



Market Profile

Greenville-Anderson-Mauldin, SC Metropolitan Statistical Area
 Greenville-Anderson-Mauldin, SC Metropolitan Statistical Area (24860)
 Geography: Metropolitan Area (CBSA)

Prepared by Esri

	Greenville-An...
Population Summary	
2000 Total Population	725,680
2010 Total Population	824,112
2016 Total Population	880,923
2016 Group Quarters	23,612
2021 Total Population	934,146
2016-2021 Annual Rate	1.18%
Household Summary	
2000 Households	282,801
2000 Average Household Size	2.48
2010 Households	321,113
2010 Average Household Size	2.49
2016 Households	339,530
2016 Average Household Size	2.52
2021 Households	358,439
2021 Average Household Size	2.54
2016-2021 Annual Rate	1.09%
2010 Families	218,531
2010 Average Family Size	3.00
2016 Families	228,196
2016 Average Family Size	3.06
2021 Families	239,420
2021 Average Family Size	3.09
2016-2021 Annual Rate	0.96%
Housing Unit Summary	
2000 Housing Units	312,255
Owner Occupied Housing Units	64.9%
Renter Occupied Housing Units	25.6%
Vacant Housing Units	9.4%
2010 Housing Units	362,189
Owner Occupied Housing Units	61.2%
Renter Occupied Housing Units	27.5%
Vacant Housing Units	11.3%
2016 Housing Units	382,078
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	29.2%
Vacant Housing Units	11.1%
2021 Housing Units	402,407
Owner Occupied Housing Units	59.7%
Renter Occupied Housing Units	29.4%
Vacant Housing Units	10.9%
Median Household Income	
2016	\$46,450
2021	\$51,408
Median Home Value	
2016	\$148,589
2021	\$186,615
Per Capita Income	
2016	\$25,247
2021	\$27,379
Median Age	
2010	37.6
2016	38.7
2021	39.6

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	339,530
<\$15,000	14.2%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	11.0%
\$150,000 - \$199,999	3.8%
\$200,000+	3.0%
Average Household Income	\$64,086
2021 Households by Income	
Household Income Base	358,439
<\$15,000	14.1%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	4.7%
\$200,000+	3.4%
Average Household Income	\$70,013
2016 Owner Occupied Housing Units by Value	
Total	227,806
<\$50,000	12.8%
\$50,000 - \$99,999	18.5%
\$100,000 - \$149,999	19.3%
\$150,000 - \$199,999	16.3%
\$200,000 - \$249,999	9.9%
\$250,000 - \$299,999	6.6%
\$300,000 - \$399,999	7.6%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	1.2%
\$1,000,000 +	1.1%
Average Home Value	\$196,961
2021 Owner Occupied Housing Units by Value	
Total	240,180
<\$50,000	9.1%
\$50,000 - \$99,999	13.3%
\$100,000 - \$149,999	14.1%
\$150,000 - \$199,999	18.6%
\$200,000 - \$249,999	14.5%
\$250,000 - \$299,999	10.6%
\$300,000 - \$399,999	8.4%
\$400,000 - \$499,999	3.9%
\$500,000 - \$749,999	4.8%
\$750,000 - \$999,999	1.6%
\$1,000,000 +	1.2%
Average Home Value	\$230,503

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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2010 Population by Age		
Total		824,112
0 - 4		6.5%
5 - 9		6.4%
10 - 14		6.6%
15 - 24		14.5%
25 - 34		12.5%
35 - 44		13.4%
45 - 54		14.4%
55 - 64		12.1%
65 - 74		7.7%
75 - 84		4.2%
85 +		1.7%
18 +		76.5%
2016 Population by Age		
Total		880,923
0 - 4		6.1%
5 - 9		6.3%
10 - 14		6.3%
15 - 24		13.9%
25 - 34		12.7%
35 - 44		12.6%
45 - 54		13.5%
55 - 64		12.9%
65 - 74		9.4%
75 - 84		4.5%
85 +		1.8%
18 +		77.6%
2021 Population by Age		
Total		934,146
0 - 4		5.9%
5 - 9		6.1%
10 - 14		6.5%
15 - 24		13.3%
25 - 34		12.3%
35 - 44		12.6%
45 - 54		12.6%
55 - 64		13.1%
65 - 74		10.4%
75 - 84		5.3%
85 +		1.9%
18 +		77.8%
2010 Population by Sex		
Males		400,897
Females		423,215
2016 Population by Sex		
Males		429,889
Females		451,034
2021 Population by Sex		
Males		456,936
Females		477,210

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-An...
2010 Population by Race/Ethnicity	
Total	824,112
White Alone	77.1%
Black Alone	16.5%
American Indian Alone	0.3%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.8%
Two or More Races	1.7%
Hispanic Origin	5.9%
Diversity Index	44.7
2016 Population by Race/Ethnicity	
Total	880,923
White Alone	75.9%
Black Alone	16.7%
American Indian Alone	0.3%
Asian Alone	1.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.3%
Two or More Races	2.1%
Hispanic Origin	6.8%
Diversity Index	47.3
2021 Population by Race/Ethnicity	
Total	934,146
White Alone	74.7%
Black Alone	16.7%
American Indian Alone	0.3%
Asian Alone	2.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.7%
Two or More Races	2.5%
Hispanic Origin	7.9%
Diversity Index	49.9
2010 Population by Relationship and Household Type	
Total	824,112
In Households	97.1%
In Family Households	81.7%
Householder	26.5%
Spouse	19.4%
Child	30.3%
Other relative	3.4%
Nonrelative	2.1%
In Nonfamily Households	15.4%
In Group Quarters	2.9%
Institutionalized Population	0.9%
Noninstitutionalized Population	2.0%

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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	Greenville-An...
2016 Population 25+ by Educational Attainment	
Total	592,792
Less than 9th Grade	4.6%
9th - 12th Grade, No Diploma	9.4%
High School Graduate	24.2%
GED/Alternative Credential	5.2%
Some College, No Degree	19.8%
Associate Degree	9.0%
Bachelor's Degree	17.7%
Graduate/Professional Degree	10.0%
2016 Population 15+ by Marital Status	
Total	715,547
Never Married	31.0%
Married	51.4%
Widowed	6.4%
Divorced	11.2%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	94.2%
Civilian Unemployed	5.8%
2016 Employed Population 16+ by Industry	
Total	411,522
Agriculture/Mining	0.6%
Construction	6.5%
Manufacturing	17.8%
Wholesale Trade	3.9%
Retail Trade	12.2%
Transportation/Utilities	4.2%
Information	1.5%
Finance/Insurance/Real Estate	4.6%
Services	45.7%
Public Administration	3.1%
2016 Employed Population 16+ by Occupation	
Total	411,522
White Collar	58.6%
Management/Business/Financial	13.0%
Professional	21.1%
Sales	11.7%
Administrative Support	12.8%
Services	16.8%
Blue Collar	24.6%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	4.9%
Installation/Maintenance/Repair	3.6%
Production	9.6%
Transportation/Material Moving	6.2%
2010 Population By Urban/ Rural Status	
Total Population	824,112
Population Inside Urbanized Area	70.4%
Population Inside Urbanized Cluster	3.7%
Rural Population	25.9%

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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2010 Households by Type	
Total	321,113
Households with 1 Person	26.3%
Households with 2+ People	73.7%
Family Households	68.1%
Husband-wife Families	49.8%
With Related Children	21.2%
Other Family (No Spouse Present)	18.3%
Other Family with Male Householder	4.6%
With Related Children	2.6%
Other Family with Female Householder	13.6%
With Related Children	8.9%
Nonfamily Households	5.6%
All Households with Children	33.0%
Multigenerational Households	4.0%
Unmarried Partner Households	5.5%
Male-female	4.9%
Same-sex	0.6%
2010 Households by Size	
Total	321,113
1 Person Household	26.3%
2 Person Household	34.5%
3 Person Household	16.9%
4 Person Household	13.4%
5 Person Household	5.8%
6 Person Household	2.0%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	321,113
Owner Occupied	69.0%
Owned with a Mortgage/Loan	46.6%
Owned Free and Clear	22.4%
Renter Occupied	31.0%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	362,189
Housing Units Inside Urbanized Area	69.4%
Housing Units Inside Urbanized Cluster	3.9%
Rural Housing Units	26.7%

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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Top 3 Tapestry Segments

1. Southern Satellites (10A)
2. Middleburg (4C)
3. Rural Bypasses (10E)

2016 Consumer Spending

Apparel & Services: Total \$	\$568,785,412
Average Spent	\$1,675.21
Spending Potential Index	83
Education: Total \$	\$367,513,372
Average Spent	\$1,082.42
Spending Potential Index	77
Entertainment/Recreation: Total \$	\$839,095,292
Average Spent	\$2,471.34
Spending Potential Index	85
Food at Home: Total \$	\$1,466,374,540
Average Spent	\$4,318.84
Spending Potential Index	87
Food Away from Home: Total \$	\$888,592,635
Average Spent	\$2,617.13
Spending Potential Index	85
Health Care: Total \$	\$1,568,329,369
Average Spent	\$4,619.12
Spending Potential Index	87
HH Furnishings & Equipment: Total \$	\$501,947,824
Average Spent	\$1,478.36
Spending Potential Index	84
Personal Care Products & Services: Total \$	\$206,805,513
Average Spent	\$609.09
Spending Potential Index	83
Shelter: Total \$	\$4,257,427,584
Average Spent	\$12,539.18
Spending Potential Index	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$674,438,141
Average Spent	\$1,986.39
Spending Potential Index	86
Travel: Total \$	\$500,148,392
Average Spent	\$1,473.06
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total \$	\$302,210,745
Average Spent	\$890.09
Spending Potential Index	86

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.

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