITY



PUBLIC DROP-IN 9/13/2022

Participation in the public drop-in was low. However, from those who did attend, important information was collected from the respondents of the questionnaire that was asked to be completed. Below are the questions included in the questionnaire along with responses:

Q: What do you like most about Conway's Population?

- Would be nice to keep Conway a small home town.
- What I admire the most about Conway's population is the resiliency in overcoming difficulties and changes throughout time, and the tenacity they have in maintaining their hometown identity.

Q: What are your biggest concerns about Conway's population?

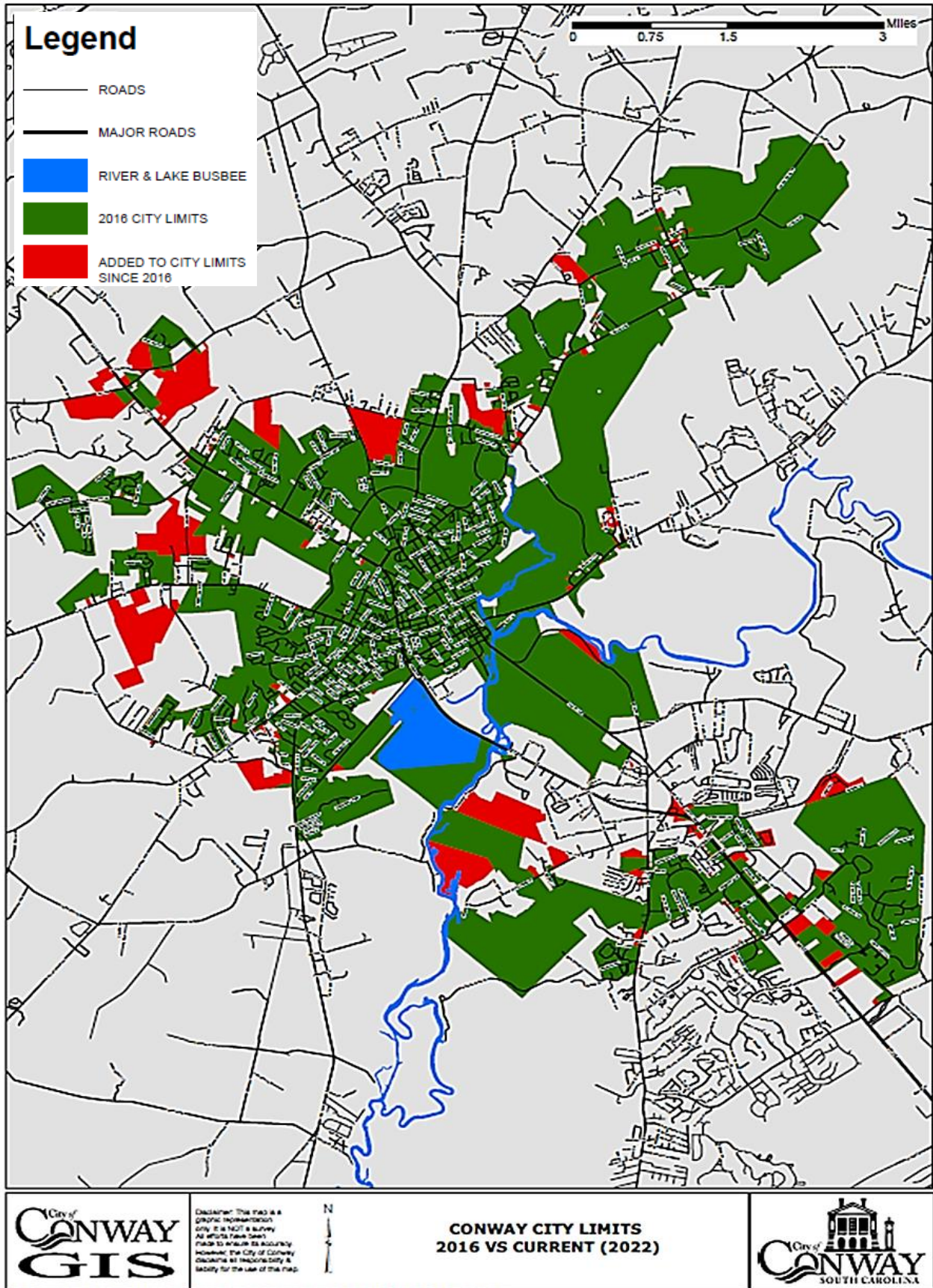
- The increasing use of cars with options of walkability being scarce. I do not think that over-population is a problem as much as zoning and tax revenue for the city.
- Growing too fast – infrastructure, schools, shopping – not keeping up with growth of population.
- The percentage of the population living in poverty as well as the unemployment rate. How can we create more opportunities for this population to rise up and sustain themselves?

Q: What else would you like to tell us?

- I think a bigger emphasis on mixed-use development would be great; not only for residents, but for the financial health of the city government as well. I'm generally concerned when I see new residential / commercial developments that are separated from each other, as they never generate much tax revenue as mixed-use developments.
- Need to keep the population in Conway to spend their money here, not at the beach. Schools need to keep improving. Church Street (Hwy 501) needs cleaning. Fourth Ave streets need to be fixed.

- Thank you for providing the public an opportunity to speak up and voice their opinions and concerns on the future of their city and providing more than enough information for them to make informed suggestions towards these concerns.
- Controlled growth is necessary.

2016 vs. 2022 Growth in Conway City Limits



Source: Conway GIS

Summary of Updated Information

City staff will begin rewriting the Population Element within the next few years, to include new goals and strategies, and to provide information as to what goals and/or strategies have been achieved that were in the 2017 Population Element. The purpose of this “update” is to provide relevant new information that was obtained via the 2020 Census.

Sources used in 2022 Update

American Community Survey

Conway GIS

ConwaySCNow

Data USA

Dept. of SC Revenue and Fiscal Affairs

Horry County Schools (HCS)

US Census Bureau

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Larger maps of those used within this document are available to the public – hardcopy or by email – upon request.