



Market Profile

Main at Washington
 5 N Main St, Greenville, SC, 29601
 Drive Times: 5, 10, 15 minute radii

Latitude: 34.85091
 Longitude: -82.39892

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	17,259	100,066	203,934
2010 Total Population	17,007	101,450	215,481
2015 Total Population	17,993	107,372	228,013
2015 Group Quarters	2,016	5,389	8,445
2020 Total Population	19,115	114,125	242,767
2015-2020 Annual Rate	1.22%	1.23%	1.26%
Household Summary			
2000 Households	7,513	42,968	84,065
2000 Average Household Size	2.10	2.21	2.33
2010 Households	7,385	42,868	88,669
2010 Average Household Size	2.03	2.24	2.33
2015 Households	7,872	45,426	94,112
2015 Average Household Size	2.03	2.25	2.33
2020 Households	8,428	48,409	100,437
2020 Average Household Size	2.03	2.25	2.33
2015-2020 Annual Rate	1.37%	1.28%	1.31%
2010 Families	3,362	23,466	54,070
2010 Average Family Size	2.93	2.97	2.96
2015 Families	3,510	24,470	56,687
2015 Average Family Size	2.94	2.99	2.96
2020 Families	3,711	25,823	60,012
2020 Average Family Size	2.94	2.99	2.97
2015-2020 Annual Rate	1.12%	1.08%	1.15%
Housing Unit Summary			
2000 Housing Units	8,735	48,042	92,330
Owner Occupied Housing Units	34.0%	46.9%	53.5%
Renter Occupied Housing Units	52.0%	42.5%	37.5%
Vacant Housing Units	14.0%	10.6%	9.0%
2010 Housing Units	8,790	49,167	99,768
Owner Occupied Housing Units	34.5%	42.9%	50.0%
Renter Occupied Housing Units	49.5%	44.2%	38.9%
Vacant Housing Units	16.0%	12.8%	11.1%
2015 Housing Units	9,393	52,168	105,682
Owner Occupied Housing Units	32.0%	40.1%	47.5%
Renter Occupied Housing Units	51.8%	46.9%	41.5%
Vacant Housing Units	16.2%	12.9%	10.9%
2020 Housing Units	10,068	55,631	112,632
Owner Occupied Housing Units	31.8%	39.8%	47.3%
Renter Occupied Housing Units	51.9%	47.2%	41.9%
Vacant Housing Units	16.3%	13.0%	10.8%
Median Household Income			
2015	\$26,791	\$34,764	\$40,694
2020	\$32,573	\$39,954	\$47,218
Median Home Value			
2015	\$174,812	\$142,533	\$163,077
2020	\$220,090	\$177,789	\$193,904
Per Capita Income			
2015	\$24,307	\$23,166	\$24,656
2020	\$27,574	\$26,181	\$27,897
Median Age			
2010	39.4	35.2	36.1
2015	40.5	36.0	36.9
2020	41.1	36.9	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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	7,872	45,426	94,112
<\$15,000	29.7%	21.3%	17.2%
\$15,000 - \$24,999	18.4%	16.4%	14.0%
\$25,000 - \$34,999	8.7%	12.6%	12.0%
\$35,000 - \$49,999	10.1%	14.3%	15.1%
\$50,000 - \$74,999	12.5%	14.4%	15.8%
\$75,000 - \$99,999	5.7%	7.9%	10.4%
\$100,000 - \$149,999	7.1%	7.3%	9.5%
\$150,000 - \$199,999	4.4%	2.9%	3.2%
\$200,000+	3.4%	2.9%	2.9%
Average Household Income	\$52,574	\$53,776	\$59,426
2020 Households by Income			
Household Income Base	8,428	48,409	100,437
<\$15,000	28.9%	20.6%	16.3%
\$15,000 - \$24,999	14.3%	12.5%	10.5%
\$25,000 - \$34,999	8.5%	10.8%	10.1%
\$35,000 - \$49,999	10.9%	15.0%	15.4%
\$50,000 - \$74,999	13.4%	16.5%	17.6%
\$75,000 - \$99,999	6.2%	9.1%	11.8%
\$100,000 - \$149,999	8.6%	8.7%	10.9%
\$150,000 - \$199,999	5.4%	3.5%	4.1%
\$200,000+	3.8%	3.3%	3.4%
Average Household Income	\$59,557	\$60,804	\$67,243
2015 Owner Occupied Housing Units by Value			
Total	3,002	20,936	50,231
<\$50,000	7.5%	7.6%	5.8%
\$50,000 - \$99,999	19.5%	23.8%	17.2%
\$100,000 - \$149,999	16.4%	21.9%	22.2%
\$150,000 - \$199,999	13.3%	13.3%	18.4%
\$200,000 - \$249,999	10.6%	8.6%	11.2%
\$250,000 - \$299,999	7.7%	5.8%	7.1%
\$300,000 - \$399,999	8.7%	7.4%	8.0%
\$400,000 - \$499,999	4.9%	3.8%	3.7%
\$500,000 - \$749,999	6.1%	4.7%	3.7%
\$750,000 - \$999,999	2.4%	1.5%	1.2%
\$1,000,000 +	2.9%	1.7%	1.5%
Average Home Value	\$253,331	\$212,087	\$216,282
2020 Owner Occupied Housing Units by Value			
Total	3,206	22,128	53,250
<\$50,000	5.7%	6.1%	4.4%
\$50,000 - \$99,999	14.2%	18.9%	12.9%
\$100,000 - \$149,999	11.8%	17.4%	16.7%
\$150,000 - \$199,999	12.8%	13.4%	18.3%
\$200,000 - \$249,999	13.8%	11.4%	14.4%
\$250,000 - \$299,999	10.3%	8.3%	9.9%
\$300,000 - \$399,999	10.4%	8.9%	9.7%
\$400,000 - \$499,999	5.5%	4.2%	4.4%
\$500,000 - \$749,999	7.9%	6.2%	5.2%
\$750,000 - \$999,999	3.9%	2.6%	2.1%
\$1,000,000 +	3.7%	2.3%	2.2%
Average Home Value	\$299,782	\$250,185	\$254,810

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	17,007	101,451	215,479
0 - 4	5.7%	7.0%	6.9%
5 - 9	4.8%	5.7%	6.0%
10 - 14	4.0%	5.1%	5.8%
15 - 24	11.2%	15.5%	15.0%
25 - 34	17.5%	16.5%	14.9%
35 - 44	14.9%	12.9%	12.9%
45 - 54	15.4%	13.1%	13.4%
55 - 64	13.5%	10.9%	11.4%
65 - 74	6.9%	6.5%	7.2%
75 - 84	3.9%	4.5%	4.5%
85 +	2.2%	2.3%	2.0%
18 +	82.7%	79.0%	77.7%
2015 Population by Age			
Total	17,993	107,370	228,016
0 - 4	5.3%	6.6%	6.5%
5 - 9	5.2%	6.3%	6.5%
10 - 14	4.2%	5.3%	5.7%
15 - 24	10.5%	14.1%	13.9%
25 - 34	16.8%	16.3%	15.0%
35 - 44	14.3%	13.1%	12.8%
45 - 54	14.1%	12.3%	12.6%
55 - 64	14.6%	11.7%	12.0%
65 - 74	8.9%	7.9%	8.5%
75 - 84	3.8%	4.1%	4.4%
85 +	2.2%	2.3%	2.1%
18 +	82.8%	78.9%	78.0%
2020 Population by Age			
Total	19,115	114,125	242,769
0 - 4	5.2%	6.5%	6.4%
5 - 9	4.9%	6.1%	6.2%
10 - 14	4.7%	6.0%	6.3%
15 - 24	10.1%	13.8%	13.4%
25 - 34	16.3%	15.0%	14.1%
35 - 44	13.9%	13.3%	13.0%
45 - 54	13.4%	11.8%	11.9%
55 - 64	14.4%	11.9%	12.1%
65 - 74	10.4%	8.9%	9.5%
75 - 84	4.5%	4.6%	5.0%
85 +	2.2%	2.2%	2.1%
18 +	82.7%	78.5%	77.9%
2010 Population by Sex			
Males	8,803	49,370	103,740
Females	8,204	52,080	111,741
2015 Population by Sex			
Males	9,319	52,552	110,214
Females	8,674	54,821	117,799
2020 Population by Sex			
Males	9,891	55,930	117,464
Females	9,224	58,195	125,303

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	17,007	101,451	215,481
White Alone	51.5%	63.4%	66.3%
Black Alone	42.4%	26.1%	23.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	0.7%	1.3%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.3%	6.6%	5.7%
Two or More Races	1.7%	2.1%	2.0%
Hispanic Origin	6.3%	11.7%	10.4%
Diversity Index	60.7	62.7	59.7
2015 Population by Race/Ethnicity			
Total	17,994	107,373	228,013
White Alone	51.2%	62.2%	65.1%
Black Alone	41.9%	25.9%	23.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.8%	1.4%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.5%	7.4%	6.3%
Two or More Races	2.1%	2.5%	2.4%
Hispanic Origin	6.9%	13.0%	11.6%
Diversity Index	61.8	64.8	61.9
2020 Population by Race/Ethnicity			
Total	19,115	114,125	242,767
White Alone	50.8%	61.1%	63.8%
Black Alone	41.5%	25.8%	23.4%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	1.0%	1.6%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.8%	8.1%	7.0%
Two or More Races	2.4%	2.9%	2.8%
Hispanic Origin	7.6%	14.4%	13.0%
Diversity Index	62.9	66.9	64.2
2010 Population by Relationship and Household Type			
Total	17,007	101,450	215,481
In Households	88.2%	94.7%	96.1%
In Family Households	60.0%	71.4%	76.7%
Householder	19.9%	23.1%	24.9%
Spouse	11.2%	14.3%	16.6%
Child	23.0%	26.9%	28.7%
Other relative	3.7%	4.5%	4.1%
Nonrelative	2.1%	2.6%	2.4%
In Nonfamily Households	28.2%	23.3%	19.4%
In Group Quarters	11.8%	5.3%	3.9%
Institutionalized Population	7.6%	1.5%	1.0%
Noninstitutionalized Population	4.2%	3.8%	2.9%

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.

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2015 Population 25+ by Educational Attainment			
Total	13,453	72,631	153,677
Less than 9th Grade	8.1%	7.7%	6.1%
9th - 12th Grade, No Diploma	14.0%	11.0%	9.3%
High School Graduate	21.3%	20.8%	21.4%
GED/Alternative Credential	4.8%	4.6%	4.2%
Some College, No Degree	16.3%	18.6%	19.6%
Associate Degree	5.0%	6.1%	7.4%
Bachelor's Degree	17.1%	19.6%	20.3%
Graduate/Professional Degree	13.3%	11.5%	11.7%
2015 Population 15+ by Marital Status			
Total	15,338	87,819	185,340
Never Married	43.4%	40.3%	36.3%
Married	34.5%	40.0%	44.5%
Widowed	7.7%	7.0%	7.0%
Divorced	14.4%	12.7%	12.2%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	88.2%	90.2%	91.3%
Civilian Unemployed	11.8%	9.8%	8.7%
2015 Employed Population 16+ by Industry			
Total	6,683	45,864	99,593
Agriculture/Mining	0.1%	0.3%	0.2%
Construction	4.4%	7.7%	6.9%
Manufacturing	13.1%	13.5%	14.8%
Wholesale Trade	3.3%	2.4%	2.8%
Retail Trade	8.8%	10.4%	11.0%
Transportation/Utilities	4.5%	3.3%	3.5%
Information	1.8%	2.0%	2.1%
Finance/Insurance/Real Estate	5.6%	5.4%	5.4%
Services	54.9%	52.5%	50.7%
Public Administration	3.7%	2.6%	2.6%
2015 Employed Population 16+ by Occupation			
Total	6,682	45,864	99,594
White Collar	63.8%	55.2%	59.0%
Management/Business/Financial	16.9%	12.3%	12.7%
Professional	23.7%	20.1%	21.5%
Sales	13.0%	11.3%	12.1%
Administrative Support	10.3%	11.5%	12.7%
Services	20.3%	21.8%	19.3%
Blue Collar	15.9%	23.0%	21.7%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	2.7%	6.9%	5.9%
Installation/Maintenance/Repair	2.6%	2.5%	2.7%
Production	5.9%	7.7%	7.6%
Transportation/Material Moving	4.6%	5.7%	5.4%

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2010 Households by Type			
Total	7,385	42,868	88,669
Households with 1 Person	46.4%	37.4%	32.3%
Households with 2+ People	53.6%	62.6%	67.7%
Family Households	45.5%	54.7%	61.0%
Husband-wife Families	25.5%	33.9%	40.6%
With Related Children	9.8%	14.0%	16.7%
Other Family (No Spouse Present)	20.0%	20.8%	20.4%
Other Family with Male Householder	4.3%	5.0%	4.8%
With Related Children	1.8%	2.4%	2.4%
Other Family with Female Householder	15.7%	15.9%	15.6%
With Related Children	9.4%	10.0%	10.2%
Nonfamily Households	8.1%	7.8%	6.7%
All Households with Children	21.3%	26.9%	29.8%
Multigenerational Households	3.3%	3.6%	3.7%
Unmarried Partner Households	6.5%	6.7%	6.2%
Male-female	5.7%	6.0%	5.5%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	7,384	42,868	88,669
1 Person Household	46.4%	37.4%	32.3%
2 Person Household	28.6%	31.1%	33.0%
3 Person Household	11.6%	14.1%	15.4%
4 Person Household	7.7%	9.7%	11.0%
5 Person Household	3.5%	4.6%	5.1%
6 Person Household	1.3%	1.9%	2.0%
7 + Person Household	0.9%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	7,385	42,868	88,669
Owner Occupied	41.1%	49.2%	56.3%
Owned with a Mortgage/Loan	29.5%	32.8%	38.7%
Owned Free and Clear	11.6%	16.4%	17.6%
Renter Occupied	58.9%	50.8%	43.7%

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.

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Top 3 Tapestry Segments			
1.	Modest Income Homes	Young and Restless (11B)	In Style (5B)
2.	Social Security Set (9F)	Hardscrabble Road (8G)	Young and Restless (11B)
3.	Metro Renters (3B)	In Style (5B)	Hardscrabble Road (8G)
2015 Consumer Spending			
Apparel & Services: Total \$	\$13,192,171	\$77,782,980	\$175,716,564
Average Spent	\$1,675.83	\$1,712.30	\$1,867.10
Spending Potential Index	72	74	81
Computers & Accessories: Total \$	\$1,460,800	\$8,621,008	\$19,555,295
Average Spent	\$185.57	\$189.78	\$207.79
Spending Potential Index	73	75	82
Education: Total \$	\$8,488,376	\$48,618,821	\$109,648,272
Average Spent	\$1,078.30	\$1,070.29	\$1,165.08
Spending Potential Index	71	70	76
Entertainment/Recreation: Total \$	\$17,951,367	\$106,866,209	\$246,520,248
Average Spent	\$2,280.41	\$2,352.53	\$2,619.43
Spending Potential Index	69	71	79
Food at Home: Total \$	\$29,997,965	\$177,484,725	\$401,132,839
Average Spent	\$3,810.72	\$3,907.12	\$4,262.29
Spending Potential Index	73	75	82
Food Away from Home: Total \$	\$18,398,309	\$108,816,358	\$247,855,779
Average Spent	\$2,337.18	\$2,395.46	\$2,633.63
Spending Potential Index	71	73	80
Health Care: Total \$	\$25,780,437	\$153,636,514	\$357,429,874
Average Spent	\$3,274.95	\$3,382.13	\$3,797.92
Spending Potential Index	69	71	80
HH Furnishings & Equipment: Total \$	\$10,093,742	\$60,383,589	\$138,908,181
Average Spent	\$1,282.23	\$1,329.27	\$1,475.99
Spending Potential Index	70	72	80
Investments: Total \$	\$11,929,914	\$68,645,642	\$165,269,120
Average Spent	\$1,515.49	\$1,511.15	\$1,756.09
Spending Potential Index	55	55	64
Retail Goods: Total \$	\$140,271,831	\$843,022,925	\$1,934,782,971
Average Spent	\$17,819.08	\$18,558.16	\$20,558.30
Spending Potential Index	70	73	81
Shelter: Total \$	\$94,735,495	\$544,259,294	\$1,226,311,561
Average Spent	\$12,034.49	\$11,981.23	\$13,030.34
Spending Potential Index	73	73	79
TV/Video/Audio: Total \$	\$7,691,570	\$45,290,940	\$102,012,771
Average Spent	\$977.08	\$997.03	\$1,083.95
Spending Potential Index	75	76	83
Travel: Total \$	\$10,051,701	\$59,203,654	\$139,002,004
Average Spent	\$1,276.89	\$1,303.30	\$1,476.98
Spending Potential Index	65	67	76
Vehicle Maintenance & Repairs: Total \$	\$6,160,465	\$36,671,582	\$84,050,842
Average Spent	\$782.58	\$807.28	\$893.09
Spending Potential Index	70	72	80

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

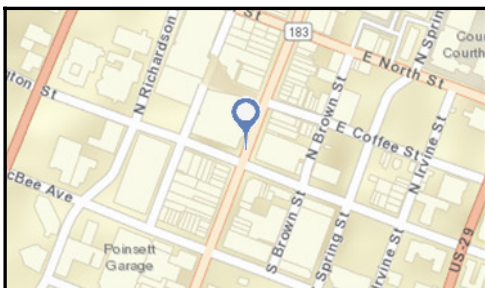
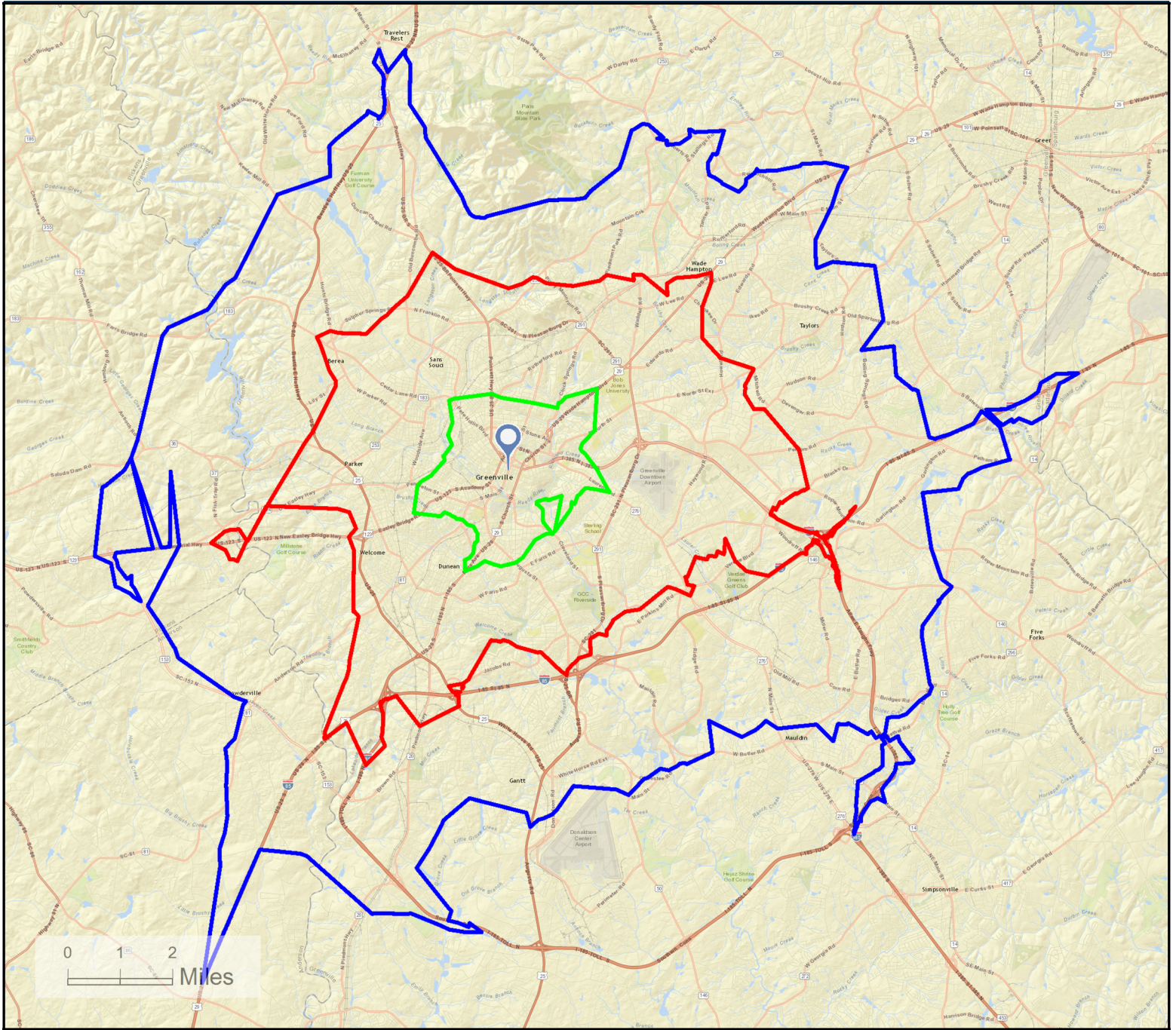
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