



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
2016 Total Population	65,245
2016 Group Quarters	5,103
2021 Total Population	70,628
2016-2021 Annual Rate	1.60%
Household Summary	
2000 Households	25,272
2000 Average Household Size	2.10
2010 Households	26,104
2010 Average Household Size	2.07
2016 Households	28,497
2016 Average Household Size	2.11
2021 Households	30,857
2021 Average Household Size	2.12
2016-2021 Annual Rate	1.60%
2010 Families	12,985
2010 Average Family Size	2.87
2016 Families	14,301
2016 Average Family Size	2.91
2021 Families	15,349
2021 Average Family Size	2.94
2016-2021 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%
2016 Housing Units	32,548
Owner Occupied Housing Units	39.4%
Renter Occupied Housing Units	48.1%
Vacant Housing Units	12.4%
2021 Housing Units	35,087
Owner Occupied Housing Units	39.6%
Renter Occupied Housing Units	48.4%
Vacant Housing Units	12.1%
Median Household Income	
2016	\$41,863
2021	\$47,178
Median Home Value	
2016	\$215,551
2021	\$248,649
Per Capita Income	
2016	\$30,374
2021	\$32,998
Median Age	
2010	34.5
2016	35.9
2021	36.7

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

September 15, 2016



Market Profile

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

Prepared by Esri

		Greenville ci...
2016 Households by Income		
Household Income Base		28,497
<\$15,000		17.1%
\$15,000 - \$24,999		13.4%
\$25,000 - \$34,999		12.5%
\$35,000 - \$49,999		13.0%
\$50,000 - \$74,999		15.9%
\$75,000 - \$99,999		9.5%
\$100,000 - \$149,999		9.2%
\$150,000 - \$199,999		4.2%
\$200,000+		5.1%
Average Household Income		\$67,072
2021 Households by Income		
Household Income Base		30,856
<\$15,000		16.6%
\$15,000 - \$24,999		15.3%
\$25,000 - \$34,999		9.2%
\$35,000 - \$49,999		10.5%
\$50,000 - \$74,999		17.2%
\$75,000 - \$99,999		9.7%
\$100,000 - \$149,999		10.8%
\$150,000 - \$199,999		5.1%
\$200,000+		5.6%
Average Household Income		\$73,419
2016 Owner Occupied Housing Units by Value		
Total		12,831
<\$50,000		5.0%
\$50,000 - \$99,999		13.1%
\$100,000 - \$149,999		14.9%
\$150,000 - \$199,999		13.7%
\$200,000 - \$249,999		10.5%
\$250,000 - \$299,999		7.6%
\$300,000 - \$399,999		12.6%
\$400,000 - \$499,999		6.7%
\$500,000 - \$749,999		9.4%
\$750,000 - \$999,999		4.2%
\$1,000,000 +		2.3%
Average Home Value		\$296,641
2021 Owner Occupied Housing Units by Value		
Total		13,884
<\$50,000		3.6%
\$50,000 - \$99,999		8.1%
\$100,000 - \$149,999		9.9%
\$150,000 - \$199,999		13.9%
\$200,000 - \$249,999		14.9%
\$250,000 - \$299,999		11.4%
\$300,000 - \$399,999		12.4%
\$400,000 - \$499,999		6.4%
\$500,000 - \$749,999		11.7%
\$750,000 - \$999,999		5.6%
\$1,000,000 +		2.2%
Average Home Value		\$330,038

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

September 15, 2016



Market Profile

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

Prepared by Esri

		Greenville ci...
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%
2016 Population by Age		
Total		65,247
0 - 4		6.0%
5 - 9		5.7%
10 - 14		4.9%
15 - 24		15.6%
25 - 34		16.5%
35 - 44		13.3%
45 - 54		12.1%
55 - 64		11.6%
65 - 74		7.9%
75 - 84		4.1%
85 +		2.3%
18 +		80.5%
2021 Population by Age		
Total		70,627
0 - 4		5.9%
5 - 9		5.6%
10 - 14		5.4%
15 - 24		15.1%
25 - 34		15.6%
35 - 44		13.5%
45 - 54		11.6%
55 - 64		11.6%
65 - 74		9.0%
75 - 84		4.6%
85 +		2.2%
18 +		80.3%
2010 Population by Sex		
Males		28,527
Females		30,753
2016 Population by Sex		
Males		31,719
Females		33,528
2021 Population by Sex		
Males		34,407
Females		36,220

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

September 15, 2016



Market Profile

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

Prepared by Esri

		Greenville ci...
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
2016 Population by Race/Ethnicity		
Total		65,246
White Alone		63.0%
Black Alone		29.8%
American Indian Alone		0.3%
Asian Alone		1.6%
Pacific Islander Alone		0.1%
Some Other Race Alone		2.9%
Two or More Races		2.2%
Hispanic Origin		6.8%
Diversity Index		57.5
2021 Population by Race/Ethnicity		
Total		70,628
White Alone		62.2%
Black Alone		29.8%
American Indian Alone		0.3%
Asian Alone		1.9%
Pacific Islander Alone		0.1%
Some Other Race Alone		3.2%
Two or More Races		2.5%
Hispanic Origin		7.5%
Diversity Index		59.0
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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

September 15, 2016



Market Profile

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

Prepared by Esri

		Greenville ci...
2016 Population 25+ by Educational Attainment		
Total		44,220
Less than 9th Grade		3.6%
9th - 12th Grade, No Diploma		8.1%
High School Graduate		18.3%
GED/Alternative Credential		3.4%
Some College, No Degree		17.2%
Associate Degree		6.8%
Bachelor's Degree		25.9%
Graduate/Professional Degree		16.7%
2016 Population 15+ by Marital Status		
Total		54,396
Never Married		42.0%
Married		39.8%
Widowed		6.1%
Divorced		12.1%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed		94.2%
Civilian Unemployed		5.8%
2016 Employed Population 16+ by Industry		
Total		32,627
Agriculture/Mining		0.3%
Construction		5.1%
Manufacturing		11.5%
Wholesale Trade		3.8%
Retail Trade		10.1%
Transportation/Utilities		2.8%
Information		2.3%
Finance/Insurance/Real Estate		6.4%
Services		55.2%
Public Administration		2.7%
2016 Employed Population 16+ by Occupation		
Total		32,628
White Collar		67.1%
Management/Business/Financial		16.4%
Professional		26.9%
Sales		12.7%
Administrative Support		11.1%
Services		17.3%
Blue Collar		15.5%
Farming/Forestry/Fishing		0.1%
Construction/Extraction		2.7%
Installation/Maintenance/Repair		1.9%
Production		6.7%
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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

September 15, 2016



Market Profile

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

Prepared by Esri

		Greenville ci...
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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

September 15, 2016



Market Profile

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

Prepared by Esri

Greenville ci...

Top 3 Tapestry Segments

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

2016 Consumer Spending

Apparel & Services: Total \$	\$51,891,992
Average Spent	\$1,820.96
Spending Potential Index	90
Education: Total \$	\$35,650,004
Average Spent	\$1,251.01
Spending Potential Index	88
Entertainment/Recreation: Total \$	\$71,990,347
Average Spent	\$2,526.24
Spending Potential Index	87
Food at Home: Total \$	\$129,327,028
Average Spent	\$4,538.27
Spending Potential Index	91
Food Away from Home: Total \$	\$80,133,852
Average Spent	\$2,812.01
Spending Potential Index	91
Health Care: Total \$	\$127,041,915
Average Spent	\$4,458.08
Spending Potential Index	84
HH Furnishings & Equipment: Total \$	\$43,880,283
Average Spent	\$1,539.82
Spending Potential Index	87
Personal Care Products & Services: Total \$	\$18,350,883
Average Spent	\$643.96
Spending Potential Index	88
Shelter: Total \$	\$403,732,498
Average Spent	\$14,167.54
Spending Potential Index	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$56,291,434
Average Spent	\$1,975.35
Spending Potential Index	85
Travel: Total \$	\$43,583,488
Average Spent	\$1,529.41
Spending Potential Index	82
Vehicle Maintenance & Repairs: Total \$	\$25,867,294
Average Spent	\$907.72
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.

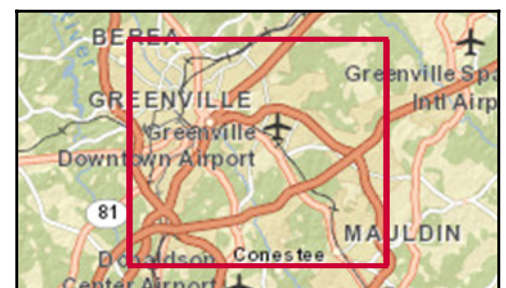
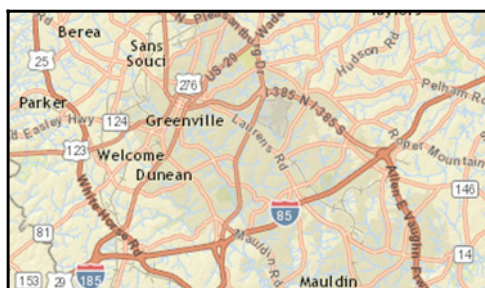
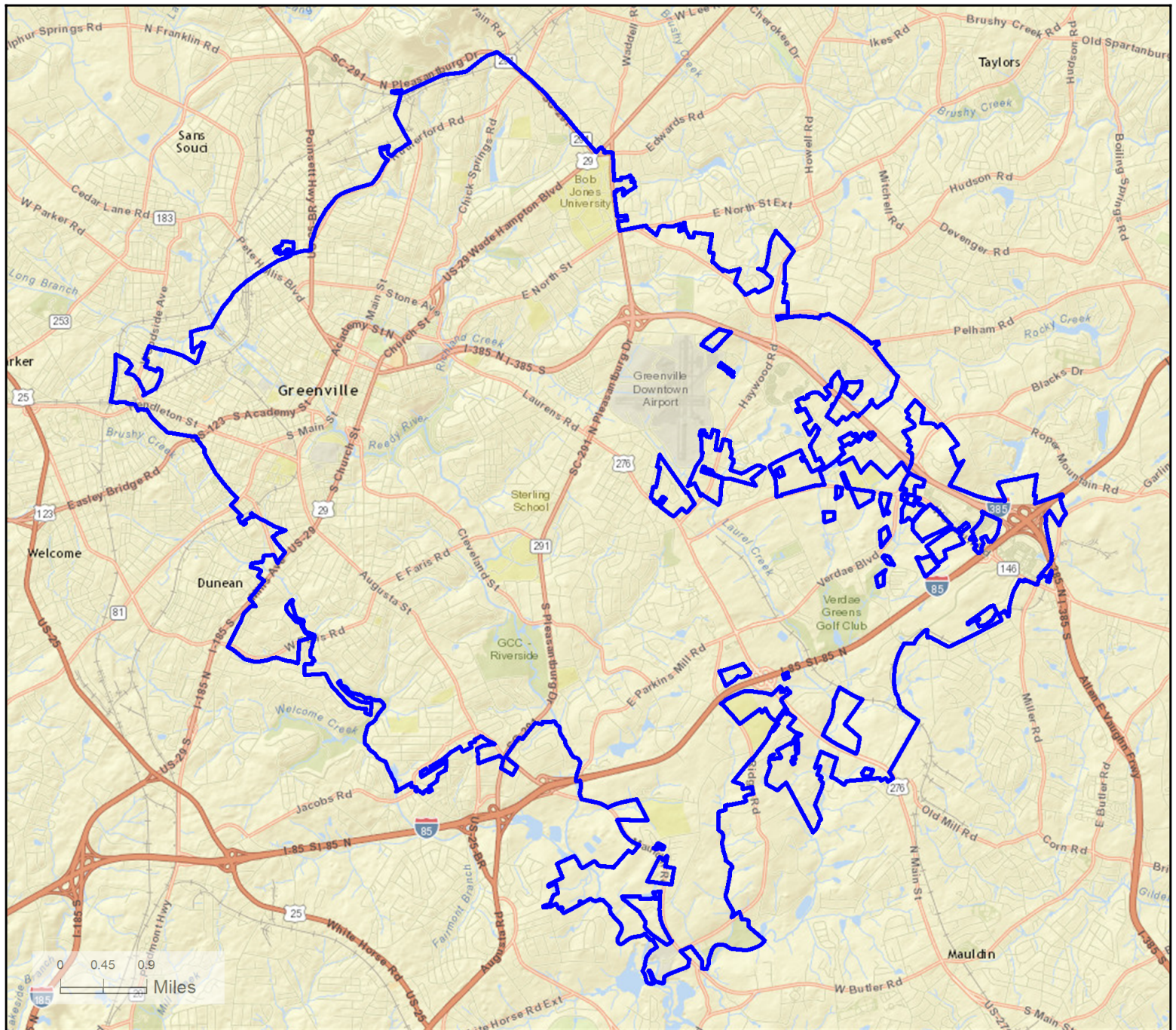
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

September 15, 2016

Site Map

Greenville City, SC
 Greenville city, SC (4530850)
 Place



December 03, 2014