



JUNE 2026

Resident Sentiment Survey Results

About The Survey

The **2026 Resident Sentiment Survey** was conducted by the Greater Myrtle Beach Collaborative, Partnership Grand Strand and Collaborate2031.

The survey was collected March 10 - May 5 of 2026 with 1,903 Horry County residents responding, representing the highest participation level in the survey's history and the broadest geographic representation across Horry County to date.

Questions polled residents on various topics related to how they view the local economy, tourism, growth, and what they want their leaders to take on next.

Survey data will be used to help shape the Collaborate2031 countywide strategic initiative currently underway and set for launch in fall 2026.

Key Takeaways:

Residents want to see continued economic growth that creates more diverse career opportunities, strengthens the business community, and attracts new residents and investment to the region. They recognize the value of promoting the area to visitors while also supporting efforts to build a more balanced and resilient economy.

Residents also support expanding industries such as healthcare, technology, manufacturing, and education, reflecting a desire for a broader economic base. At the same time, they continue to recognize tourism as a cornerstone of the local economy that supports businesses, jobs, and public services, while highlighting the importance of addressing growth-related challenges that accompany a successful visitor economy.

As the Myrtle Beach area continues to grow, residents are focused on managing growth responsibly. Concerns center on maintaining safe neighborhoods, improving transportation infrastructure, addressing housing and community challenges, and investing in projects that preserve quality of life for both current and future residents.



Key Findings:

Economic growth opportunities

1. Support investments that help attract new businesses, expand existing business (83%)
2. Support investments aimed at attracting working-age residents and young families (71%)
3. Support efforts to market the region to visitors (67%)
4. Believe the region needs more quality jobs outside of tourism (56%)

Top sectors residents most want to grow

1. Healthcare and life sciences (49%)
2. Technology and software development (33%)
3. Advanced manufacturing (29%)
4. Education, training, and research (26%)
5. Tourism, hospitality, and outdoor recreation (26%)

Top impacts of region's tourism economy

1. Important to the Myrtle Beach area's economy (94%)
2. Generates tax revenue (91%)
3. Supports local businesses (84%)
4. Contributes to traffic congestion (84%)
5. Creates jobs (82%)

Top neighborhood concerns

1. Managing growth and development (60%)
2. Crime and public safety (44%)
3. Speeding and aggressive driving (33%)
4. Homelessness and panhandling (27%)
5. Flooding and drainage (22%)

Top quality-of-life priorities

1. Roads and traffic (65%)
2. Public safety (41%)
3. Higher-wage jobs (28%)
4. Housing affordability (26%)
5. Drainage and flood mitigation (25%)