

Demographics Report

Market Profile: City of Greenville, SC

2018



Economic Development Department
www.greenvilleSCbusiness.com



Market Profile

Greenville City, SC
Greenville City, SC (4530850)
Geography: Place

Prepared by Esri

	Greenville ci...
Population Summary	
2000 Total Population	57,481
2010 Total Population	59,280
2017 Total Population	67,068
2017 Group Quarters	5,118
2022 Total Population	72,246
2017-2022 Annual Rate	1.50%
2017 Total Daytime Population	132,258
Workers	98,756
Residents	33,502
Household Summary	
2000 Households	25,272
2000 Average Household Size	2.10
2010 Households	26,104
2010 Average Household Size	2.07
2017 Households	29,702
2017 Average Household Size	2.09
2022 Households	32,155
2022 Average Household Size	2.09
2017-2022 Annual Rate	1.60%
2010 Families	12,985
2010 Average Family Size	2.87
2017 Families	14,903
2017 Average Family Size	2.87
2022 Families	15,989
2022 Average Family Size	2.89
2017-2022 Annual Rate	1.42%
Housing Unit Summary	
2000 Housing Units	28,372
Owner Occupied Housing Units	42.2%
Renter Occupied Housing Units	46.9%
Vacant Housing Units	10.9%
2010 Housing Units	29,961
Owner Occupied Housing Units	38.8%
Renter Occupied Housing Units	48.3%
Vacant Housing Units	12.9%
2017 Housing Units	33,660
Owner Occupied Housing Units	41.2%
Renter Occupied Housing Units	47.0%
Vacant Housing Units	11.8%
2022 Housing Units	36,341
Owner Occupied Housing Units	41.2%
Renter Occupied Housing Units	47.3%
Vacant Housing Units	11.5%
Median Household Income	
2017	\$44,929
2022	\$53,327
Median Home Value	
2017	\$214,381
2022	\$271,111
Per Capita Income	
2017	\$32,247
2022	\$36,971
Median Age	
2010	34.5
2017	36.3
2022	37.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income

Household Income Base	29,700
<\$15,000	16.6%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	12.6%
\$50,000 - \$74,999	16.5%
\$75,000 - \$99,999	10.0%
\$100,000 - \$149,999	10.1%
\$150,000 - \$199,999	4.3%
\$200,000+	5.6%

Average Household Income \$70,568

2022 Households by Income

Household Income Base	32,156
<\$15,000	15.1%
\$15,000 - \$24,999	11.3%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	4.9%
\$200,000+	6.2%

Average Household Income \$81,235

2017 Owner Occupied Housing Units by Value

Total	13,864
<\$50,000	3.8%
\$50,000 - \$99,999	12.9%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	14.5%
\$200,000 - \$249,999	9.7%
\$250,000 - \$299,999	7.6%
\$300,000 - \$399,999	12.4%
\$400,000 - \$499,999	7.0%
\$500,000 - \$749,999	10.9%
\$750,000 - \$999,999	3.7%
\$1,000,000 +	1.4%

Average Home Value \$292,035

2022 Owner Occupied Housing Units by Value

Total	14,976
<\$50,000	2.6%
\$50,000 - \$99,999	9.8%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	12.6%
\$200,000 - \$249,999	8.8%
\$250,000 - \$299,999	7.2%
\$300,000 - \$399,999	13.9%
\$400,000 - \$499,999	9.5%
\$500,000 - \$749,999	16.5%
\$750,000 - \$999,999	4.9%
\$1,000,000 +	1.0%

Average Home Value \$336,133

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age	
Total	59,280
0 - 4	6.5%
5 - 9	5.3%
10 - 14	4.6%
15 - 24	17.0%
25 - 34	17.5%
35 - 44	13.0%
45 - 54	12.7%
55 - 64	10.8%
65 - 74	6.2%
75 - 84	4.1%
85 +	2.4%
18 +	80.8%
2017 Population by Age	
Total	67,072
0 - 4	5.8%
5 - 9	5.7%
10 - 14	5.0%
15 - 24	15.3%
25 - 34	16.4%
35 - 44	13.1%
45 - 54	11.9%
55 - 64	11.8%
65 - 74	8.3%
75 - 84	4.3%
85 +	2.4%
18 +	80.7%
2022 Population by Age	
Total	72,243
0 - 4	5.7%
5 - 9	5.5%
10 - 14	5.4%
15 - 24	14.9%
25 - 34	15.3%
35 - 44	13.3%
45 - 54	11.6%
55 - 64	11.6%
65 - 74	9.4%
75 - 84	5.1%
85 +	2.2%
18 +	80.5%
2010 Population by Sex	
Males	28,527
Females	30,753
2017 Population by Sex	
Males	32,616
Females	34,456
2022 Population by Sex	
Males	35,179
Females	37,064

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	59,280
White Alone	64.1%
Black Alone	29.8%
American Indian Alone	0.3%
Asian Alone	1.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.5%
Two or More Races	1.8%
Hispanic Origin	5.9%
Diversity Index	55.6

2017 Population by Race/Ethnicity

Total	67,068
White Alone	63.8%
Black Alone	29.2%
American Indian Alone	0.3%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.8%
Two or More Races	2.1%
Hispanic Origin	6.6%
Diversity Index	56.8

2022 Population by Race/Ethnicity

Total	72,246
White Alone	63.4%
Black Alone	29.0%
American Indian Alone	0.3%
Asian Alone	1.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.9%
Two or More Races	2.5%
Hispanic Origin	7.2%
Diversity Index	57.9

2010 Population by Relationship and Household Type

Total	59,280
In Households	91.3%
In Family Households	64.7%
Householder	21.9%
Spouse	13.7%
Child	24.0%
Other relative	3.3%
Nonrelative	1.8%
In Nonfamily Households	26.6%
In Group Quarters	8.7%
Institutionalized Population	2.3%
Noninstitutionalized Population	6.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment	
Total	45,726
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	7.4%
High School Graduate	16.9%
GED/Alternative Credential	3.0%
Some College, No Degree	17.4%
Associate Degree	7.6%
Bachelor's Degree	26.8%
Graduate/Professional Degree	17.3%
2017 Population 15+ by Marital Status	
Total	55,989
Never Married	42.3%
Married	40.6%
Widowed	5.2%
Divorced	12.0%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	94.8%
Civilian Unemployed (Unemployment Rate)	5.2%
2017 Employed Population 16+ by Industry	
Total	33,149
Agriculture/Mining	0.2%
Construction	4.9%
Manufacturing	11.6%
Wholesale Trade	3.1%
Retail Trade	9.0%
Transportation/Utilities	2.6%
Information	2.3%
Finance/Insurance/Real Estate	7.1%
Services	57.2%
Public Administration	2.1%
2017 Employed Population 16+ by Occupation	
Total	33,150
White Collar	66.8%
Management/Business/Financial	16.2%
Professional	27.2%
Sales	12.4%
Administrative Support	11.0%
Services	18.0%
Blue Collar	15.3%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	1.9%
Production	6.4%
Transportation/Material Moving	4.1%
2010 Population By Urban/ Rural Status	
Total Population	59,280
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	26,104
Households with 1 Person	41.9%
Households with 2+ People	58.1%
Family Households	49.7%
Husband-wife Families	31.2%
With Related Children	12.7%
Other Family (No Spouse Present)	18.6%
Other Family with Male Householder	4.0%
With Related Children	1.8%
Other Family with Female Householder	14.6%
With Related Children	9.5%
Nonfamily Households	8.3%
All Households with Children	24.3%
Multigenerational Households	2.6%
Unmarried Partner Households	6.1%
Male-female	5.3%
Same-sex	0.8%
2010 Households by Size	
Total	26,104
1 Person Household	41.9%
2 Person Household	30.9%
3 Person Household	13.1%
4 Person Household	8.8%
5 Person Household	3.6%
6 Person Household	1.2%
7 + Person Household	0.6%
2010 Households by Tenure and Mortgage Status	
Total	26,104
Owner Occupied	44.6%
Owned with a Mortgage/Loan	31.9%
Owned Free and Clear	12.7%
Renter Occupied	55.4%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	29,961
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Young and Restless (11B)
2. In Style (5B)
3. Modest Income Homes

2017 Consumer Spending

Apparel & Services: Total \$	\$57,412,614
Average Spent	\$1,932.95
Spending Potential Index	89
Education: Total \$	\$39,043,240
Average Spent	\$1,314.50
Spending Potential Index	90
Entertainment/Recreation: Total \$	\$80,876,122
Average Spent	\$2,722.92
Spending Potential Index	87
Food at Home: Total \$	\$135,776,522
Average Spent	\$4,571.29
Spending Potential Index	91
Food Away from Home: Total \$	\$90,321,346
Average Spent	\$3,040.92
Spending Potential Index	91
Health Care: Total \$	\$140,747,167
Average Spent	\$4,738.64
Spending Potential Index	85
HH Furnishings & Equipment: Total \$	\$50,815,635
Average Spent	\$1,710.85
Spending Potential Index	88
Personal Care Products & Services: Total \$	\$21,041,069
Average Spent	\$708.41
Spending Potential Index	89
Shelter: Total \$	\$439,176,239
Average Spent	\$14,786.08
Spending Potential Index	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$59,799,163
Average Spent	\$2,013.30
Spending Potential Index	86
Travel: Total \$	\$51,607,250
Average Spent	\$1,737.50
Spending Potential Index	84
Vehicle Maintenance & Repairs: Total \$	\$28,136,560
Average Spent	\$947.30
Spending Potential Index	88

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

April 09, 2018