Demographics Report

Market Profile: Upstate, SC

2018
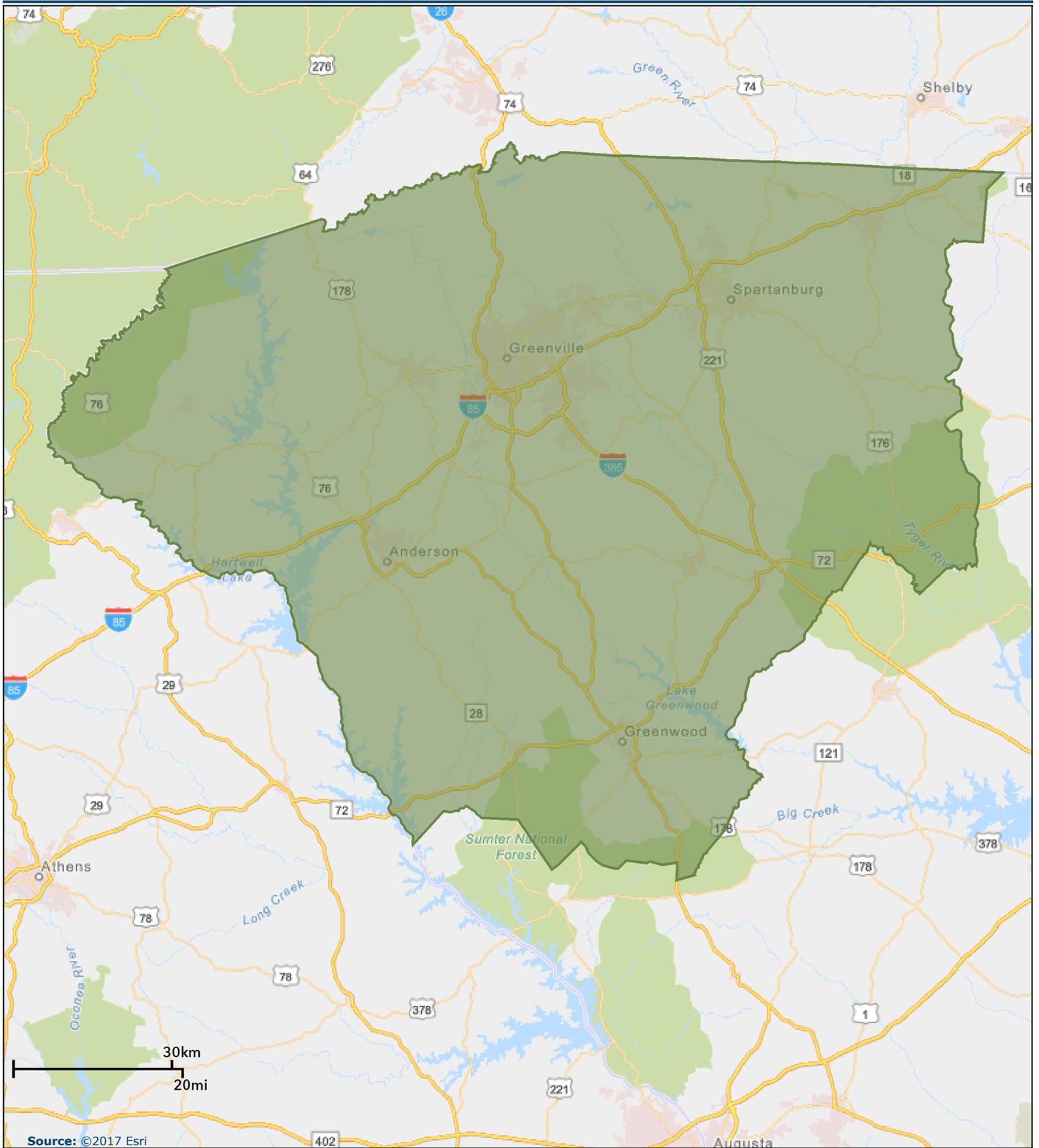
greenville
South Carolina

April 10, 2018

![esri]

Market Profile

10 Counties
Abbeville County, SC (45001) et al.
Geography: County

Prepared by Esri

	SC(45001),SC(...
Population Summary	
2000 Total Population	1,220,542
2010 Total Population	1,362,073
2017 Total Population	1,460,785
2017 Group Quarters	37,607
2022 Total Population	1,533,257
2017-2022 Annual Rate	0.97%
2017 Total Daytime Population	1,457,438
Workers	649,339
Residents	808,099
Household Summary	
2000 Households	476,261
2000 Average Household Size	2.49
2010 Households	532,065
2010 Average Household Size	2.49
2017 Households	567,996
2017 Average Household Size	2.51
2022 Households	595,161
2022 Average Household Size	2.51
2017-2022 Annual Rate	0.94%
2010 Families	363,466
2010 Average Family Size	3.00
2017 Families	382,962
2017 Average Family Size	3.04
2022 Families	398,999
2022 Average Family Size	3.06
2017-2022 Annual Rate	0.82%
Housing Unit Summary	
2000 Housing Units	527,274
Owner Occupied Housing Units	65.4%
Renter Occupied Housing Units	24.9%
Vacant Housing Units	9.7%
2010 Housing Units	604,863
Owner Occupied Housing Units	61.2%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	12.0%
2017 Housing Units	641,988
Owner Occupied Housing Units	61.0%
Renter Occupied Housing Units	27.4%
Vacant Housing Units	11.5%
2022 Housing Units	672,585
Owner Occupied Housing Units	61.0%
Renter Occupied Housing Units	27.5%
Vacant Housing Units	11.5%
Median Household Income	
2017	$46,793
2022	$53,239
Median Home Value	
2017	$143,089
2022	$168,199
Per Capita Income	
2017	$25,319
2022	$28,784
Median Age	
2010	38.2
2017	39.5
2022	40.5

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Households by Income	
Household Income Base	567,996
<$15,000	14.7%
$15,000 - $24,999	12.3%
$25,000 - $34,999	10.9%
$35,000 - $49,999	14.5%
$50,000 - $74,999	18.9%
$75,000 - $99,999	11.8%
$100,000 - $149,999	10.5%
$150,000 - $199,999	3.4%
$200,000+	3.0%
Average Household Income	$63,757
2022 Households by Income	
Household Income Base	595,161
<$15,000	13.7%
$15,000 - $24,999	10.8%
$25,000 - $34,999	9.3%
$35,000 - $49,999	12.5%
$50,000 - $74,999	19.7%
$75,000 - $99,999	14.1%
$100,000 - $149,999	12.4%
$150,000 - $199,999	4.0%
$200,000+	3.5%
Average Household Income	$72,858
2017 Owner Occupied Housing Units by Value	
Total	391,824
<$50,000	11.2%
$50,000 - $99,999	20.9%
$100,000 - $149,999	20.8%
$150,000 - $199,999	16.8%
$200,000 - $249,999	8.7%
$250,000 - $299,999	6.1%
$300,000 - $399,999	7.1%
$400,000 - $499,999	3.2%
$500,000 - $749,999	3.5%
$750,000 - $999,999	1.0%
$1,000,000 +	0.7%
Average Home Value	$189,311
2022 Owner Occupied Housing Units by Value	
Total	410,248
<$50,000	7.8%
$50,000 - $99,999	16.5%
$100,000 - $149,999	19.5%
$150,000 - $199,999	16.9%
$200,000 - $249,999	9.5%
$250,000 - $299,999	7.1%
$300,000 - $399,999	9.4%
$400,000 - $499,999	4.9%
$500,000 - $749,999	6.1%
$750,000 - $999,999	1.6%
$1,000,000 +	0.7%
Average Home Value	$224,832

April 09, 2018

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	SC(45001),SC(...
2010 Population by Age	
Total	1,362,073
0 - 4	6.5%
5 - 9	6.4%
10 - 14	6.6%
15 - 24	14.2%
25 - 34	12.1%
35 - 44	13.3%
45 - 54	14.4%
55 - 64	12.4%
65 - 74	8.0%
75 - 84	4.4%
85 +	1.7%
18 +	76.4%
2017 Population by Age	
Total	1,460,785
0 - 4	6.0%
5 - 9	6.2%
10 - 14	6.2%
15 - 24	13.3%
25 - 34	12.7%
35 - 44	12.3%
45 - 54	13.3%
55 - 64	13.3%
65 - 74	10.1%
75 - 84	4.8%
85 +	1.9%
18 +	78.0%
2022 Population by Age	
Total	1,533,257
0 - 4	5.8%
5 - 9	6.0%
10 - 14	6.4%
15 - 24	12.7%
25 - 34	12.1%
35 - 44	12.4%
45 - 54	12.4%
55 - 64	13.3%
65 - 74	11.1%
75 - 84	5.8%
85 +	1.9%
18 +	78.1%
2010 Population by Sex	
Males	660,963
Females	701,110
2017 Population by Sex	
Males	711,764
Females	749,021
2022 Population by Sex	
Males	749,305
Females	783,952

April 09, 2018

Market Profile

10 Counties
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	SC(45001),SC(...
2010 Population by Race/Ethnicity	
Total	1,362,073
White Alone	75.5%
Black Alone	18.3%
American Indian Alone	0.3%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.8%
Two or More Races	1.6%
Hispanic Origin	5.5%
Diversity Index	45.9
2017 Population by Race/Ethnicity	
Total	1,460,785
White Alone	74.7%
Black Alone	18.1%
American Indian Alone	0.3%
Asian Alone	1.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.2%
Two or More Races	2.0%
Hispanic Origin	6.3%
Diversity Index	48.0
2022 Population by Race/Ethnicity	
Total	1,533,257
White Alone	73.8%
Black Alone	17.9%
American Indian Alone	0.3%
Asian Alone	2.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.5%
Two or More Races	2.4%
Hispanic Origin	7.2%
Diversity Index	49.9
2010 Population by Relationship and Household Type	
Total	1,362,073
In Households	97.2%
In Family Households	82.1%
Householder	26.7%
Spouse	19.2%
Child	30.6%
Other relative	3.5%
Nonrelative	2.1%
In Nonfamily Households	15.1%
In Group Quarters	2.8%
Institutionalized Population	1.1%
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

April 09, 2018

Market Profile

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	SC(45001),SC(...
2017 Population 25+ by Educational Attainment	
Total	997,428
Less than 9th Grade	5.1%
9th - 12th Grade, No Diploma	10.0%
High School Graduate	24.1%
GED/Alternative Credential	5.3%
Some College, No Degree	19.8%
Associate Degree	9.9%
Bachelor's Degree	16.9%
Graduate/Professional Degree	8.9%
2017 Population 15+ by Marital Status	
Total	1,191,127
Never Married	30.9%
Married	51.3%
Widowed	6.6%
Divorced	11.2%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	94.6%
Civilian Unemployed (Unemployment Rate)	5.4%
2017 Employed Population 16+ by Industry	
Total	658,585
Agriculture/Mining	0.6%
Construction	6.1%
Manufacturing	19.7%
Wholesale Trade	3.2%
Retail Trade	11.0%
Transportation/Utilities	4.4%
Information	1.4%
Finance/Insurance/Real Estate	4.6%
Services	46.6%
Public Administration	2.4%
2017 Employed Population 16+ by Occupation	
Total	658,585
White Collar	56.2%
Management/Business/Financial	12.1%
Professional	20.5%
Sales	10.9%
Administrative Support	12.8%
Services	17.2%
Blue Collar	26.6%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	3.7%
Production	10.7%
Transportation/Material Moving	6.8%
2010 Population By Urban/ Rural Status	
Total Population	1,362,073
Population Inside Urbanized Area	57.1%
Population Inside Urbanized Cluster	10.6%
Rural Population	32.3%

April 09, 2018

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2010 Households by Type	
Total	532,065
Households with 1 Person	26.4%
Households with 2+ People	73.6%
Family Households	68.3%
Husband-wife Families	49.3%
With Related Children	20.6%
Other Family (No Spouse Present)	19.1%
Other Family with Male Householder	4.7%
With Related Children	2.6%
Other Family with Female Householder	14.3%
With Related Children	9.4%
Nonfamily Households	5.3%
All Households with Children	33.0%
Multigenerational Households	4.2%
Unmarried Partner Households	5.6%
Male-female	5.0%
Same-sex	0.6%
2010 Households by Size	
Total	532,065
1 Person Household	26.4%
2 Person Household	34.5%
3 Person Household	16.9%
4 Person Household	13.2%
5 Person Household	5.7%
6 Person Household	2.1%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	532,065
Owner Occupied	69.5%
Owned with a Mortgage/Loan	45.4%
Owned Free and Clear	24.2%
Renter Occupied	30.5%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	604,863
Housing Units Inside Urbanized Area	55.7%
Housing Units Inside Urbanized Cluster	11.0%
Rural Housing Units	33.3%

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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	SC(45001),SC(...
Top 3 Tapestry Segments	
1.	Southern Satellites (10A)
2.	Middleburg (4C)
3.	Rural Bypasses (10E)
2017 Consumer Spending	
Apparel & Services: Total $	$959,584,137
Average Spent	$1,689.42
Spending Potential Index	78
Education: Total $	$582,348,948
Average Spent	$1,025.27
Spending Potential Index	70
Entertainment/Recreation: Total $	$1,442,949,349
Average Spent	$2,540.42
Spending Potential Index	81
Food at Home: Total $	$2,378,497,407
Average Spent	$4,187.52
Spending Potential Index	83
Food Away from Home: Total $	$1,519,441,233
Average Spent	$2,675.09
Spending Potential Index	80
Health Care: Total $	$2,696,801,300
Average Spent	$4,747.92
Spending Potential Index	85
HH Furnishings & Equipment: Total $	$894,887,835
Average Spent	$1,575.52
Spending Potential Index	81
Personal Care Products & Services: Total $	$356,556,839
Average Spent	$627.75
Spending Potential Index	79
Shelter: Total $	$7,000,473,166
Average Spent	$12,324.86
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total $	$1,085,664,080
Average Spent	$1,911.39
Spending Potential Index	82
Travel: Total $	$880,094,188
Average Spent	$1,549.47
Spending Potential Index	75
Vehicle Maintenance & Repairs: Total $	$506,274,985
Average Spent	$891.34
Spending Potential Index	83

April 09, 2018