Demographics Report

Market Profile: Greenville County

2019
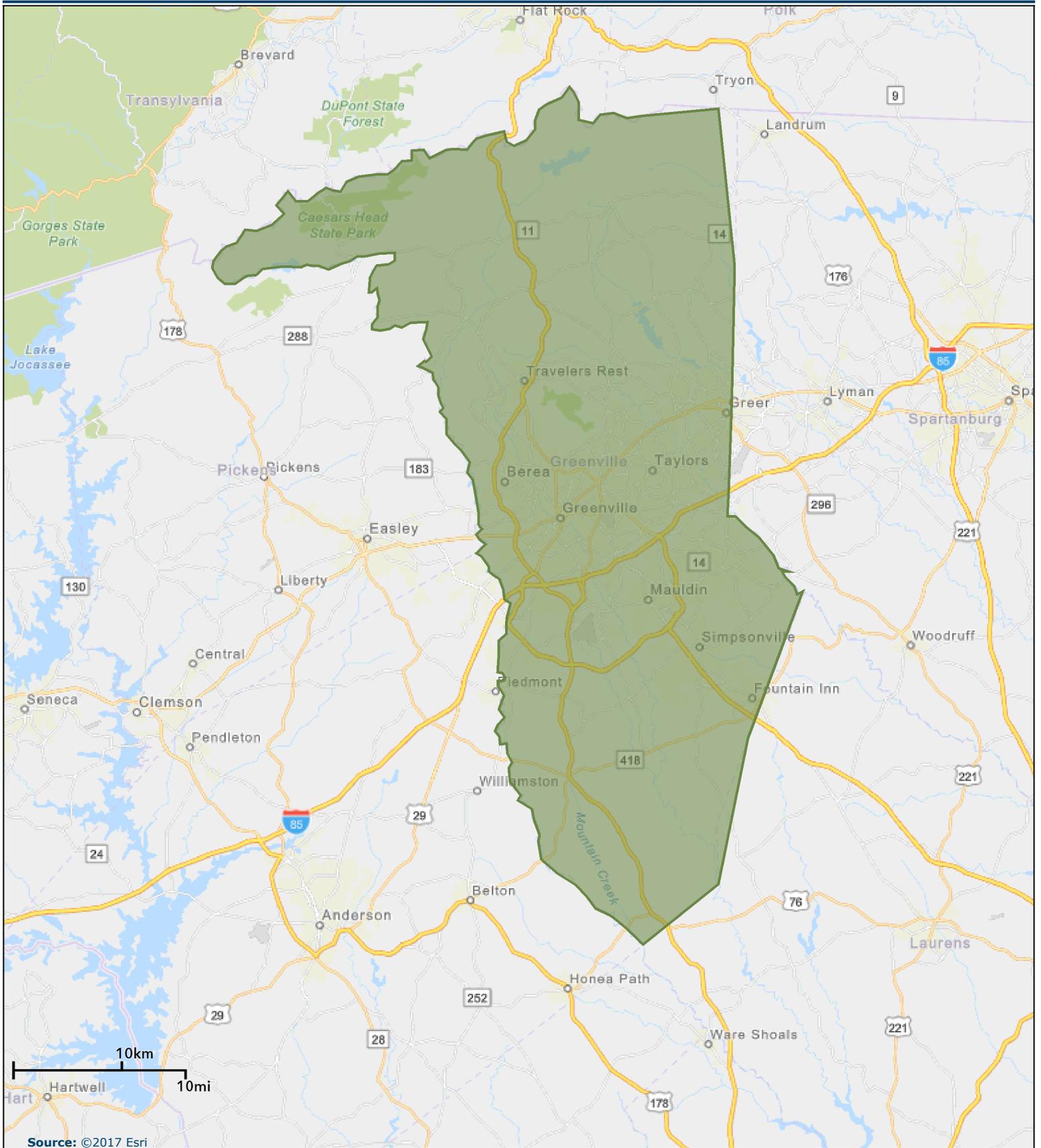
city of
greenville
South Carolina

April 10, 2018

	Greenville Co...
Population Summary	
2000 Total Population	379,616
2010 Total Population	451,225
2018 Total Population	513,431
2018 Group Quarters	11,155
2023 Total Population	554,977
2018-2023 Annual Rate	1.57%
2018 Total Daytime Population	546,256
Workers	274,842
Residents	271,414
Household Summary	
2000 Households	149,556
2000 Average Household Size	2.47
2010 Households	176,531
2010 Average Household Size	2.49
2018 Households	200,878
2018 Average Household Size	2.50
2023 Households	217,105
2023 Average Household Size	2.50
2018-2023 Annual Rate	1.57%
2010 Families	119,362
2010 Average Family Size	3.03
2018 Families	133,602
2018 Average Family Size	3.08
2023 Families	143,493
2023 Average Family Size	3.10
2018-2023 Annual Rate	1.44%
Housing Unit Summary	
2000 Housing Units	162,803
Owner Occupied Housing Units	62.6%
Renter Occupied Housing Units	29.2%
Vacant Housing Units	8.1%
2010 Housing Units	195,462
Owner Occupied Housing Units	60.9%
Renter Occupied Housing Units	29.4%
Vacant Housing Units	9.7%
2018 Housing Units	219,802
Owner Occupied Housing Units	58.3%
Renter Occupied Housing Units	33.1%
Vacant Housing Units	8.6%
2023 Housing Units	236,699
Owner Occupied Housing Units	58.8%
Renter Occupied Housing Units	33.0%
Vacant Housing Units	8.3%
Median Household Income	
2018	$54,819
2023	$62,094
Median Home Value	
2018	$176,857
2023	$195,514
Per Capita Income	
2018	$30,598
2023	$34,639
Median Age	
2010	37.1
2018	38.6
2023	39.5

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	Greenville Co...
2018 Households by Income	
Household Income Base	200,878
<$15,000	12.0%
$15,000 - $24,999	9.8%
$25,000 - $34,999	10.0%
$35,000 - $49,999	13.5%
$50,000 - $74,999	17.7%
$75,000 - $99,999	12.1%
$100,000 - $149,999	14.2%
$150,000 - $199,999	5.5%
$200,000+	5.2%
Average Household Income	$76,916
2023 Households by Income	
Household Income Base	217,105
<$15,000	10.1%
$15,000 - $24,999	8.2%
$25,000 - $34,999	8.7%
$35,000 - $49,999	12.7%
$50,000 - $74,999	17.7%
$75,000 - $99,999	13.2%
$100,000 - $149,999	17.1%
$150,000 - $199,999	6.2%
$200,000+	6.1%
Average Household Income	$87,353
2018 Owner Occupied Housing Units by Value	
Total	128,207
<$50,000	6.2%
$50,000 - $99,999	13.7%
$100,000 - $149,999	19.5%
$150,000 - $199,999	19.8%
$200,000 - $249,999	10.9%
$250,000 - $299,999	8.2%
$300,000 - $399,999	9.6%
$400,000 - $499,999	4.6%
$500,000 - $749,999	4.7%
$750,000 - $999,999	1.2%
$1,000,000 - $1,499,999	0.9%
$1,500,000 - $1,999,999	0.3%
$2,000,000 +	0.3%
Average Home Value	$236,111
2023 Owner Occupied Housing Units by Value	
Total	139,100
<$50,000	5.0%
$50,000 - $99,999	11.2%
$100,000 - $149,999	16.2%
$150,000 - $199,999	19.3%
$200,000 - $249,999	11.7%
$250,000 - $299,999	9.5%
$300,000 - $399,999	12.0%
$400,000 - $499,999	5.9%
$500,000 - $749,999	6.1%
$750,000 - $999,999	1.4%
$1,000,000 - $1,499,999	1.0%
$1,500,000 - $1,999,999	0.4%
$2,000,000 +	0.3%
Average Home Value	$260,521

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	Greenville Co...
2010 Population by Age	
Total	451,225
0 - 4	6.9%
5 - 9	6.6%
10 - 14	6.7%
15 - 24	13.4%
25 - 34	13.4%
35 - 44	14.0%
45 - 54	14.4%
55 - 64	11.8%
65 - 74	7.2%
75 - 84	3.9%
85 +	1.6%
18 +	75.8%
2018 Population by Age	
Total	513,431
0 - 4	6.2%
5 - 9	6.5%
10 - 14	6.5%
15 - 24	12.5%
25 - 34	13.4%
35 - 44	13.1%
45 - 54	13.2%
55 - 64	12.9%
65 - 74	9.4%
75 - 84	4.5%
85 +	1.8%
18 +	77.2%
2023 Population by Age	
Total	554,977
0 - 4	6.1%
5 - 9	6.3%
10 - 14	6.6%
15 - 24	12.2%
25 - 34	12.8%
35 - 44	13.3%
45 - 54	12.5%
55 - 64	12.6%
65 - 74	10.3%
75 - 84	5.5%
85 +	1.8%
18 +	77.3%
2010 Population by Sex	
Males	218,791
Females	232,434
2018 Population by Sex	
Males	249,584
Females	263,847
2023 Population by Sex	
Males	270,536
Females	284,441

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	Greenville Co...
2010 Population by Race/Ethnicity	
Total	451,225
White Alone	73.8%
Black Alone	18.1%
American Indian Alone	0.3%
Asian Alone	2.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.9%
Two or More Races	1.9%
Hispanic Origin	8.1%
Diversity Index	50.8
2018 Population by Race/Ethnicity	
Total	513,431
White Alone	73.2%
Black Alone	17.6%
American Indian Alone	0.3%
Asian Alone	2.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	2.3%
Hispanic Origin	9.0%
Diversity Index	52.6
2023 Population by Race/Ethnicity	
Total	554,977
White Alone	72.4%
Black Alone	17.4%
American Indian Alone	0.3%
Asian Alone	2.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.7%
Two or More Races	2.6%
Hispanic Origin	10.0%
Diversity Index	54.4
2010 Population by Relationship and Household Type	
Total	451,225
In Households	97.4%
In Family Households	82.1%
Householder	26.5%
Spouse	19.4%
Child	30.7%
Other relative	3.5%
Nonrelative	2.0%
In Nonfamily Households	15.3%
In Group Quarters	2.6%
Institutionalized Population	0.9%
Noninstitutionalized Population	1.7%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	Greenville Co...
2018 Population 25+ by Educational Attainment	
Total	350,118
Less than 9th Grade	4.3%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	20.6%
GED/Alternative Credential	3.9%
Some College, No Degree	20.0%
Associate Degree	9.1%
Bachelor's Degree	22.0%
Graduate/Professional Degree	12.2%
2018 Population 15+ by Marital Status	
Total	414,476
Never Married	31.5%
Married	51.3%
Widowed	6.3%
Divorced	10.9%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	95.4%
Civilian Unemployed (Unemployment Rate)	4.6%
2018 Employed Population 16+ by Industry	
Total	244,347
Agriculture/Mining	0.5%
Construction	6.5%
Manufacturing	16.7%
Wholesale Trade	3.4%
Retail Trade	11.1%
Transportation/Utilities	4.3%
Information	1.5%
Finance/Insurance/Real Estate	5.5%
Services	48.2%
Public Administration	2.4%
2018 Employed Population 16+ by Occupation	
Total	244,347
White Collar	61.9%
Management/Business/Financial	14.8%
Professional	22.6%
Sales	11.7%
Administrative Support	12.8%
Services	16.5%
Blue Collar	21.5%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	3.0%
Production	7.9%
Transportation/Material Moving	5.6%
2010 Population By Urban/ Rural Status	
Total Population	451,225
Population Inside Urbanized Area	87.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	12.6%

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	Greenville Co...
2010 Households by Type	
Total	176,531
Households with 1 Person	27.0%
Households with 2+ People	73.0%
Family Households	67.6%
Husband-wife Families	49.7%
With Related Children	22.0%
Other Family (No Spouse Present)	17.9%
Other Family with Male Householder	4.4%
With Related Children	2.4%
Other Family with Female Householder	13.5%
With Related Children	8.9%
Nonfamily Households	5.4%
All Households with Children	33.7%
Multigenerational Households	3.7%
Unmarried Partner Households	5.4%
Male-female	4.8%
Same-sex	0.6%
2010 Households by Size	
Total	176,531
1 Person Household	27.0%
2 Person Household	33.9%
3 Person Household	16.6%
4 Person Household	13.3%
5 Person Household	5.9%
6 Person Household	2.1%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	176,531
Owner Occupied	67.4%
Owned with a Mortgage/Loan	48.6%
Owned Free and Clear	18.8%
Renter Occupied	32.6%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	195,462
Housing Units Inside Urbanized Area	87.3%
Housing Units Inside Urbanized Cluster	0.1%
Rural Housing Units	12.6%

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Market Profile

Greenville County, SC 2
Greenville County, SC (45045)
Geography: County

Prepared by Esri

	Greenville Co...
Top 3 Tapestry Segments	
1.	Middleburg (4C)
2.	Southern Satellites (10A)
3.	Soccer Moms (4A)
2018 Consumer Spending	
Apparel & Services: Total $	$404,562,914
Average Spent	$2,013.97
Spending Potential Index	93
Education: Total $	$257,434,400
Average Spent	$1,281.55
Spending Potential Index	89
Entertainment/Recreation: Total $	$603,281,647
Average Spent	$3,003.22
Spending Potential Index	93
Food at Home: Total $	$947,370,354
Average Spent	$4,716.15
Spending Potential Index	94
Food Away from Home: Total $	$658,411,323
Average Spent	$3,277.67
Spending Potential Index	93
Health Care: Total $	$1,088,861,373
Average Spent	$5,420.51
Spending Potential Index	95
HH Furnishings & Equipment: Total $	$390,826,674
Average Spent	$1,945.59
Spending Potential Index	93
Personal Care Products & Services: Total $	$154,939,830
Average Spent	$771.31
Spending Potential Index	93
Shelter: Total $	$3,046,740,704
Average Spent	$15,167.12
Spending Potential Index	90
Support Payments/Cash Contributions/Gifts in Kind: Total $	$456,733,046
Average Spent	$2,273.68
Spending Potential Index	91
Travel: Total $	$386,808,670
Average Spent	$1,925.59
Spending Potential Index	89
Vehicle Maintenance & Repairs: Total $	$203,048,170
Average Spent	$1,010.80
Spending Potential Index	94

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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