

Demographics Report

Market Profile: Greenville MSA

2018



Economic Development Department
www.greenvilleSCbusiness.com



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
2017 Total Population	897,247
2017 Group Quarters	23,923
2022 Total Population	951,105
2017-2022 Annual Rate	1.17%
2017 Total Daytime Population	898,418
Workers	411,038
Residents	487,380
Household Summary	
2000 Households	282,801
2000 Average Household Size	2.48
2010 Households	321,113
2010 Average Household Size	2.49
2017 Households	348,305
2017 Average Household Size	2.51
2022 Households	368,763
2022 Average Household Size	2.51
2017-2022 Annual Rate	1.15%
2010 Families	218,531
2010 Average Family Size	3.00
2017 Families	233,914
2017 Average Family Size	3.04
2022 Families	246,232
2022 Average Family Size	3.06
2017-2022 Annual Rate	1.03%
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%
2017 Housing Units	389,077
Owner Occupied Housing Units	61.3%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	10.5%
2022 Housing Units	411,248
Owner Occupied Housing Units	61.3%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	10.3%
Median Household Income	
2017	\$49,953
2022	\$56,231
Median Home Value	
2017	\$154,278
2022	\$179,970
Per Capita Income	
2017	\$26,617
2022	\$30,548
Median Age	
2010	37.6
2017	39.0
2022	39.9

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income	
Household Income Base	348,305
<\$15,000	13.4%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	19.1%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	4.0%
\$200,000+	3.4%
Average Household Income	\$67,160
2022 Households by Income	
Household Income Base	368,763
<\$15,000	12.3%
\$15,000 - \$24,999	10.4%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	14.5%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	4.7%
\$200,000+	4.1%
Average Household Income	\$77,461
2017 Owner Occupied Housing Units by Value	
Total	238,380
<\$50,000	9.5%
\$50,000 - \$99,999	18.6%
\$100,000 - \$149,999	20.4%
\$150,000 - \$199,999	18.0%
\$200,000 - \$249,999	9.4%
\$250,000 - \$299,999	6.7%
\$300,000 - \$399,999	7.8%
\$400,000 - \$499,999	3.6%
\$500,000 - \$749,999	4.1%
\$750,000 - \$999,999	1.2%
\$1,000,000 +	0.8%
Average Home Value	\$201,624
2022 Owner Occupied Housing Units by Value	
Total	252,147
<\$50,000	6.6%
\$50,000 - \$99,999	14.8%
\$100,000 - \$149,999	18.0%
\$150,000 - \$199,999	17.5%
\$200,000 - \$249,999	9.9%
\$250,000 - \$299,999	7.7%
\$300,000 - \$399,999	10.3%
\$400,000 - \$499,999	5.5%
\$500,000 - \$749,999	7.1%
\$750,000 - \$999,999	1.7%
\$1,000,000 +	0.7%
Average Home Value	\$239,076

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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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%
2017 Population by Age		
Total		897,247
0 - 4		6.0%
5 - 9		6.3%
10 - 14		6.2%
15 - 24		13.7%
25 - 34		12.8%
35 - 44		12.5%
45 - 54		13.3%
55 - 64		13.1%
65 - 74		9.7%
75 - 84		4.6%
85 +		1.8%
18 +		78.0%
2022 Population by Age		
Total		951,105
0 - 4		5.9%
5 - 9		6.1%
10 - 14		6.4%
15 - 24		13.1%
25 - 34		12.3%
35 - 44		12.6%
45 - 54		12.4%
55 - 64		13.1%
65 - 74		10.7%
75 - 84		5.6%
85 +		1.9%
18 +		78.0%
2010 Population by Sex		
Males		400,897
Females		423,215
2017 Population by Sex		
Males		437,975
Females		459,272
2022 Population by Sex		
Males		465,348
Females		485,757

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-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
2017 Population by Race/Ethnicity		
Total		897,247
White Alone		76.2%
Black Alone		16.4%
American Indian Alone		0.3%
Asian Alone		1.8%
Pacific Islander Alone		0.0%
Some Other Race Alone		3.2%
Two or More Races		2.1%
Hispanic Origin		6.8%
Diversity Index		46.9
2022 Population by Race/Ethnicity		
Total		951,105
White Alone		75.4%
Black Alone		16.3%
American Indian Alone		0.3%
Asian Alone		2.0%
Pacific Islander Alone		0.1%
Some Other Race Alone		3.6%
Two or More Races		2.4%
Hispanic Origin		7.6%
Diversity Index		48.9
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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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	Greenville-An...
2017 Population 25+ by Educational Attainment	
Total	608,560
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	9.3%
High School Graduate	23.4%
GED/Alternative Credential	4.9%
Some College, No Degree	19.9%
Associate Degree	9.8%
Bachelor's Degree	18.3%
Graduate/Professional Degree	9.8%
2017 Population 15+ by Marital Status	
Total	731,174
Never Married	31.2%
Married	51.5%
Widowed	6.2%
Divorced	11.1%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	94.9%
Civilian Unemployed (Unemployment Rate)	5.1%
2017 Employed Population 16+ by Industry	
Total	414,562
Agriculture/Mining	0.5%
Construction	6.2%
Manufacturing	18.0%
Wholesale Trade	3.3%
Retail Trade	10.9%
Transportation/Utilities	4.1%
Information	1.5%
Finance/Insurance/Real Estate	5.1%
Services	47.9%
Public Administration	2.5%
2017 Employed Population 16+ by Occupation	
Total	414,562
White Collar	58.2%
Management/Business/Financial	12.8%
Professional	21.4%
Sales	11.2%
Administrative Support	12.7%
Services	17.4%
Blue Collar	24.4%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	3.7%
Production	9.3%
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 2017 and 2022 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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Southern Satellites (10A)
2. Middleburg (4C)
3. Green Acres (6A)

2017 Consumer Spending

Apparel & Services: Total \$	\$623,076,538
Average Spent	\$1,788.88
Spending Potential Index	83
Education: Total \$	\$386,807,687
Average Spent	\$1,110.54
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$926,035,772
Average Spent	\$2,658.69
Spending Potential Index	85
Food at Home: Total \$	\$1,520,889,626
Average Spent	\$4,366.55
Spending Potential Index	87
Food Away from Home: Total \$	\$983,216,872
Average Spent	\$2,822.86
Spending Potential Index	85
Health Care: Total \$	\$1,712,870,588
Average Spent	\$4,917.73
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$576,737,983
Average Spent	\$1,655.84
Spending Potential Index	85
Personal Care Products & Services: Total \$	\$230,743,392
Average Spent	\$662.48
Spending Potential Index	83
Shelter: Total \$	\$4,557,144,367
Average Spent	\$13,083.78
Spending Potential Index	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$696,543,824
Average Spent	\$1,999.81
Spending Potential Index	85
Travel: Total \$	\$573,101,745
Average Spent	\$1,645.40
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total \$	\$323,779,426
Average Spent	\$929.59
Spending Potential Index	87

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.

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