



# Market Profile

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

Prepared by Esri

	Greenville Co...
<b>Population Summary</b>	
2000 Total Population	379,616
2010 Total Population	451,225
2016 Total Population	495,777
2016 Group Quarters	11,798
2021 Total Population	537,756
2016-2021 Annual Rate	1.64%
<b>Household Summary</b>	
2000 Households	149,556
2000 Average Household Size	2.47
2010 Households	176,531
2010 Average Household Size	2.49
2016 Households	191,285
2016 Average Household Size	2.53
2021 Households	206,479
2021 Average Household Size	2.55
2016-2021 Annual Rate	1.54%
2010 Families	119,362
2010 Average Family Size	3.03
2016 Families	127,728
2016 Average Family Size	3.10
2021 Families	137,027
2021 Average Family Size	3.13
2016-2021 Annual Rate	1.42%
<b>Housing Unit Summary</b>	
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%
2016 Housing Units	210,363
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	31.3%
Vacant Housing Units	9.1%
2021 Housing Units	226,207
Owner Occupied Housing Units	59.8%
Renter Occupied Housing Units	31.5%
Vacant Housing Units	8.7%
<b>Median Household Income</b>	
2016	\$50,251
2021	\$54,942
<b>Median Home Value</b>	
2016	\$167,320
2021	\$201,429
<b>Per Capita Income</b>	
2016	\$27,263
2021	\$29,540
<b>Median Age</b>	
2010	37.1
2016	38.1
2021	38.9

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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### 2016 Households by Income

Household Income Base	191,285
<\$15,000	13.1%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	17.7%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	4.6%
\$200,000+	3.8%

Average Household Income \$69,242

### 2021 Households by Income

Household Income Base	206,479
<\$15,000	12.9%
\$15,000 - \$24,999	13.5%
\$25,000 - \$34,999	8.1%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	17.8%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	15.2%
\$150,000 - \$199,999	5.6%
\$200,000+	4.1%

Average Household Income \$75,621

### 2016 Owner Occupied Housing Units by Value

Total	125,430
<\$50,000	8.5%
\$50,000 - \$99,999	15.0%
\$100,000 - \$149,999	20.3%
\$150,000 - \$199,999	17.9%
\$200,000 - \$249,999	11.3%
\$250,000 - \$299,999	7.3%
\$300,000 - \$399,999	8.4%
\$400,000 - \$499,999	4.1%
\$500,000 - \$749,999	4.3%
\$750,000 - \$999,999	1.6%
\$1,000,000 +	1.4%

Average Home Value \$221,759

### 2021 Owner Occupied Housing Units by Value

Total	135,332
<\$50,000	5.8%
\$50,000 - \$99,999	9.8%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	20.2%
\$200,000 - \$249,999	16.8%
\$250,000 - \$299,999	11.3%
\$300,000 - \$399,999	8.6%
\$400,000 - \$499,999	4.4%
\$500,000 - \$749,999	5.8%
\$750,000 - \$999,999	2.2%
\$1,000,000 +	1.5%

Average Home Value \$254,154

**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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	<b>Greenville Co...</b>
<b>2010 Population by Age</b>	
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%
<b>2016 Population by Age</b>	
Total	495,777
0 - 4	6.5%
5 - 9	6.7%
10 - 14	6.5%
15 - 24	13.0%
25 - 34	13.3%
35 - 44	13.3%
45 - 54	13.6%
55 - 64	12.6%
65 - 74	8.8%
75 - 84	4.2%
85 +	1.7%
18 +	76.7%
<b>2021 Population by Age</b>	
Total	537,756
0 - 4	6.3%
5 - 9	6.4%
10 - 14	6.7%
15 - 24	12.4%
25 - 34	12.8%
35 - 44	13.3%
45 - 54	12.8%
55 - 64	12.7%
65 - 74	9.8%
75 - 84	4.9%
85 +	1.7%
18 +	76.9%
<b>2010 Population by Sex</b>	
Males	218,791
Females	232,434
<b>2016 Population by Sex</b>	
Males	241,084
Females	254,693
<b>2021 Population by Sex</b>	
Males	262,002
Females	275,754

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



# Market Profile

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		Greenville Co...
<b>2010 Population by Race/Ethnicity</b>		
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
<b>2016 Population by Race/Ethnicity</b>		
Total		495,777
White Alone		72.7%
Black Alone		18.0%
American Indian Alone		0.3%
Asian Alone		2.3%
Pacific Islander Alone		0.1%
Some Other Race Alone		4.4%
Two or More Races		2.3%
Hispanic Origin		9.2%
Diversity Index		53.3
<b>2021 Population by Race/Ethnicity</b>		
Total		537,756
White Alone		71.6%
Black Alone		17.9%
American Indian Alone		0.3%
Asian Alone		2.6%
Pacific Islander Alone		0.1%
Some Other Race Alone		4.8%
Two or More Races		2.7%
Hispanic Origin		10.3%
Diversity Index		55.6
<b>2010 Population by Relationship and Household Type</b>		
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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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	<b>Greenville Co...</b>
<b>2016 Population 25+ by Educational Attainment</b>	
Total	334,226
Less than 9th Grade	4.1%
9th - 12th Grade, No Diploma	7.9%
High School Graduate	22.4%
GED/Alternative Credential	4.3%
Some College, No Degree	19.5%
Associate Degree	8.6%
Bachelor's Degree	21.5%
Graduate/Professional Degree	11.8%
<b>2016 Population 15+ by Marital Status</b>	
Total	398,490
Never Married	31.3%
Married	51.5%
Widowed	5.9%
Divorced	11.3%
<b>2016 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	95.1%
Civilian Unemployed	4.9%
<b>2016 Employed Population 16+ by Industry</b>	
Total	238,934
Agriculture/Mining	0.5%
Construction	6.4%
Manufacturing	16.6%
Wholesale Trade	4.3%
Retail Trade	11.7%
Transportation/Utilities	4.1%
Information	1.7%
Finance/Insurance/Real Estate	5.1%
Services	46.9%
Public Administration	2.7%
<b>2016 Employed Population 16+ by Occupation</b>	
Total	238,934
White Collar	62.0%
Management/Business/Financial	14.9%
Professional	22.5%
Sales	11.9%
Administrative Support	12.8%
Services	16.4%
Blue Collar	21.6%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	2.9%
Production	8.2%
Transportation/Material Moving	5.5%
<b>2010 Population By Urban/ Rural Status</b>	
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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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	<b>Greenville Co...</b>
<b>2010 Households by Type</b>	
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%
<b>2010 Households by Size</b>	
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%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	176,531
Owner Occupied	67.4%
Owned with a Mortgage/Loan	48.6%
Owned Free and Clear	18.8%
Renter Occupied	32.6%
<b>2010 Housing Units By Urban/ Rural Status</b>	
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 2016 and 2021 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. In Style (5B)

### 2016 Consumer Spending

Apparel & Services: Total \$	\$346,613,394
Average Spent	\$1,812.03
Spending Potential Index	90
Education: Total \$	\$230,157,543
Average Spent	\$1,203.22
Spending Potential Index	85
Entertainment/Recreation: Total \$	\$505,269,294
Average Spent	\$2,641.45
Spending Potential Index	91
Food at Home: Total \$	\$874,443,227
Average Spent	\$4,571.42
Spending Potential Index	92
Food Away from Home: Total \$	\$539,261,271
Average Spent	\$2,819.15
Spending Potential Index	91
Health Care: Total \$	\$926,596,455
Average Spent	\$4,844.06
Spending Potential Index	91
HH Furnishings & Equipment: Total \$	\$305,501,090
Average Spent	\$1,597.10
Spending Potential Index	90
Personal Care Products & Services: Total \$	\$125,792,849
Average Spent	\$657.62
Spending Potential Index	90
Shelter: Total \$	\$2,636,667,449
Average Spent	\$13,783.97
Spending Potential Index	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$405,052,699
Average Spent	\$2,117.54
Spending Potential Index	91
Travel: Total \$	\$310,690,885
Average Spent	\$1,624.23
Spending Potential Index	87
Vehicle Maintenance & Repairs: Total \$	\$180,530,615
Average Spent	\$943.78
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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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# Site Map

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