

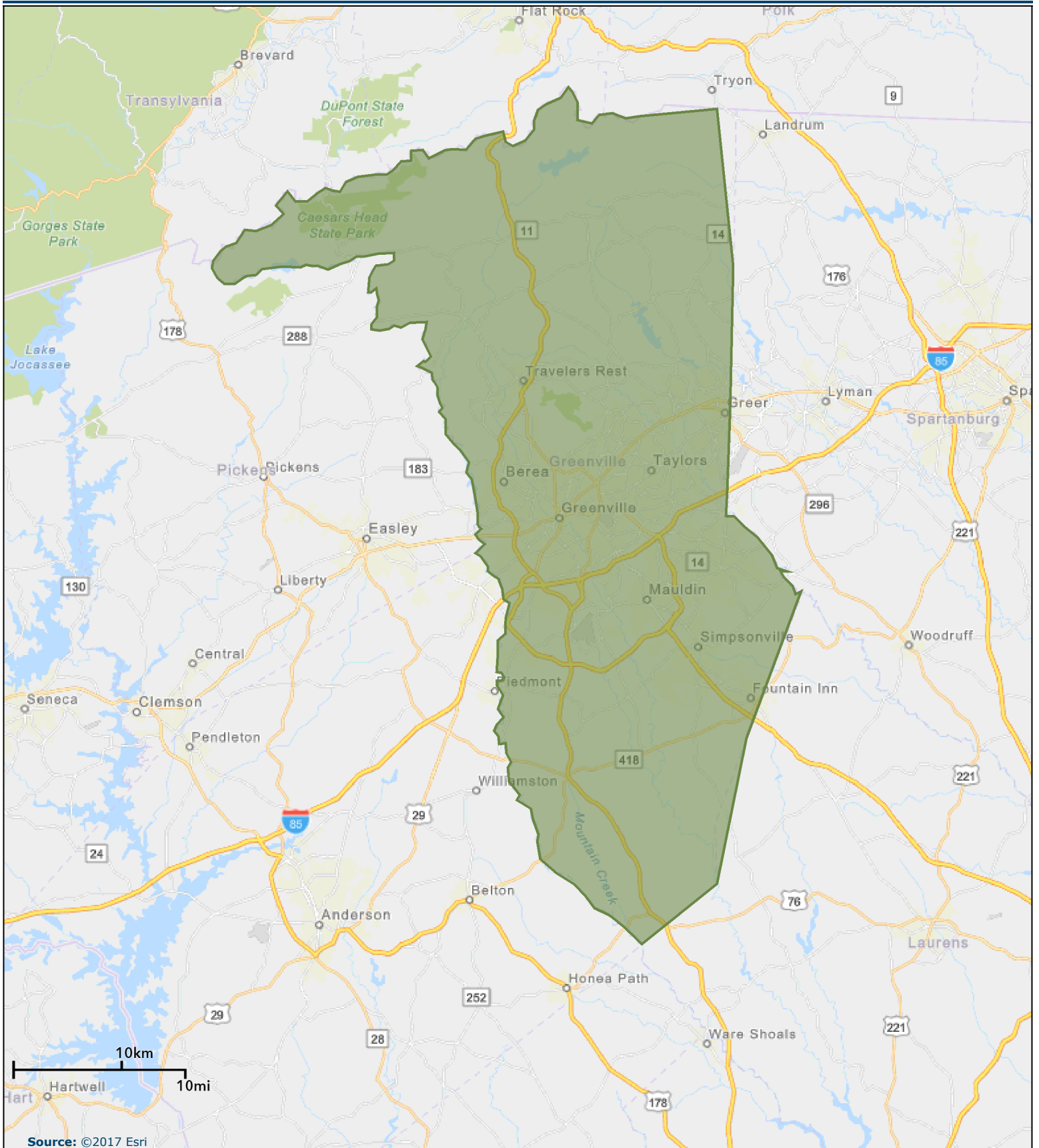
Demographics Report

Market Profile: Greenville County

2018



Economic Development Department
www.greenvilleSCbusiness.com





Market Profile

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

Prepared by Esri

	Greenville Co...
Population Summary	
2000 Total Population	379,616
2010 Total Population	451,225
2017 Total Population	506,457
2017 Group Quarters	11,839
2022 Total Population	547,045
2017-2022 Annual Rate	1.55%
2017 Total Daytime Population	538,687
Workers	270,648
Residents	268,039
Household Summary	
2000 Households	149,556
2000 Average Household Size	2.47
2010 Households	176,531
2010 Average Household Size	2.49
2017 Households	197,751
2017 Average Household Size	2.50
2022 Households	213,510
2022 Average Household Size	2.51
2017-2022 Annual Rate	1.55%
2010 Families	119,362
2010 Average Family Size	3.03
2017 Families	131,956
2017 Average Family Size	3.06
2022 Families	141,668
2022 Average Family Size	3.08
2017-2022 Annual Rate	1.43%
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%
2017 Housing Units	215,477
Owner Occupied Housing Units	61.5%
Renter Occupied Housing Units	30.3%
Vacant Housing Units	8.2%
2022 Housing Units	232,113
Owner Occupied Housing Units	61.6%
Renter Occupied Housing Units	30.4%
Vacant Housing Units	8.0%
Median Household Income	
2017	\$52,473
2022	\$59,137
Median Home Value	
2017	\$169,770
2022	\$191,798
Per Capita Income	
2017	\$28,795
2022	\$32,761
Median Age	
2010	37.1
2017	38.4
2022	39.2

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	197,751
<\$15,000	12.4%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	4.7%
\$200,000+	4.3%

Average Household Income \$72,356

2022 Households by Income

Household Income Base	213,510
<\$15,000	11.5%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	19.1%
\$75,000 - \$99,999	14.4%
\$100,000 - \$149,999	14.9%
\$150,000 - \$199,999	5.4%
\$200,000+	5.0%

Average Household Income \$82,649

2017 Owner Occupied Housing Units by Value

Total	132,435
<\$50,000	6.2%
\$50,000 - \$99,999	14.9%
\$100,000 - \$149,999	21.2%
\$150,000 - \$199,999	19.5%
\$200,000 - \$249,999	10.6%
\$250,000 - \$299,999	7.3%
\$300,000 - \$399,999	8.4%
\$400,000 - \$499,999	4.2%
\$500,000 - \$749,999	5.1%
\$750,000 - \$999,999	1.6%
\$1,000,000 +	1.0%

Average Home Value \$224,153

2022 Owner Occupied Housing Units by Value

Total	142,952
<\$50,000	4.2%
\$50,000 - \$99,999	11.8%
\$100,000 - \$149,999	18.5%
\$150,000 - \$199,999	18.5%
\$200,000 - \$249,999	10.8%
\$250,000 - \$299,999	8.1%
\$300,000 - \$399,999	10.5%
\$400,000 - \$499,999	6.1%
\$500,000 - \$749,999	8.2%
\$750,000 - \$999,999	2.3%
\$1,000,000 +	0.9%

Average Home Value \$259,177

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.

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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%
2017 Population by Age	
Total	506,457
0 - 4	6.3%
5 - 9	6.6%
10 - 14	6.5%
15 - 24	12.7%
25 - 34	13.4%
35 - 44	13.1%
45 - 54	13.4%
55 - 64	12.8%
65 - 74	9.2%
75 - 84	4.3%
85 +	1.8%
18 +	77.1%
2022 Population by Age	
Total	547,045
0 - 4	6.2%
5 - 9	6.4%
10 - 14	6.7%
15 - 24	12.3%
25 - 34	12.8%
35 - 44	13.3%
45 - 54	12.6%
55 - 64	12.7%
65 - 74	10.1%
75 - 84	5.2%
85 +	1.8%
18 +	77.1%
2010 Population by Sex	
Males	218,791
Females	232,434
2017 Population by Sex	
Males	246,326
Females	260,131
2022 Population by Sex	
Males	266,577
Females	280,468

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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		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
2017 Population by Race/Ethnicity		
Total		506,457
White Alone		73.0%
Black Alone		17.8%
American Indian Alone		0.3%
Asian Alone		2.2%
Pacific Islander Alone		0.1%
Some Other Race Alone		4.3%
Two or More Races		2.3%
Hispanic Origin		9.0%
Diversity Index		52.7
2022 Population by Race/Ethnicity		
Total		547,045
White Alone		72.3%
Black Alone		17.6%
American Indian Alone		0.3%
Asian Alone		2.5%
Pacific Islander Alone		0.1%
Some Other Race Alone		4.6%
Two or More Races		2.6%
Hispanic Origin		9.9%
Diversity Index		54.5
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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	Greenville Co...
2017 Population 25+ by Educational Attainment	
Total	343,990
Less than 9th Grade	4.3%
9th - 12th Grade, No Diploma	7.9%
High School Graduate	21.6%
GED/Alternative Credential	4.0%
Some College, No Degree	19.3%
Associate Degree	9.2%
Bachelor's Degree	22.2%
Graduate/Professional Degree	11.6%
2017 Population 15+ by Marital Status	
Total	408,351
Never Married	31.5%
Married	51.7%
Widowed	5.7%
Divorced	11.1%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	95.6%
Civilian Unemployed (Unemployment Rate)	4.4%
2017 Employed Population 16+ by Industry	
Total	240,695
Agriculture/Mining	0.4%
Construction	6.2%
Manufacturing	16.9%
Wholesale Trade	3.6%
Retail Trade	10.5%
Transportation/Utilities	3.9%
Information	1.7%
Finance/Insurance/Real Estate	5.6%
Services	48.9%
Public Administration	2.2%
2017 Employed Population 16+ by Occupation	
Total	240,695
White Collar	61.5%
Management/Business/Financial	14.7%
Professional	22.6%
Sales	11.4%
Administrative Support	12.7%
Services	17.0%
Blue Collar	21.5%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.9%
Installation/Maintenance/Repair	2.9%
Production	8.0%
Transportation/Material Moving	5.5%
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%

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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	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%

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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		Greenville Co...
Top 3 Tapestry Segments		
	1.	Middleburg (4C)
	2.	Southern Satellites (10A)
	3.	Soccer Moms (4A)
2017 Consumer Spending		
Apparel & Services: Total \$		\$384,062,838
Average Spent		\$1,942.15
Spending Potential Index		90
Education: Total \$		\$244,909,254
Average Spent		\$1,238.47
Spending Potential Index		85
Entertainment/Recreation: Total \$		\$559,414,053
Average Spent		\$2,828.88
Spending Potential Index		91
Food at Home: Total \$		\$911,736,665
Average Spent		\$4,610.53
Spending Potential Index		92
Food Away from Home: Total \$		\$601,560,121
Average Spent		\$3,042.01
Spending Potential Index		91
Health Care: Total \$		\$1,015,055,969
Average Spent		\$5,133.00
Spending Potential Index		92
HH Furnishings & Equipment: Total \$		\$350,821,128
Average Spent		\$1,774.05
Spending Potential Index		91
Personal Care Products & Services: Total \$		\$141,684,341
Average Spent		\$716.48
Spending Potential Index		90
Shelter: Total \$		\$2,829,186,876
Average Spent		\$14,306.81
Spending Potential Index		88
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$421,712,360
Average Spent		\$2,132.54
Spending Potential Index		91
Travel: Total \$		\$356,985,023
Average Spent		\$1,805.22
Spending Potential Index		87
Vehicle Maintenance & Repairs: Total \$		\$194,101,350
Average Spent		\$981.54
Spending Potential Index		92

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.