

Demographics Report

Market Profile: City of Greenville, SC

2020



Economic Development Department
www.greenvilleSCbusiness.com

	Greenville ci...
Population Summary	
2000 Total Population	57,495
2010 Total Population	59,298
2019 Total Population	71,693
2019 Group Quarters	4,741
2024 Total Population	78,473
2019-2024 Annual Rate	1.82%
2019 Total Daytime Population	135,685
Workers	101,893
Residents	33,792
Household Summary	
2000 Households	25,275
2000 Average Household Size	2.10
2010 Households	26,108
2010 Average Household Size	2.07
2019 Households	32,079
2019 Average Household Size	2.09
2024 Households	35,320
2024 Average Household Size	2.09
2019-2024 Annual Rate	1.94%
2010 Families	12,987
2010 Average Family Size	2.87
2019 Families	16,071
2019 Average Family Size	2.88
2024 Families	17,524
2024 Average Family Size	2.90
2019-2024 Annual Rate	1.75%
Housing Unit Summary	
2000 Housing Units	28,376
Owner Occupied Housing Units	42.2%
Renter Occupied Housing Units	46.9%
Vacant Housing Units	10.9%
2010 Housing Units	29,966
Owner Occupied Housing Units	38.8%
Renter Occupied Housing Units	48.3%
Vacant Housing Units	12.9%
2019 Housing Units	36,292
Owner Occupied Housing Units	37.2%
Renter Occupied Housing Units	51.2%
Vacant Housing Units	11.6%
2024 Housing Units	39,724
Owner Occupied Housing Units	36.9%
Renter Occupied Housing Units	52.0%
Vacant Housing Units	11.1%
Median Household Income	
2019	\$50,609
2024	\$58,487
Median Home Value	
2019	\$288,070
2024	\$320,184
Per Capita Income	
2019	\$36,614
2024	\$42,202
Median Age	
2010	34.5
2019	36.9
2024	37.9

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	Greenville ci...
2019 Households by Income	
Household Income Base	32,079
<\$15,000	14.3%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	13.1%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	4.6%
\$200,000+	8.4%
Average Household Income	\$82,501
2024 Households by Income	
Household Income Base	35,320
<\$15,000	11.8%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	15.7%
\$75,000 - \$99,999	9.9%
\$100,000 - \$149,999	15.4%
\$150,000 - \$199,999	5.8%
\$200,000+	9.8%
Average Household Income	\$94,662
2019 Owner Occupied Housing Units by Value	
Total	13,490
<\$50,000	2.8%
\$50,000 - \$99,999	8.3%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	11.6%
\$200,000 - \$249,999	8.7%
\$250,000 - \$299,999	10.4%
\$300,000 - \$399,999	15.8%
\$400,000 - \$499,999	11.9%
\$500,000 - \$749,999	12.8%
\$750,000 - \$999,999	4.9%
\$1,000,000 - \$1,499,999	1.4%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.3%
Average Home Value	\$352,139
2024 Owner Occupied Housing Units by Value	
Total	14,651
<\$50,000	2.1%
\$50,000 - \$99,999	6.3%
\$100,000 - \$149,999	7.9%
\$150,000 - \$199,999	10.3%
\$200,000 - \$249,999	8.7%
\$250,000 - \$299,999	11.0%
\$300,000 - \$399,999	18.2%
\$400,000 - \$499,999	14.0%
\$500,000 - \$749,999	14.4%
\$750,000 - \$999,999	5.1%
\$1,000,000 - \$1,499,999	1.4%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.3%
Average Home Value	\$374,386

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	Greenville ci...
2010 Population by Age	
Total	59,298
0 - 4	6.5%
5 - 9	5.3%
10 - 14	4.6%
15 - 24	17.0%
25 - 34	17.5%
35 - 44	13.0%
45 - 54	12.7%
55 - 64	10.8%
65 - 74	6.2%
75 - 84	4.1%
85 +	2.4%
18 +	80.8%
2019 Population by Age	
Total	71,693
0 - 4	5.7%
5 - 9	5.6%
10 - 14	5.4%
15 - 24	14.7%
25 - 34	15.9%
35 - 44	13.2%
45 - 54	11.8%
55 - 64	12.0%
65 - 74	8.8%
75 - 84	4.6%
85 +	2.3%
18 +	80.5%
2024 Population by Age	
Total	78,474
0 - 4	5.6%
5 - 9	5.4%
10 - 14	5.4%
15 - 24	14.8%
25 - 34	15.0%
35 - 44	13.0%
45 - 54	11.7%
55 - 64	11.5%
65 - 74	9.8%
75 - 84	5.6%
85 +	2.3%
18 +	80.5%
2010 Population by Sex	
Males	28,539
Females	30,759
2019 Population by Sex	
Males	34,855
Females	36,838
2024 Population by Sex	
Males	38,163
Females	40,311

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	Greenville ci...
2010 Population by Race/Ethnicity	
Total	59,298
White Alone	64.1%
Black Alone	29.8%
American Indian Alone	0.3%
Asian Alone	1.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.6%
Two or More Races	1.8%
Hispanic Origin	5.9%
Diversity Index	55.6
2019 Population by Race/Ethnicity	
Total	71,693
White Alone	63.5%
Black Alone	29.1%
American Indian Alone	0.3%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.9%
Two or More Races	2.2%
Hispanic Origin	6.8%
Diversity Index	57.4
2024 Population by Race/Ethnicity	
Total	78,474
White Alone	62.9%
Black Alone	28.9%
American Indian Alone	0.3%
Asian Alone	2.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	2.5%
Hispanic Origin	7.4%
Diversity Index	58.6
2010 Population by Relationship and Household Type	
Total	59,298
In Households	91.4%
In Family Households	64.7%
Householder	21.9%
Spouse	13.7%
Child	24.1%
Other relative	3.3%
Nonrelative	1.8%
In Nonfamily Households	26.6%
In Group Quarters	8.6%
Institutionalized Population	2.3%
Noninstitutionalized Population	6.3%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	Greenville ci...
2019 Population 25+ by Educational Attainment	
Total	49,181
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	7.0%
High School Graduate	15.4%
GED/Alternative Credential	3.1%
Some College, No Degree	16.0%
Associate Degree	8.2%
Bachelor's Degree	27.9%
Graduate/Professional Degree	19.3%
2019 Population 15+ by Marital Status	
Total	59,738
Never Married	43.1%
Married	41.1%
Widowed	4.8%
Divorced	11.0%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	96.5%
Civilian Unemployed (Unemployment Rate)	3.5%
2019 Employed Population 16+ by Industry	
Total	37,646
Agriculture/Mining	0.1%
Construction	4.5%
Manufacturing	11.4%
Wholesale Trade	3.8%
Retail Trade	8.3%
Transportation/Utilities	3.1%
Information	2.6%
Finance/Insurance/Real Estate	5.7%
Services	58.5%
Public Administration	2.1%
2019 Employed Population 16+ by Occupation	
Total	37,648
White Collar	68.4%
Management/Business/Financial	16.4%
Professional	29.6%
Sales	10.9%
Administrative Support	11.6%
Services	18.4%
Blue Collar	13.1%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	2.0%
Installation/Maintenance/Repair	1.4%
Production	5.8%
Transportation/Material Moving	3.6%
2010 Population By Urban/ Rural Status	
Total Population	59,298
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	Greenville ci...
2010 Households by Type	
Total	26,108
Households with 1 Person	41.9%
Households with 2+ People	58.1%
Family Households	49.7%
Husband-wife Families	31.2%
With Related Children	12.7%
Other Family (No Spouse Present)	18.6%
Other Family with Male Householder	4.0%
With Related Children	1.8%
Other Family with Female Householder	14.6%
With Related Children	9.5%
Nonfamily Households	8.3%
All Households with Children	24.3%
Multigenerational Households	2.6%
Unmarried Partner Households	6.1%
Male-female	5.3%
Same-sex	0.8%
2010 Households by Size	
Total	26,108
1 Person Household	41.9%
2 Person Household	30.9%
3 Person Household	13.0%
4 Person Household	8.8%
5 Person Household	3.6%
6 Person Household	1.2%
7 + Person Household	0.6%
2010 Households by Tenure and Mortgage Status	
Total	26,108
Owner Occupied	44.6%
Owned with a Mortgage/Loan	31.9%
Owned Free and Clear	12.7%
Renter Occupied	55.4%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	29,966
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

Greenville ci...

Top 3 Tapestry Segments

1. Young and Restless (11B)
2. In Style (5B)
3. Modest Income Homes (12D)

2019 Consumer Spending

Apparel & Services: Total \$	\$67,298,064
Average Spent	\$2,097.89
Spending Potential Index	98
Education: Total \$	\$47,063,485
Average Spent	\$1,467.11
Spending Potential Index	92
Entertainment/Recreation: Total \$	\$98,379,120
Average Spent	\$3,066.78
Spending Potential Index	94
Food at Home: Total \$	\$162,254,440
Average Spent	\$5,057.96
Spending Potential Index	98
Food Away from Home: Total \$	\$115,546,477
Average Spent	\$3,601.94
Spending Potential Index	98
Health Care: Total \$	\$178,882,563
Average Spent	\$5,576.31
Spending Potential Index	94
HH Furnishings & Equipment: Total \$	\$65,297,405
Average Spent	\$2,035.52
Spending Potential Index	95
Personal Care Products & Services: Total \$	\$27,699,020
Average Spent	\$863.46
Spending Potential Index	97
Shelter: Total \$	\$574,245,418
Average Spent	\$17,900.98
Spending Potential Index	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$75,099,421
Average Spent	\$2,341.08
Spending Potential Index	94
Travel: Total \$	\$65,018,840
Average Spent	\$2,026.84
Spending Potential Index	90
Vehicle Maintenance & Repairs: Total \$	\$36,992,601
Average Spent	\$1,153.17
Spending Potential Index	101

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.