



Executive Summary

Prepared by David Harner

Murrells Inlet, SC

Latitude: 33.577213

Longitude: -79.028716

Ring: 3, 5, 7 Miles

	3 miles radius	5 miles radius	7 miles radius
2010 Population			
Total Population	26,917	51,380	63,036
Male Population	48.3%	48.4%	48.6%
Female Population	51.7%	51.6%	51.4%
Median Age	52.2	51.5	49.8
2010 Income			
Median HH Income	\$52,104	\$51,675	\$52,483
Per Capita Income	\$29,496	\$29,068	\$29,042
Average HH Income	\$61,673	\$61,538	\$62,698
2010 Households			
Total Households	13,011	24,283	29,075
Average Household Size	2.06	2.11	2.16
2010 Housing			
Owner Occupied Housing Units	53.7%	51.7%	51.0%
Renter Occupied Housing Units	10.8%	12.9%	13.1%
Vacant Housing Units	35.5%	35.4%	35.9%
Population			
1990 Population	11,175	21,570	26,326
2000 Population	17,194	34,033	41,578
2010 Population	26,917	51,380	63,036
2015 Population	31,930	61,550	75,740
1990-2000 Annual Rate	4.4%	4.67%	4.68%
2000-2010 Annual Rate	4.47%	4.1%	4.14%
2010-2015 Annual Rate	3.47%	3.68%	3.74%

In the identified market area, the current year population is 63,036. In 2000, the Census count in the market area was 41,578. The rate of change since 2000 was 4.14 percent annually. The five-year projection for the population in the market area is 75,740, representing a change of 3.74 percent annually from 2010 to 2015. Currently, the population is 48.6 percent male and 51.4 percent female.

Households			
1990 Households	5,114	9,534	11,407
2000 Households	8,286	15,868	18,960
2010 Households	13,011	24,283	29,075
2015 Households	15,485	29,209	35,071
1990-2000 Annual Rate	4.94%	5.23%	5.21%
2000-2010 Annual Rate	4.5%	4.24%	4.26%
2010-2015 Annual Rate	3.54%	3.76%	3.82%

The household count in this market area has changed from 18,960 in 2000 to 29,075 in the current year, a change of 4.26 percent annually. The five-year projection of households is 35,071, a change of 3.82 percent annually from the current year total. Average household size is currently 2.16, compared to 2.19 in the year 2000. The number of families in the current year is 19,312 in the market area.

Housing

Currently, 51.0 percent of the 45,334 housing units in the market area are owner occupied; 13.1 percent, renter occupied; and 35.9 percent are vacant. In 2000, there were 29,321 housing units - 51.7 percent owner occupied, 13.1 percent renter occupied and 35.3 percent vacant. The rate of change in housing units since 2000 is 4.34 percent. Median home value in the market area is \$162,150, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 4.12 percent annually to \$198,428. From 2000 to the current year, median home value changed by 3.61 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income			
1990 Median HH Income	\$27,871	\$28,750	\$28,695
2000 Median HH Income	\$39,289	\$40,030	\$40,735
2010 Median HH Income	\$52,104	\$51,675	\$52,483
2015 Median HH Income	\$55,970	\$55,444	\$56,046
1990-2000 Annual Rate	3.49%	3.37%	3.57%
2000-2010 Annual Rate	2.79%	2.52%	2.5%
2010-2015 Annual Rate	1.44%	1.42%	1.32%
Per Capita Income			
1990 Per Capita Income	\$15,788	\$15,581	\$15,259
2000 Per Capita Income	\$24,759	\$24,642	\$24,489
2010 Per Capita Income	\$29,496	\$29,068	\$29,042
2015 Per Capita Income	\$31,443	\$30,915	\$30,873
1990-2000 Annual Rate	4.6%	4.69%	4.84%
2000-2010 Annual Rate	1.72%	1.62%	1.68%
2010-2015 Annual Rate	1.29%	1.24%	1.23%
Average Household Income			
1990 Average Household Income	\$34,795	\$35,321	\$35,273
2000 Average Household Income	\$51,622	\$52,622	\$53,330
2010 Average HH Income	\$61,673	\$61,538	\$62,698
2015 Average HH Income	\$65,568	\$65,187	\$66,402
1990-2000 Annual Rate	4.02%	4.07%	4.22%
2000-2010 Annual Rate	1.75%	1.54%	1.59%
2010-2015 Annual Rate	1.23%	1.16%	1.15%

Households by Income

Current median household income is \$52,483 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$56,046 in five years. In 2000, median household income was \$40,735, compared to \$28,695 in 1990.

Current average household income is \$62,698 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$66,402 in five years. In 2000, average household income was \$53,330, compared to \$35,273 in 1990.

Current per capita income is \$29,042 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$30,873 in five years. In 2000, the per capita income was \$24,489, compared to \$15,259 in 1990.

Population by Employment

Total Businesses	1,330	2,441	3,271
Total Employees	9,273	18,799	23,641

Currently, 88.7 percent of the civilian labor force in the identified market area is employed and 11.3 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 90.7 percent of the civilian labor force, and unemployment will be 9.3 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 59.8 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 61.2 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 20.3 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 18.5 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 83.0 percent of the market area population drove alone to work, and 3.0 percent worked at home. The average travel time to work in 2000 was 20.9 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 9.4 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 34.2 percent were high school graduates only (29.6 percent in the U.S.)
- 10.7 percent had completed an Associate degree (7.7 percent in the U.S.)
- 15.3 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 8.2 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

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