Demographics Report

Downtown Greenville

City of Greenville, SC

2019

city of
greenville
South Carolina

0.4km

0.2mi

April 18, 2018
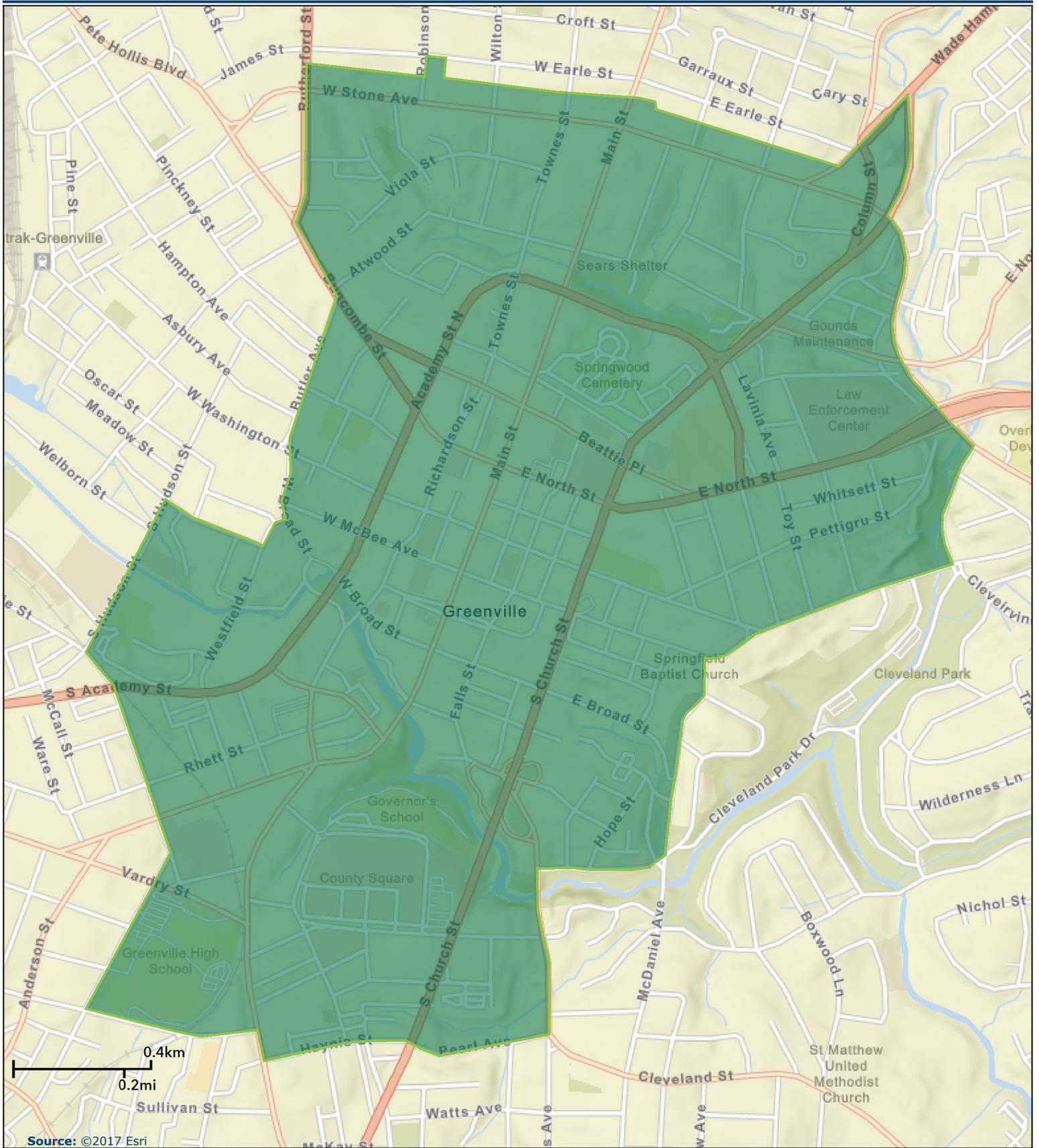
Population Summary

2000 Total Population	3,768
2010 Total Population	4,689
2019 Total Population	7,676
2019 Group Quarters	1,384
2024 Total Population	9,385
2019-2024 Annual Rate	4.10%
2019 Total Daytime Population	33,432
Workers	30,184
Residents	3,248

Household Summary

2000 Households	1,818
2000 Average Household Size	1.55
2010 Households	2,146
2010 Average Household Size	1.55
2019 Households	3,797
2019 Average Household Size	1.66
2024 Households	4,724
2024 Average Household Size	1.69
2019-2024 Annual Rate	4.47%
2010 Families	673
2010 Average Family Size	2.48
2019 Families	1,277
2019 Average Family Size	2.63
2024 Families	1,618
2024 Average Family Size	2.68
2019-2024 Annual Rate	4.85%

Housing Unit Summary

2000 Housing Units	2,038
Owner Occupied Housing Units	28.8%
Renter Occupied Housing Units	60.5%
Vacant Housing Units	10.7%
2010 Housing Units	2,520
Owner Occupied Housing Units	31.2%
Renter Occupied Housing Units	54.0%
Vacant Housing Units	14.8%
2019 Housing Units	4,408
Owner Occupied Housing Units	21.8%
Renter Occupied Housing Units	64.3%
Vacant Housing Units	13.9%
2024 Housing Units	5,361
Owner Occupied Housing Units	20.0%
Renter Occupied Housing Units	68.2%
Vacant Housing Units	11.9%

Median Household Income

2019	$47,840
2024	$58,570

Median Home Value

2019	$375,434
2024	$408,421

Per Capita Income

2019	$39,877
2024	$46,121

Median Age

2010	39.5
2019	41.4
2024	42.3

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 16, 2019

2019 Households by Income	
Household Income Base	3,797
<$15,000	22.1%
$15,000 - $24,999	11.5%
$25,000 - $34,999	7.5%
$35,000 - $49,999	10.1%
$50,000 - $74,999	11.7%
$75,000 - $99,999	8.8%
$100,000 - $149,999	15.0%
$150,000 - $199,999	4.8%
$200,000+	8.6%
Average Household Income	$81,629
2024 Households by Income	
Household Income Base	4,724
<$15,000	17.9%
$15,000 - $24,999	11.2%
$25,000 - $34,999	7.4%
$35,000 - $49,999	8.6%
$50,000 - $74,999	11.8%
$75,000 - $99,999	9.9%
$100,000 - $149,999	17.3%
$150,000 - $199,999	6.2%
$200,000+	9.7%
Average Household Income	$92,787
2019 Owner Occupied Housing Units by Value	
Total	963
<$50,000	1.6%
$50,000 - $99,999	3.1%
$100,000 - $149,999	5.9%
$150,000 - $199,999	5.3%
$200,000 - $249,999	8.0%
$250,000 - $299,999	12.6%
$300,000 - $399,999	18.0%
$400,000 - $499,999	15.0%
$500,000 - $749,999	20.8%
$750,000 - $999,999	6.3%
$1,000,000 - $1,499,999	0.7%
$1,500,000 - $1,999,999	2.8%
$2,000,000 +	0.0%
Average Home Value	$445,483
2024 Owner Occupied Housing Units by Value	
Total	1,070
<$50,000	0.8%
$50,000 - $99,999	1.8%
$100,000 - $149,999	3.7%
$150,000 - $199,999	3.6%
$200,000 - $249,999	6.6%
$250,000 - $299,999	11.5%
$300,000 - $399,999	20.4%
$400,000 - $499,999	17.8%
$500,000 - $749,999	23.6%
$750,000 - $999,999	6.7%
$1,000,000 - $1,499,999	0.7%
$1,500,000 - $1,999,999	2.8%
$2,000,000 +	0.0%
Average Home Value	$473,668

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.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 16, 2019

2010 Population by Age	
Total	4,689
0 - 4	2.6%
5 - 9	2.6%
10 - 14	1.7%
15 - 24	10.2%
25 - 34	23.8%
35 - 44	18.7%
45 - 54	15.6%
55 - 64	13.6%
65 - 74	6.4%
75 - 84	2.8%
85 +	2.0%
18 +	91.5%
2019 Population by Age	
Total	7,674
0 - 4	3.2%
5 - 9	3.2%
10 - 14	3.1%
15 - 24	9.9%
25 - 34	20.4%
35 - 44	15.3%
45 - 54	13.5%
55 - 64	15.0%
65 - 74	10.3%
75 - 84	4.0%
85 +	2.0%
18 +	88.5%
2024 Population by Age	
Total	9,385
0 - 4	3.5%
5 - 9	3.3%
10 - 14	3.2%
15 - 24	10.3%
25 - 34	19.0%
35 - 44	14.6%
45 - 54	12.9%
55 - 64	13.7%
65 - 74	11.9%
75 - 84	5.5%
85 +	2.1%
18 +	87.9%
2010 Population by Sex	
Males	2,813
Females	1,876
2019 Population by Sex	
Males	4,274
Females	3,402
2024 Population by Sex	
Males	5,104
Females	4,281

July 16, 2019

2010 Population by Race/Ethnicity	
Total	4,688
White Alone	67.6%
Black Alone	28.7%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	1.2%
Hispanic Origin	3.5%
Diversity Index	49.7
2019 Population by Race/Ethnicity	
Total	7,676
White Alone	63.6%
Black Alone	31.4%
American Indian Alone	0.4%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.0%
Two or More Races	1.6%
Hispanic Origin	4.3%
Diversity Index	53.8
2024 Population by Race/Ethnicity	
Total	9,384
White Alone	62.5%
Black Alone	31.8%
American Indian Alone	0.4%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.3%
Two or More Races	1.8%
Hispanic Origin	5.0%
Diversity Index	55.5
2010 Population by Relationship and Household Type	
Total	4,689
In Households	71.0%
In Family Households	36.4%
Householder	13.8%
Spouse	9.8%
Child	10.4%
Other relative	1.5%
Nonrelative	0.9%
In Nonfamily Households	34.6%
In Group Quarters	29.0%
Institutionalized Population	24.0%
Noninstitutionalized Population	5.0%

July 16, 2019

2019 Population 25+ by Educational Attainment	
Total	6,183
Less than 9th Grade	5.0%
9th - 12th Grade, No Diploma	12.4%
High School Graduate	11.4%
GED/Alternative Credential	5.4%
Some College, No Degree	14.7%
Associate Degree	5.3%
Bachelor's Degree	25.6%
Graduate/Professional Degree	20.2%
2019 Population 15+ by Marital Status	
Total	6,943
Never Married	48.9%
Married	33.3%
Widowed	4.4%
Divorced	13.3%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	96.9%
Civilian Unemployed (Unemployment Rate)	3.1%
2019 Employed Population 16+ by Industry	
Total	3,609
Agriculture/Mining	0.1%
Construction	4.7%
Manufacturing	13.3%
Wholesale Trade	3.4%
Retail Trade	7.6%
Transportation/Utilities	3.4%
Information	2.1%
Finance/Insurance/Real Estate	6.3%
Services	57.6%
Public Administration	1.4%
2019 Employed Population 16+ by Occupation	
Total	3,610
White Collar	75.0%
Management/Business/Financial	22.1%
Professional	33.5%
Sales	11.1%
Administrative Support	8.3%
Services	13.8%
Blue Collar	11.3%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	1.1%
Installation/Maintenance/Repair	2.0%
Production	4.3%
Transportation/Material Moving	3.8%
2010 Population By Urban/ Rural Status	
Total Population	4,689
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 16, 2019

2010 Households by Type	
Total	2,147
Households with 1 Person	60.0%
Households with 2+ People	40.0%
Family Households	31.3%
Husband-wife Families	22.2%
With Related Children	6.4%
Other Family (No Spouse Present)	9.2%
Other Family with Male Householder	2.8%
With Related Children	1.1%
Other Family with Female Householder	6.3%
With Related Children	3.4%
Nonfamily Households	8.6%
All Households with Children	11.0%
Multigenerational Households	0.9%
Unmarried Partner Households	4.9%
Male-female	4.3%
Same-sex	0.6%
2010 Households by Size	
Total	2,145
1 Person Household	60.1%
2 Person Household	27.2%
3 Person Household	6.9%
4 Person Household	4.1%
5 Person Household	1.2%
6 Person Household	0.4%
7 + Person Household	0.1%
2010 Households by Tenure and Mortgage Status	
Total	2,146
Owner Occupied	36.6%
Owned with a Mortgage/Loan	27.2%
Owned Free and Clear	9.5%
Renter Occupied	63.4%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,520
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

July 16, 2019

Top 3 Tapestry Segments	
1.	Metro Renters (3B)
2.	Modest Income Homes (12D)
3.	Social Security Set (9F)
2019 Consumer Spending	
Apparel & Services: Total $	$7,995,790
Average Spent	$2,105.82
Spending Potential Index	98
Education: Total $	$5,453,223
Average Spent	$1,436.19
Spending Potential Index	90
Entertainment/Recreation: Total $	$11,408,691
Average Spent	$3,004.66
Spending Potential Index	92
Food at Home: Total $	$19,187,278
Average Spent	$5,053.27
Spending Potential Index	98
Food Away from Home: Total $	$13,705,601
Average Spent	$3,609.59
Spending Potential Index	98
Health Care: Total $	$20,603,049
Average Spent	$5,426.14
Spending Potential Index	91
HH Furnishings & Equipment: Total $	$7,503,686
Average Spent	$1,976.21
Spending Potential Index	93
Personal Care Products & Services: Total $	$3,226,288
Average Spent	$849.69
Spending Potential Index	96
Shelter: Total $	$69,301,038
Average Spent	$18,251.52
Spending Potential Index	99
Support Payments/Cash Contributions/Gifts in Kind: Total $	$8,674,908
Average Spent	$2,284.67
Spending Potential Index	92
Travel: Total $	$7,484,954
Average Spent	$1,971.28
Spending Potential Index	88
Vehicle Maintenance & Repairs: Total $	$4,314,538
Average Spent	$1,136.30
Spending Potential Index	99

July 16, 2019