Demographics Report

Market Profile: City of Greenville, SC
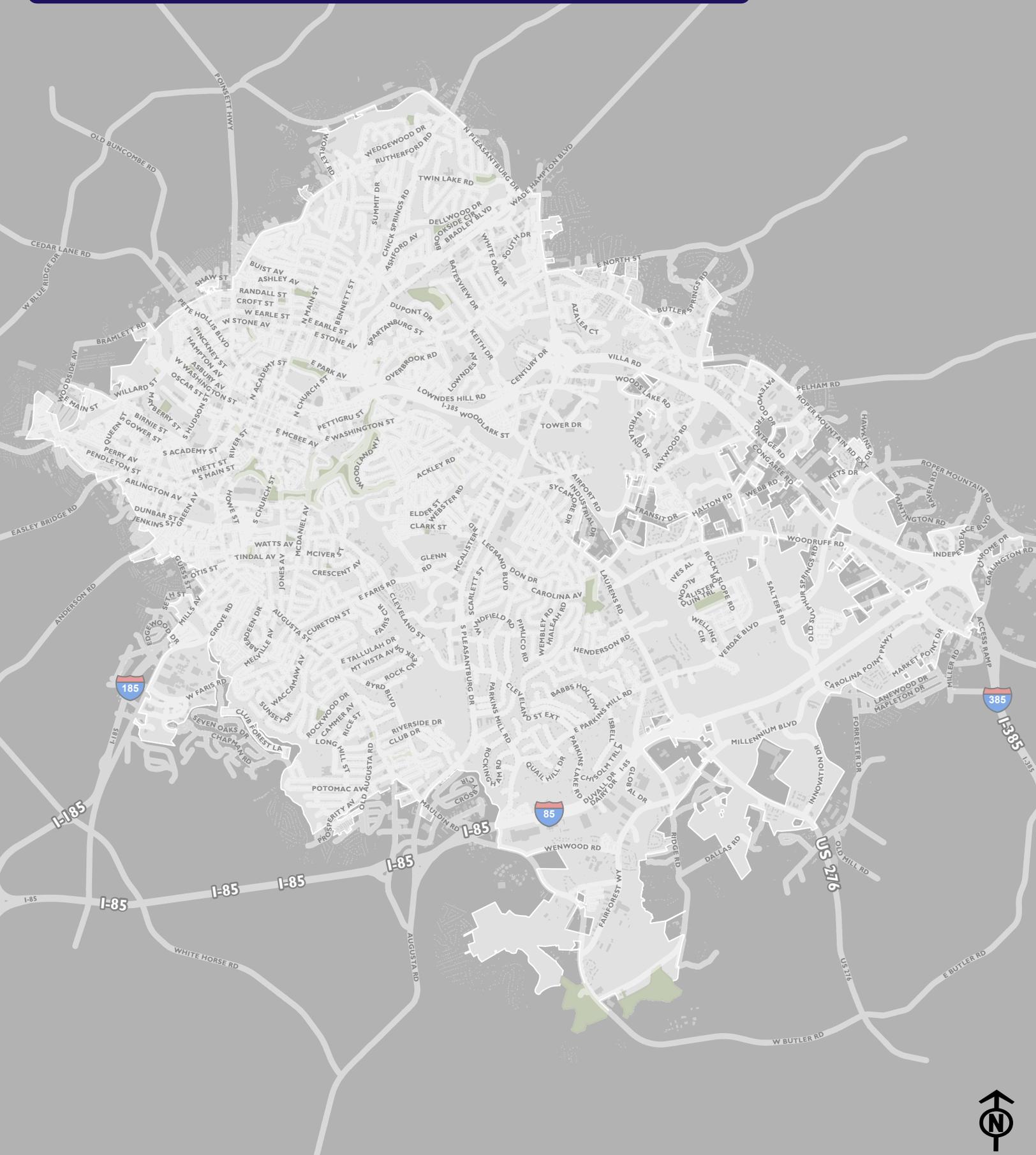
2019

city of **greenville** *South Carolina*

City of Greenville, South Carolina

	Greenville ci...
Population Summary	
2000 Total Population	57,481
2010 Total Population	59,280
2018 Total Population	70,521
2018 Group Quarters	4,823
2023 Total Population	77,222
2018-2023 Annual Rate	1.83%
2018 Total Daytime Population	134,508
Workers	99,346
Residents	35,162
Household Summary	
2000 Households	25,272
2000 Average Household Size	2.10
2010 Households	26,104
2010 Average Household Size	2.07
2018 Households	31,504
2018 Average Household Size	2.09
2023 Households	34,705
2023 Average Household Size	2.09
2018-2023 Annual Rate	1.95%
2010 Families	12,985
2010 Average Family Size	2.87
2018 Families	15,714
2018 Average Family Size	2.91
2023 Families	17,130
2023 Average Family Size	2.93
2018-2023 Annual Rate	1.74%
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%
2018 Housing Units	35,876
Owner Occupied Housing Units	36.0%
Renter Occupied Housing Units	51.8%
Vacant Housing Units	12.2%
2023 Housing Units	39,245
Owner Occupied Housing Units	35.9%
Renter Occupied Housing Units	52.5%
Vacant Housing Units	11.6%
Median Household Income	
2018	$47,972
2023	$54,601
Median Home Value	
2018	$226,855
2023	$263,798
Per Capita Income	
2018	$34,251
2023	$38,579
Median Age	
2010	34.5
2018	36.7
2023	37.7

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

January 07, 2019

	Greenville ci...
2018 Households by Income	
Household Income Base	31,504
<$15,000	16.2%
$15,000 - $24,999	11.0%
$25,000 - $34,999	11.1%
$35,000 - $49,999	13.0%
$50,000 - $74,999	15.9%
$75,000 - $99,999	10.0%
$100,000 - $149,999	11.5%
$150,000 - $199,999	5.0%
$200,000+	6.3%
Average Household Income	$74,841
2023 Households by Income	
Household Income Base	34,704
<$15,000	14.0%
$15,000 - $24,999	9.5%
$25,000 - $34,999	9.9%
$35,000 - $49,999	12.6%
$50,000 - $74,999	16.3%
$75,000 - $99,999	11.2%
$100,000 - $149,999	14.1%
$150,000 - $199,999	5.4%
$200,000+	7.0%
Average Household Income	$84,466
2018 Owner Occupied Housing Units by Value	
Total	12,903
<$50,000	3.6%
$50,000 - $99,999	12.0%
$100,000 - $149,999	13.9%
$150,000 - $199,999	15.2%
$200,000 - $249,999	9.9%
$250,000 - $299,999	8.6%
$300,000 - $399,999	13.4%
$400,000 - $499,999	8.6%
$500,000 - $749,999	9.7%
$750,000 - $999,999	2.6%
$1,000,000 - $1,499,999	1.6%
$1,500,000 - $1,999,999	0.3%
$2,000,000 +	0.6%
Average Home Value	$306,993
2023 Owner Occupied Housing Units by Value	
Total	14,087
<$50,000	2.9%
$50,000 - $99,999	9.5%
$100,000 - $149,999	11.6%
$150,000 - $199,999	14.0%
$200,000 - $249,999	9.6%
$250,000 - $299,999	8.9%
$300,000 - $399,999	16.1%
$400,000 - $499,999	10.6%
$500,000 - $749,999	11.8%
$750,000 - $999,999	2.7%
$1,000,000 - $1,499,999	1.6%
$1,500,000 - $1,999,999	0.3%
$2,000,000 +	0.5%
Average Home Value	$330,702

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.

January 07, 2019

Greenville City, SC 3
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%
2018 Population by Age	
Total	70,522
0 - 4	5.7%
5 - 9	5.7%
10 - 14	5.2%
15 - 24	14.9%
25 - 34	16.1%
35 - 44	13.2%
45 - 54	11.9%
55 - 64	11.9%
65 - 74	8.6%
75 - 84	4.4%
85 +	2.3%
18 +	80.6%
2023 Population by Age	
Total	77,223
0 - 4	5.7%
5 - 9	5.5%
10 - 14	5.4%
15 - 24	14.7%
25 - 34	15.2%
35 - 44	13.2%
45 - 54	11.6%
55 - 64	11.6%
65 - 74	9.7%
75 - 84	5.3%
85 +	2.2%
18 +	80.5%
2010 Population by Sex	
Males	28,527
Females	30,753
2018 Population by Sex	
Males	34,257
Females	36,265
2023 Population by Sex	
Males	37,592
Females	39,631

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

January 07, 2019

	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
2018 Population by Race/Ethnicity	
Total	70,521
White Alone	63.6%
Black Alone	29.3%
American Indian Alone	0.3%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.9%
Two or More Races	2.2%
Hispanic Origin	6.7%
Diversity Index	57.1
2023 Population by Race/Ethnicity	
Total	77,221
White Alone	62.9%
Black Alone	29.3%
American Indian Alone	0.3%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	2.5%
Hispanic Origin	7.4%
Diversity Index	58.5
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%

January 07, 2019

	Greenville ci...
2018 Population 25+ by Educational Attainment	
Total	48,294
Less than 9th Grade	3.7%
9th - 12th Grade, No Diploma	7.6%
High School Graduate	15.7%
GED/Alternative Credential	2.7%
Some College, No Degree	17.2%
Associate Degree	7.6%
Bachelor's Degree	27.5%
Graduate/Professional Degree	18.0%
2018 Population 15+ by Marital Status	
Total	58,790
Never Married	42.4%
Married	40.0%
Widowed	5.7%
Divorced	11.9%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	94.6%
Civilian Unemployed (Unemployment Rate)	5.4%
2018 Employed Population 16+ by Industry	
Total	35,040
Agriculture/Mining	0.3%
Construction	5.1%
Manufacturing	11.7%
Wholesale Trade	2.9%
Retail Trade	9.6%
Transportation/Utilities	2.9%
Information	2.1%
Finance/Insurance/Real Estate	6.8%
Services	56.2%
Public Administration	2.4%
2018 Employed Population 16+ by Occupation	
Total	35,037
White Collar	67.5%
Management/Business/Financial	16.4%
Professional	27.2%
Sales	12.5%
Administrative Support	11.3%
Services	17.1%
Blue Collar	15.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	2.0%
Production	6.5%
Transportation/Material Moving	4.2%
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%

January 07, 2019

	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%

January 07, 2019

	Greenville ci...
Top 3 Tapestry Segments	
1.	Young and Restless (11B)
2.	In Style (5B)
3.	Modest Income Homes
2018 Consumer Spending	
Apparel & Services: Total $	$63,161,218
Average Spent	$2,004.86
Spending Potential Index	92
Education: Total $	$41,404,978
Average Spent	$1,314.28
Spending Potential Index	91
Entertainment/Recreation: Total $	$90,737,096
Average Spent	$2,880.18
Spending Potential Index	89
Food at Home: Total $	$146,835,998
Average Spent	$4,660.87
Spending Potential Index	93
Food Away from Home: Total $	$102,948,654
Average Spent	$3,267.80
Spending Potential Index	93
Health Care: Total $	$158,230,865
Average Spent	$5,022.56
Spending Potential Index	88
HH Furnishings & Equipment: Total $	$59,120,688
Average Spent	$1,876.61
Spending Potential Index	90
Personal Care Products & Services: Total $	$23,875,732
Average Spent	$757.86
Spending Potential Index	92
Shelter: Total $	$492,163,741
Average Spent	$15,622.26
Spending Potential Index	93
Support Payments/Cash Contributions/Gifts in Kind: Total $	$68,446,570
Average Spent	$2,172.63
Spending Potential Index	87
Travel: Total $	$58,272,891
Average Spent	$1,849.70
Spending Potential Index	86
Vehicle Maintenance & Repairs: Total $	$30,833,617
Average Spent	$978.72
Spending Potential Index	91

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.

January 07, 2019