



Market Profile

143 Commons Way, Greenville, South Carolina, 29611
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 34.85341
Longitude: -82.45726

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,295	45,391	103,510
2010 Total Population	4,201	45,460	105,928
2017 Total Population	4,678	50,160	116,488
2017 Group Quarters	6	1,137	2,778
2022 Total Population	5,040	53,660	124,462
2017-2022 Annual Rate	1.50%	1.36%	1.33%
2017 Total Daytime Population	5,537	49,122	144,279
Workers	2,558	17,853	77,767
Residents	2,979	31,269	66,512
Household Summary			
2000 Households	1,633	17,988	43,116
2000 Average Household Size	2.63	2.46	2.34
2010 Households	1,526	17,288	43,183
2010 Average Household Size	2.75	2.56	2.39
2017 Households	1,679	18,918	47,359
2017 Average Household Size	2.78	2.59	2.40
2022 Households	1,802	20,202	50,603
2022 Average Household Size	2.79	2.60	2.40
2017-2022 Annual Rate	1.42%	1.32%	1.33%
2010 Families	1,077	11,141	26,434
2010 Average Family Size	3.18	3.13	3.02
2017 Families	1,170	11,969	28,363
2017 Average Family Size	3.23	3.19	3.06
2022 Families	1,249	12,680	30,005
2022 Average Family Size	3.25	3.21	3.08
2017-2022 Annual Rate	1.32%	1.16%	1.13%
Housing Unit Summary			
2000 Housing Units	1,797	20,435	48,042
Owner Occupied Housing Units	53.5%	50.5%	53.9%
Renter Occupied Housing Units	37.3%	37.5%	35.9%
Vacant Housing Units	9.1%	12.0%	10.3%
2010 Housing Units	1,765	20,458	49,821
Owner Occupied Housing Units	46.7%	43.7%	49.4%
Renter Occupied Housing Units	39.8%	40.8%	37.2%
Vacant Housing Units	13.5%	15.5%	13.3%
2017 Housing Units	1,919	22,256	54,291
Owner Occupied Housing Units	46.3%	43.1%	48.9%
Renter Occupied Housing Units	41.2%	41.9%	38.4%
Vacant Housing Units	12.5%	15.0%	12.8%
2022 Housing Units	2,059	23,772	58,042
Owner Occupied Housing Units	46.4%	42.7%	48.5%
Renter Occupied Housing Units	41.1%	42.3%	38.7%
Vacant Housing Units	12.5%	15.0%	12.8%
Median Household Income			
2017	\$30,898	\$27,314	\$36,722
2022	\$34,421	\$29,359	\$41,635
Median Home Value			
2017	\$90,241	\$90,364	\$134,265
2022	\$97,581	\$98,220	\$152,681
Per Capita Income			
2017	\$15,705	\$15,199	\$23,029
2022	\$18,250	\$17,209	\$26,341
Median Age			
2010	34.3	36.0	37.0
2017	35.2	37.0	38.1
2022	36.6	38.1	39.1

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	1,679	18,918	47,359
<\$15,000	23.4%	26.3%	20.8%
\$15,000 - \$24,999	15.5%	19.9%	15.6%
\$25,000 - \$34,999	16.7%	13.1%	11.5%
\$35,000 - \$49,999	13.7%	14.1%	13.5%
\$50,000 - \$74,999	18.8%	15.3%	16.6%
\$75,000 - \$99,999	6.4%	6.1%	9.0%
\$100,000 - \$149,999	3.7%	3.8%	7.3%
\$150,000 - \$199,999	0.8%	1.0%	2.7%
\$200,000+	1.1%	0.5%	2.9%
Average Household Income	\$42,506	\$38,835	\$55,533
2022 Households by Income			
Household Income Base	1,802	20,202	50,603
<\$15,000	22.1%	25.5%	19.7%
\$15,000 - \$24,999	13.9%	18.5%	14.3%
\$25,000 - \$34,999	14.6%	11.9%	10.0%
\$35,000 - \$49,999	12.1%	12.6%	11.7%
\$50,000 - \$74,999	21.1%	16.7%	17.6%
\$75,000 - \$99,999	8.8%	8.0%	11.3%
\$100,000 - \$149,999	5.0%	4.9%	9.0%
\$150,000 - \$199,999	1.0%	1.2%	3.2%
\$200,000+	1.4%	0.6%	3.3%
Average Household Income	\$49,651	\$44,342	\$63,838
2017 Owner Occupied Housing Units by Value			
Total	889	9,587	26,523
<\$50,000	16.2%	16.6%	9.6%
\$50,000 - \$99,999	42.1%	41.4%	25.9%
\$100,000 - \$149,999	30.5%	25.8%	21.1%
\$150,000 - \$199,999	8.2%	6.8%	13.3%
\$200,000 - \$249,999	1.0%	3.8%	7.4%
\$250,000 - \$299,999	0.9%	1.6%	5.4%
\$300,000 - \$399,999	0.1%	1.6%	5.9%
\$400,000 - \$499,999	0.0%	0.7%	3.8%
\$500,000 - \$749,999	0.9%	1.6%	5.3%
\$750,000 - \$999,999	0.1%	0.1%	1.7%
\$1,000,000 +	0.1%	0.0%	0.8%
Average Home Value	\$101,124	\$112,285	\$197,374
2022 Owner Occupied Housing Units by Value			
Total	956	10,142	28,131
<\$50,000	13.0%	13.3%	7.2%
\$50,000 - \$99,999	38.9%	38.1%	22.2%
\$100,000 - \$149,999	33.1%	26.5%	19.8%
\$150,000 - \$199,999	9.5%	7.6%	13.0%
\$200,000 - \$249,999	1.3%	4.6%	7.5%
\$250,000 - \$299,999	1.4%	2.3%	6.0%
\$300,000 - \$399,999	0.3%	3.2%	7.6%
\$400,000 - \$499,999	0.3%	1.6%	5.2%
\$500,000 - \$749,999	2.0%	2.5%	8.4%
\$750,000 - \$999,999	0.2%	0.3%	2.4%
\$1,000,000 +	0.1%	0.0%	0.6%
Average Home Value	\$115,037	\$131,824	\$230,121

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	4,199	45,458	105,927
0 - 4	8.4%	7.8%	7.5%
5 - 9	7.3%	6.5%	6.3%
10 - 14	6.6%	6.3%	5.8%
15 - 24	13.8%	13.4%	12.8%
25 - 34	14.9%	14.6%	15.0%
35 - 44	12.6%	13.2%	13.5%
45 - 54	13.2%	14.0%	13.9%
55 - 64	10.1%	11.1%	11.7%
65 - 74	7.1%	6.9%	7.1%
75 - 84	4.8%	4.4%	4.5%
85 +	1.2%	1.7%	2.0%
18 +	73.7%	75.5%	76.8%
2017 Population by Age			
Total	4,677	50,159	116,489
0 - 4	7.8%	7.3%	6.8%
5 - 9	7.7%	7.1%	6.7%
10 - 14	6.9%	6.4%	6.1%
15 - 24	12.3%	11.8%	11.4%
25 - 34	15.0%	14.7%	14.7%
35 - 44	12.6%	12.9%	13.1%
45 - 54	12.1%	12.8%	12.7%
55 - 64	11.6%	12.4%	12.8%
65 - 74	7.9%	8.6%	9.1%
75 - 84	4.3%	4.3%	4.4%
85 +	1.6%	1.9%	2.1%
18 +	74.0%	75.9%	77.2%
2022 Population by Age			
Total	5,040	53,658	124,464
0 - 4	7.5%	7.0%	6.6%
5 - 9	7.2%	6.8%	6.5%
10 - 14	7.4%	7.0%	6.6%
15 - 24	12.3%	11.7%	11.4%
25 - 34	13.3%	13.2%	13.4%
35 - 44	13.6%	13.2%	13.4%
45 - 54	11.6%	12.3%	12.2%
55 - 64	11.8%	12.4%	12.6%
65 - 74	9.0%	9.6%	10.2%
75 - 84	4.7%	4.9%	5.2%
85 +	1.6%	1.9%	2.0%
18 +	74.0%	75.5%	76.8%
2010 Population by Sex			
Males	2,066	22,402	51,722
Females	2,135	23,058	54,206
2017 Population by Sex			
Males	2,315	24,808	57,103
Females	2,364	25,352	59,385
2022 Population by Sex			
Males	2,495	26,571	61,174
Females	2,545	27,089	63,288

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 Race/Ethnicity			
Total	4,202	45,460	105,927
White Alone	60.5%	54.5%	63.2%
Black Alone	20.8%	30.1%	25.9%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	1.0%	0.6%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	15.1%	11.7%	7.4%
Two or More Races	2.2%	2.5%	2.1%
Hispanic Origin	24.3%	18.5%	12.3%
Diversity Index	74.1	72.9	63.4
2017 Population by Race/Ethnicity			
Total	4,677	50,160	116,488
White Alone	58.9%	53.1%	62.2%
Black Alone	20.2%	29.6%	25.5%
American Indian Alone	0.3%	0.5%	0.5%
Asian Alone	1.0%	0.7%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	16.8%	13.1%	8.3%
Two or More Races	2.6%	3.0%	2.6%
Hispanic Origin	26.9%	20.5%	13.7%
Diversity Index	76.5	75.1	65.5
2022 Population by Race/Ethnicity			
Total	5,039	53,660	124,462
White Alone	57.8%	52.1%	61.4%
Black Alone	19.8%	29.2%	25.2%
American Indian Alone	0.3%	0.5%	0.5%
Asian Alone	1.1%	0.7%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	18.0%	14.0%	8.9%
Two or More Races	3.0%	3.5%	3.0%
Hispanic Origin	29.1%	22.2%	14.9%
Diversity Index	78.1	76.7	67.1
2010 Population by Relationship and Household Type			
Total	4,201	45,460	105,928
In Households	99.9%	97.5%	97.4%
In Family Households	85.9%	80.6%	78.2%
Householder	26.3%	24.5%	24.9%
Spouse	15.2%	13.7%	15.7%
Child	33.6%	32.4%	30.0%
Other relative	6.5%	6.2%	4.7%
Nonrelative	4.3%	3.8%	2.9%
In Nonfamily Households	14.0%	16.9%	19.2%
In Group Quarters	0.1%	2.5%	2.6%
Institutionalized Population	0.0%	1.0%	1.6%
Noninstitutionalized Population	0.1%	1.5%	1.0%

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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2017 Population 25+ by Educational Attainment			
Total	3,052	33,838	80,388
Less than 9th Grade	15.1%	11.7%	7.8%
9th - 12th Grade, No Diploma	12.6%	17.3%	13.1%
High School Graduate	36.8%	28.6%	24.4%
GED/Alternative Credential	7.9%	6.6%	5.0%
Some College, No Degree	12.9%	18.4%	18.4%
Associate Degree	5.8%	5.4%	6.6%
Bachelor's Degree	7.7%	8.5%	15.7%
Graduate/Professional Degree	1.2%	3.5%	9.0%
2017 Population 15+ by Marital Status			
Total	3,628	39,758	93,668
Never Married	35.8%	38.7%	36.4%
Married	46.4%	39.9%	43.9%
Widowed	5.5%	7.5%	6.6%
Divorced	12.3%	13.9%	13.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	89.4%	91.0%	93.7%
Civilian Unemployed (Unemployment Rate)	10.6%	9.0%	6.3%
2017 Employed Population 16+ by Industry			
Total	1,731	19,206	49,818
Agriculture/Mining	0.8%	0.5%	0.3%
Construction	10.7%	10.7%	8.6%
Manufacturing	21.0%	15.8%	15.2%
Wholesale Trade	1.2%	3.1%	3.4%
Retail Trade	15.1%	13.1%	11.6%
Transportation/Utilities	2.3%	3.6%	3.3%
Information	0.2%	1.4%	1.5%
Finance/Insurance/Real Estate	2.1%	3.9%	5.4%
Services	44.8%	45.9%	48.4%
Public Administration	1.8%	1.9%	2.3%
2017 Employed Population 16+ by Occupation			
Total	1,729	19,206	49,817
White Collar	38.5%	40.9%	53.1%
Management/Business/Financial	8.4%	7.1%	11.7%
Professional	10.8%	10.7%	18.3%
Sales	11.1%	10.4%	10.9%
Administrative Support	8.1%	12.7%	12.1%
Services	23.2%	24.5%	19.8%
Blue Collar	38.2%	34.5%	27.1%
Farming/Forestry/Fishing	0.1%	0.4%	0.2%
Construction/Extraction	9.1%	11.3%	7.9%
Installation/Maintenance/Repair	5.8%	4.0%	3.2%
Production	17.0%	10.4%	9.1%
Transportation/Material Moving	6.2%	8.5%	6.7%
2010 Population By Urban/ Rural Status			
Total Population	4,201	45,460	105,928
Population Inside Urbanized Area	92.3%	96.8%	95.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	7.7%	3.2%	4.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

January 14, 2018



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2010 Households by Type			
Total	1,527	17,288	43,184
Households with 1 Person	23.9%	29.0%	32.2%
Households with 2+ People	76.1%	71.0%	67.8%
Family Households	70.5%	64.4%	61.2%
Husband-wife Families	40.7%	36.0%	38.8%
With Related Children	17.0%	15.5%	16.4%
Other Family (No Spouse Present)	29.9%	28.5%	22.4%
Other Family with Male Householder	7.7%	7.0%	5.3%
With Related Children	4.1%	3.6%	2.7%
Other Family with Female Householder	22.1%	21.4%	17.1%
With Related Children	15.2%	13.8%	11.0%
Nonfamily Households	5.6%	6.6%	6.5%
All Households with Children	37.0%	33.5%	30.6%
Multigenerational Households	5.9%	6.2%	4.4%
Unmarried Partner Households	8.7%	8.4%	6.8%
Male-female	8.2%	7.8%	6.1%
Same-sex	0.5%	0.6%	0.7%
2010 Households by Size			
Total	1,527	17,290	43,184
1 Person Household	23.9%	28.9%	32.2%
2 Person Household	31.8%	30.4%	31.8%
3 Person Household	18.1%	16.8%	15.6%
4 Person Household	13.0%	11.9%	11.3%
5 Person Household	7.9%	6.6%	5.4%
6 Person Household	3.4%	3.0%	2.2%
7 + Person Household	1.9%	2.3%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	1,526	17,288	43,183
Owner Occupied	54.0%	51.8%	57.0%
Owned with a Mortgage/Loan	32.4%	32.7%	37.9%
Owned Free and Clear	21.6%	19.1%	19.1%
Renter Occupied	46.0%	48.2%	43.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,765	20,458	49,821
Housing Units Inside Urbanized Area	92.5%	96.9%	96.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	7.5%	3.1%	4.0%

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



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Top 3 Tapestry Segments			
1.	Front Porches (8E)	Hardscrabble Road (8G)	Hardscrabble Road (8G)
2.	Rural Bypasses (10E)	Small Town Simplicity	Small Town Simplicity
3.	Southwestern Families (7F)	Modest Income Homes	In Style (5B)
2017 Consumer Spending			
Apparel & Services: Total \$	\$1,916,366	\$19,668,094	\$70,350,009
Average Spent	\$1,141.37	\$1,039.65	\$1,485.46
Spending Potential Index	53	48	69
Education: Total \$	\$1,102,072	\$11,952,231	\$44,380,529
Average Spent	\$656.39	\$631.79	\$937.11
Spending Potential Index	45	43	64
Entertainment/Recreation: Total \$	\$2,862,164	\$29,403,925	\$104,006,468
Average Spent	\$1,704.68	\$1,554.28	\$2,196.13
Spending Potential Index	55	50	70
Food at Home: Total \$	\$4,879,021	\$50,423,126	\$174,311,110
Average Spent	\$2,905.91	\$2,665.35	\$3,680.63
Spending Potential Index	58	53	73
Food Away from Home: Total \$	\$3,011,606	\$31,159,533	\$110,929,353
Average Spent	\$1,793.69	\$1,647.08	\$2,342.31
Spending Potential Index	54	49	70
Health Care: Total \$	\$5,316,257	\$54,472,171	\$190,534,172
Average Spent	\$3,166.32	\$2,879.38	\$4,023.19
Spending Potential Index	57	51	72
HH Furnishings & Equipment: Total \$	\$1,746,758	\$18,133,998	\$64,501,598
Average Spent	\$1,040.36	\$958.56	\$1,361.97
Spending Potential Index	54	49	70
Personal Care Products & Services: Total \$	\$695,729	\$7,215,267	\$25,985,264
Average Spent	\$414.37	\$381.40	\$548.69
Spending Potential Index	52	48	69
Shelter: Total \$	\$14,256,041	\$146,537,763	\$526,596,989
Average Spent	\$8,490.79	\$7,745.94	\$11,119.26
Spending Potential Index	52	48	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,094,115	\$21,586,906	\$77,236,638
Average Spent	\$1,247.24	\$1,141.08	\$1,630.88
Spending Potential Index	53	49	70
Travel: Total \$	\$1,677,552	\$16,979,204	\$63,214,886
Average Spent	\$999.14	\$897.52	\$1,334.80
Spending Potential Index	48	43	64
Vehicle Maintenance & Repairs: Total \$	\$1,012,057	\$10,436,082	\$36,464,745
Average Spent	\$602.77	\$551.65	\$769.96
Spending Potential Index	56	51	72

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.