

Demographics Report

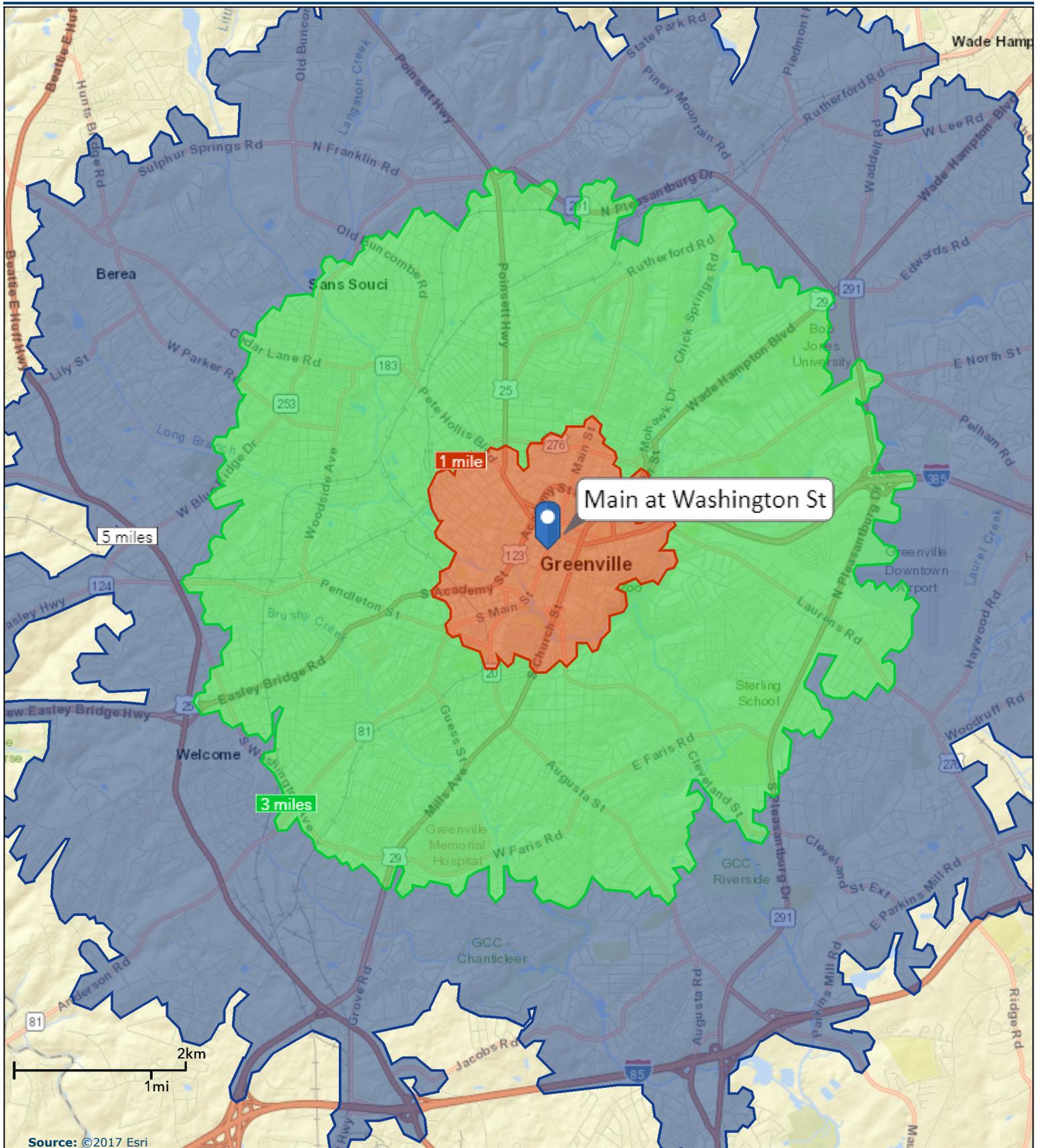
Driving Distance: 1, 3 & 5 Mile Radius

Main at Washington

City of Greenville, SC

2018







Market Profile

Main at Washington St
 2-98 Main St, Greenville, South Carolina, 29601
 Drive Distance: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 34.85076
 Longitude: -82.39897

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,376	56,318	115,877
2010 Total Population	3,927	55,228	117,214
2017 Total Population	4,889	61,018	128,991
2017 Group Quarters	663	3,812	5,462
2022 Total Population	5,432	65,429	138,083
2017-2022 Annual Rate	2.13%	1.41%	1.37%
2017 Total Daytime Population	30,893	101,686	185,051
Workers	28,183	68,175	113,912
Residents	2,710	33,511	71,139
Household Summary			
2000 Households	1,804	23,942	48,798
2000 Average Household Size	1.61	2.21	2.27
2010 Households	2,111	23,164	48,569
2010 Average Household Size	1.55	2.22	2.30
2017 Households	2,668	25,679	53,368
2017 Average Household Size	1.58	2.23	2.31
2022 Households	2,982	27,624	57,212
2022 Average Household Size	1.60	2.23	2.32
2017-2022 Annual Rate	2.25%	1.47%	1.40%
2010 Families	731	12,463	27,765
2010 Average Family Size	2.47	2.97	2.99
2017 Families	890	13,444	29,880
2017 Average Family Size	2.54	3.02	3.04
2022 Families	982	14,288	31,735
2022 Average Family Size	2.57	3.04	3.05
2017-2022 Annual Rate	1.99%	1.23%	1.21%
Housing Unit Summary			
2000 Housing Units	2,035	27,385	54,205
Owner Occupied Housing Units	28.1%	44.3%	48.6%
Renter Occupied Housing Units	60.5%	43.1%	41.4%
Vacant Housing Units	11.4%	12.6%	10.0%
2010 Housing Units	2,527	27,227	55,492
Owner Occupied Housing Units	30.1%	42.0%	44.8%
Renter Occupied Housing Units	53.5%	43.1%	42.7%
Vacant Housing Units	16.5%	14.9%	12.5%
2017 Housing Units	3,170	30,016	60,714
Owner Occupied Housing Units	29.5%	41.3%	44.3%
Renter Occupied Housing Units	54.7%	44.2%	43.6%
Vacant Housing Units	15.8%	14.4%	12.1%
2022 Housing Units	3,548	32,313	65,066
Owner Occupied Housing Units	29.4%	40.8%	44.0%
Renter Occupied Housing Units	54.7%	44.7%	43.9%
Vacant Housing Units	16.0%	14.5%	12.1%
Median Household Income			
2017	\$34,326	\$34,417	\$37,504
2022	\$48,704	\$38,797	\$43,195
Median Home Value			
2017	\$312,426	\$162,745	\$144,090
2022	\$368,622	\$197,540	\$170,334
Per Capita Income			
2017	\$31,667	\$25,329	\$25,179
2022	\$39,050	\$28,766	\$28,797
Median Age			
2010	41.0	36.0	35.3
2017	42.7	37.2	36.5
2022	43.8	37.9	37.4

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	2,668	25,679	53,368
<\$15,000	23.9%	22.8%	19.7%
\$15,000 - \$24,999	16.0%	16.0%	15.2%
\$25,000 - \$34,999	10.7%	11.8%	12.2%
\$35,000 - \$49,999	8.8%	12.1%	13.6%
\$50,000 - \$74,999	15.6%	14.7%	16.3%
\$75,000 - \$99,999	9.6%	8.1%	8.8%
\$100,000 - \$149,999	9.1%	7.6%	7.7%
\$150,000 - \$199,999	4.0%	3.1%	2.9%
\$200,000+	2.4%	3.8%	3.7%
Average Household Income	\$56,062	\$57,484	\$58,818
2022 Households by Income			
Household Income Base	2,982	27,624	57,212
<\$15,000	18.9%	21.6%	18.6%
\$15,000 - \$24,999	15.3%	14.7%	13.7%
\$25,000 - \$34,999	8.8%	10.3%	10.5%
\$35,000 - \$49,999	7.5%	10.7%	11.7%
\$50,000 - \$74,999	16.9%	15.8%	17.4%
\$75,000 - \$99,999	12.9%	10.1%	11.2%
\$100,000 - \$149,999	11.8%	9.0%	9.4%
\$150,000 - \$199,999	5.0%	3.5%	3.3%
\$200,000+	3.0%	4.2%	4.2%
Average Household Income	\$70,109	\$65,689	\$67,565
2017 Owner Occupied Housing Units by Value			
Total	935	12,397	26,877
<\$50,000	5.9%	9.9%	8.4%
\$50,000 - \$99,999	8.1%	22.5%	24.9%
\$100,000 - \$149,999	9.0%	14.6%	18.9%
\$150,000 - \$199,999	6.3%	11.9%	12.6%
\$200,000 - \$249,999	10.5%	8.4%	7.6%
\$250,000 - \$299,999	8.0%	6.3%	5.3%
\$300,000 - \$399,999	18.1%	8.8%	7.3%
\$400,000 - \$499,999	14.3%	5.8%	4.4%
\$500,000 - \$749,999	13.7%	8.2%	7.1%
\$750,000 - \$999,999	4.5%	2.6%	2.3%
\$1,000,000 +	1.7%	1.0%	1.1%
Average Home Value	\$349,119	\$238,362	\$222,201
2022 Owner Occupied Housing Units by Value			
Total	1,043	13,178	28,643
<\$50,000	4.5%	7.8%	6.3%
\$50,000 - \$99,999	6.5%	19.3%	21.2%
\$100,000 - \$149,999	6.1%	12.9%	17.5%
\$150,000 - \$199,999	4.3%	10.6%	12.2%
\$200,000 - \$249,999	8.3%	7.8%	7.6%
\$250,000 - \$299,999	7.3%	6.3%	5.7%
\$300,000 - \$399,999	18.8%	10.3%	8.8%
\$400,000 - \$499,999	17.8%	8.0%	5.8%
\$500,000 - \$749,999	19.6%	12.7%	10.8%
\$750,000 - \$999,999	5.7%	3.6%	3.2%
\$1,000,000 +	1.1%	0.7%	0.9%
Average Home Value	\$390,988	\$277,787	\$257,037

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



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2010 Population by Age			
Total	3,926	55,229	117,212
0 - 4	3.7%	7.1%	7.2%
5 - 9	3.6%	5.7%	5.9%
10 - 14	2.6%	5.0%	5.4%
15 - 24	9.2%	14.4%	15.2%
25 - 34	20.5%	16.4%	15.8%
35 - 44	17.0%	13.6%	12.9%
45 - 54	16.9%	13.8%	13.1%
55 - 64	14.7%	11.5%	10.9%
65 - 74	7.0%	6.2%	6.7%
75 - 84	3.2%	4.0%	4.6%
85 +	1.6%	2.3%	2.2%
18 +	88.3%	79.0%	78.1%
2017 Population by Age			
Total	4,888	61,017	128,990
0 - 4	3.4%	6.5%	6.6%
5 - 9	3.6%	6.2%	6.4%
10 - 14	3.0%	5.4%	5.7%
15 - 24	8.7%	13.4%	13.6%
25 - 34	19.8%	15.5%	15.7%
35 - 44	14.7%	13.4%	12.9%
45 - 54	14.8%	12.4%	12.1%
55 - 64	16.3%	12.7%	11.9%
65 - 74	10.3%	8.4%	8.5%
75 - 84	3.7%	3.9%	4.4%
85 +	1.7%	2.3%	2.3%
18 +	88.4%	79.0%	78.3%
2022 Population by Age			
Total	5,430	65,428	138,085
0 - 4	3.3%	6.4%	6.5%
5 - 9	3.2%	6.1%	6.2%
10 - 14	3.2%	6.0%	6.1%
15 - 24	8.9%	13.2%	13.5%
25 - 34	18.9%	14.6%	14.5%
35 - 44	14.2%	13.4%	13.1%
45 - 54	13.8%	11.9%	11.6%
55 - 64	15.6%	12.1%	11.8%
65 - 74	12.3%	9.7%	9.5%
75 - 84	4.9%	4.7%	5.1%
85 +	1.7%	2.0%	2.1%
18 +	88.5%	78.5%	77.9%
2010 Population by Sex			
Males	2,170	27,139	56,839
Females	1,757	28,089	60,375
2017 Population by Sex			
Males	2,647	30,106	62,872
Females	2,242	30,912	66,118
2022 Population by Sex			
Males	2,925	32,362	67,408
Females	2,507	33,067	70,676

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	3,926	55,227	117,214
White Alone	61.8%	59.4%	61.9%
Black Alone	33.8%	32.5%	27.4%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	0.9%	0.9%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.6%	4.8%	6.9%
Two or More Races	1.4%	2.0%	2.1%
Hispanic Origin	3.8%	8.9%	12.1%
Diversity Index	54.0	61.6	63.9
2017 Population by Race/Ethnicity			
Total	4,888	61,016	128,991
White Alone	62.5%	58.9%	61.0%
Black Alone	32.3%	31.9%	26.9%
American Indian Alone	0.5%	0.3%	0.4%
Asian Alone	1.1%	1.0%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.7%	5.4%	7.6%
Two or More Races	1.7%	2.4%	2.5%
Hispanic Origin	4.1%	9.9%	13.3%
Diversity Index	54.3	63.1	65.7
2022 Population by Race/Ethnicity			
Total	5,432	65,428	138,083
White Alone	62.6%	58.4%	60.3%
Black Alone	31.6%	31.5%	26.7%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.3%	1.1%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.8%	5.8%	8.1%
Two or More Races	2.0%	2.8%	2.9%
Hispanic Origin	4.5%	10.8%	14.4%
Diversity Index	55.0	64.5	67.2
2010 Population by Relationship and Household Type			
Total	3,927	55,228	117,214
In Households	83.1%	93.1%	95.3%
In Family Households	47.2%	69.7%	73.6%
Householder	17.1%	22.4%	23.7%
Spouse	11.0%	13.1%	14.6%
Child	15.4%	27.2%	28.1%
Other relative	2.4%	4.4%	4.6%
Nonrelative	1.3%	2.6%	2.7%
In Nonfamily Households	35.9%	23.4%	21.7%
In Group Quarters	16.9%	6.9%	4.7%
Institutionalized Population	5.7%	2.7%	1.4%
Noninstitutionalized Population	11.2%	4.2%	3.3%

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	3,974	41,811	87,340
Less than 9th Grade	4.5%	6.8%	6.8%
9th - 12th Grade, No Diploma	10.5%	13.1%	11.4%
High School Graduate	19.0%	20.2%	21.3%
GED/Alternative Credential	3.7%	4.3%	4.3%
Some College, No Degree	14.4%	17.3%	18.3%
Associate Degree	5.6%	6.3%	6.8%
Bachelor's Degree	21.9%	19.6%	19.7%
Graduate/Professional Degree	20.4%	12.3%	11.5%
2017 Population 15+ by Marital Status			
Total	4,402	49,964	104,935
Never Married	43.1%	42.1%	40.2%
Married	36.0%	39.1%	40.7%
Widowed	5.2%	5.6%	6.1%
Divorced	15.7%	13.2%	13.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	94.1%	93.7%	93.8%
Civilian Unemployed (Unemployment Rate)	5.9%	6.3%	6.2%
2017 Employed Population 16+ by Industry			
Total	2,176	26,923	57,826
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	4.2%	7.9%	7.0%
Manufacturing	14.1%	12.8%	13.7%
Wholesale Trade	4.0%	3.3%	2.9%
Retail Trade	8.0%	9.3%	10.3%
Transportation/Utilities	2.2%	2.9%	3.0%
Information	1.4%	1.8%	1.6%
Finance/Insurance/Real Estate	8.0%	6.5%	5.8%
Services	56.1%	53.5%	53.4%
Public Administration	1.9%	1.8%	2.0%
2017 Employed Population 16+ by Occupation			
Total	2,177	26,924	57,827
White Collar	77.8%	58.4%	56.7%
Management/Business/Financial	23.4%	13.4%	12.5%
Professional	31.1%	22.4%	21.3%
Sales	15.1%	11.8%	11.3%
Administrative Support	8.2%	10.8%	11.7%
Services	12.4%	19.9%	20.6%
Blue Collar	9.9%	21.7%	22.6%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	1.3%	6.5%	6.2%
Installation/Maintenance/Repair	2.1%	2.3%	2.3%
Production	3.1%	6.8%	8.2%
Transportation/Material Moving	3.4%	5.8%	5.8%
2010 Population By Urban/ Rural Status			
Total Population	3,927	55,228	117,214
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

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	2,111	23,164	48,569
Households with 1 Person	56.8%	38.6%	35.3%
Households with 2+ People	43.2%	61.4%	64.7%
Family Households	34.6%	53.8%	57.2%
Husband-wife Families	22.0%	31.7%	35.2%
With Related Children	6.5%	13.6%	14.6%
Other Family (No Spouse Present)	12.6%	22.1%	22.0%
Other Family with Male Householder	3.4%	4.9%	5.1%
With Related Children	1.2%	2.3%	2.5%
Other Family with Female Householder	9.2%	17.2%	16.9%
With Related Children	5.0%	10.8%	10.9%
Nonfamily Households	8.6%	7.6%	7.5%
All Households with Children	12.9%	27.1%	28.4%
Multigenerational Households	1.8%	3.8%	3.8%
Unmarried Partner Households	5.3%	6.9%	6.8%
Male-female	4.8%	6.1%	6.0%
Same-sex	0.5%	0.8%	0.7%
2010 Households by Size			
Total	2,111	23,164	48,571
1 Person Household	56.8%	38.6%	35.3%
2 Person Household	27.9%	29.9%	31.4%
3 Person Household	8.0%	14.1%	14.9%
4 Person Household	4.5%	9.7%	10.2%
5 Person Household	1.8%	4.6%	4.9%
6 Person Household	0.7%	1.9%	2.0%
7 + Person Household	0.4%	1.2%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	2,111	23,164	48,569
Owner Occupied	36.0%	49.3%	51.2%
Owned with a Mortgage/Loan	26.9%	34.5%	34.0%
Owned Free and Clear	9.1%	14.9%	17.3%
Renter Occupied	64.0%	50.7%	48.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,527	27,227	55,492
Housing Units Inside Urbanized Area	100.0%	100.0%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.3%

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.

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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Hardscrabble Road (8G)	Hardscrabble Road (8G)
2.	Old and Newcomers (8F)	In Style (5B)	Young and Restless (11B)
3.	Modest Income Homes	Modest Income Homes	In Style (5B)
2017 Consumer Spending			
Apparel & Services: Total \$	\$4,126,567	\$39,915,444	\$85,162,017
Average Spent	\$1,546.69	\$1,554.40	\$1,595.75
Spending Potential Index	72	72	74
Education: Total \$	\$2,837,144	\$26,985,285	\$55,962,093
Average Spent	\$1,063.40	\$1,050.87	\$1,048.61
Spending Potential Index	73	72	72
Entertainment/Recreation: Total \$	\$5,750,214	\$57,427,543	\$122,723,197
Average Spent	\$2,155.25	\$2,236.36	\$2,299.57
Spending Potential Index	69	72	74
Food at Home: Total \$	\$9,732,704	\$96,614,910	\$207,119,049
Average Spent	\$3,647.94	\$3,762.41	\$3,880.96
Spending Potential Index	72	75	77
Food Away from Home: Total \$	\$6,520,530	\$62,584,578	\$134,180,178
Average Spent	\$2,443.98	\$2,437.19	\$2,514.24
Spending Potential Index	73	73	75
Health Care: Total \$	\$9,866,932	\$102,140,808	\$219,044,808
Average Spent	\$3,698.25	\$3,977.60	\$4,104.42
Spending Potential Index	66	71	73
HH Furnishings & Equipment: Total \$	\$3,597,786	\$35,893,324	\$76,615,573
Average Spent	\$1,348.50	\$1,397.77	\$1,435.61
Spending Potential Index	69	72	74
Personal Care Products & Services: Total \$	\$1,506,634	\$14,662,072	\$31,237,169
Average Spent	\$564.71	\$570.98	\$585.32
Spending Potential Index	71	72	74
Shelter: Total \$	\$32,053,479	\$305,484,461	\$645,579,341
Average Spent	\$12,014.05	\$11,896.28	\$12,096.75
Spending Potential Index	74	73	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,147,148	\$42,371,439	\$90,514,365
Average Spent	\$1,554.40	\$1,650.04	\$1,696.04
Spending Potential Index	66	70	72
Travel: Total \$	\$3,633,007	\$35,830,340	\$75,764,206
Average Spent	\$1,361.70	\$1,395.32	\$1,419.66
Spending Potential Index	66	67	69
Vehicle Maintenance & Repairs: Total \$	\$1,978,227	\$20,003,774	\$42,978,750
Average Spent	\$741.46	\$778.99	\$805.33
Spending Potential Index	69	73	75

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.