



# Market Profile

1435 Bypass 72 NE, Greenwood, South Carolina, 29649  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 34.21523  
Longitude: -82.15491

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	4,933	28,794	44,226
2010 Total Population	5,676	29,881	46,525
2018 Total Population	5,957	30,500	47,275
2018 Group Quarters	174	2,067	2,347
2023 Total Population	6,126	31,063	48,035
2018-2023 Annual Rate	0.56%	0.37%	0.32%
2018 Total Daytime Population	5,345	38,781	53,399
Workers	2,042	21,114	25,338
Residents	3,303	17,667	28,061
<b>Household Summary</b>			
2000 Households	2,072	11,295	17,163
2000 Average Household Size	2.31	2.39	2.45
2010 Households	2,503	11,902	18,342
2010 Average Household Size	2.19	2.32	2.40
2018 Households	2,652	12,317	18,860
2018 Average Household Size	2.18	2.31	2.38
2023 Households	2,735	12,588	19,225
2023 Average Household Size	2.18	2.30	2.38
2018-2023 Annual Rate	0.62%	0.44%	0.38%
2010 Families	1,408	7,261	11,719
2010 Average Family Size	2.87	2.92	2.98
2018 Families	1,462	7,372	11,824
2018 Average Family Size	2.90	2.95	3.00
2023 Families	1,498	7,482	11,969
2023 Average Family Size	2.91	2.96	3.01
2018-2023 Annual Rate	0.49%	0.30%	0.24%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,255	12,397	18,556
Owner Occupied Housing Units	56.0%	52.0%	58.1%
Renter Occupied Housing Units	35.9%	39.1%	34.4%
Vacant Housing Units	8.1%	8.9%	7.5%
2010 Housing Units	2,755	13,397	20,284
Owner Occupied Housing Units	50.9%	48.4%	53.2%
Renter Occupied Housing Units	39.9%	40.4%	37.2%
Vacant Housing Units	9.1%	11.2%	9.6%
2018 Housing Units	2,835	13,753	20,716
Owner Occupied Housing Units	45.0%	42.3%	47.0%
Renter Occupied Housing Units	48.5%	47.2%	44.1%
Vacant Housing Units	6.5%	10.4%	9.0%
2023 Housing Units	2,916	14,062	21,131
Owner Occupied Housing Units	44.7%	42.5%	47.1%
Renter Occupied Housing Units	49.1%	47.0%	43.9%
Vacant Housing Units	6.2%	10.5%	9.0%
<b>Median Household Income</b>			
2018	\$39,242	\$38,709	\$39,428
2023	\$39,911	\$39,442	\$40,165
<b>Median Home Value</b>			
2018	\$117,173	\$130,671	\$130,302
2023	\$118,583	\$131,940	\$132,076
<b>Per Capita Income</b>			
2018	\$22,613	\$23,391	\$24,058
2023	\$24,290	\$25,380	\$26,252
<b>Median Age</b>			
2010	32.8	33.8	35.6
2018	34.2	34.9	36.6
2023	34.7	35.9	37.4

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>			
Household Income Base	2,652	12,317	18,860
<\$15,000	14.9%	18.2%	16.8%
\$15,000 - \$24,999	17.8%	13.7%	14.0%
\$25,000 - \$34,999	11.3%	13.0%	13.0%
\$35,000 - \$49,999	16.9%	16.1%	16.6%
\$50,000 - \$74,999	18.8%	16.7%	16.5%
\$75,000 - \$99,999	10.7%	9.5%	9.5%
\$100,000 - \$149,999	6.4%	8.0%	8.0%
\$150,000 - \$199,999	2.7%	2.4%	2.6%
\$200,000+	0.7%	2.5%	2.9%
Average Household Income	\$50,890	\$55,457	\$57,413
<b>2023 Households by Income</b>			
Household Income Base	2,735	12,588	19,225
<\$15,000	14.7%	18.2%	17.0%
\$15,000 - \$24,999	16.7%	12.8%	13.0%
\$25,000 - \$34,999	11.2%	12.7%	12.7%
\$35,000 - \$49,999	17.9%	16.8%	17.3%
\$50,000 - \$74,999	18.0%	15.6%	15.4%
\$75,000 - \$99,999	9.6%	8.3%	8.3%
\$100,000 - \$149,999	7.9%	9.7%	9.7%
\$150,000 - \$199,999	3.3%	3.0%	3.3%
\$200,000+	0.7%	2.9%	3.4%
Average Household Income	\$54,567	\$60,329	\$62,721
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	1,276	5,819	9,734
<\$50,000	6.8%	7.6%	8.3%
\$50,000 - \$99,999	31.7%	27.7%	28.9%
\$100,000 - \$149,999	33.5%	23.9%	21.1%
\$150,000 - \$199,999	13.0%	14.3%	13.5%
\$200,000 - \$249,999	8.2%	10.0%	8.7%
\$250,000 - \$299,999	3.3%	6.4%	7.4%
\$300,000 - \$399,999	2.7%	4.5%	5.7%
\$400,000 - \$499,999	0.0%	1.7%	1.9%
\$500,000 - \$749,999	0.6%	2.9%	3.5%
\$750,000 - \$999,999	0.0%	0.1%	0.3%
\$1,000,000 - \$1,499,999	0.2%	0.9%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$132,915	\$171,125	\$175,570
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,303	5,976	9,951
<\$50,000	5.6%	6.3%	6.9%
\$50,000 - \$99,999	30.5%	27.0%	28.2%
\$100,000 - \$149,999	37.4%	26.2%	23.3%
\$150,000 - \$199,999	12.5%	14.0%	13.1%
\$200,000 - \$249,999	7.2%	8.9%	7.6%
\$250,000 - \$299,999	3.1%	5.7%	6.5%
\$300,000 - \$399,999	2.6%	4.4%	5.6%
\$400,000 - \$499,999	0.0%	2.0%	2.2%
\$500,000 - \$749,999	0.8%	4.1%	5.0%
\$750,000 - \$999,999	0.0%	0.3%	0.6%
\$1,000,000 - \$1,499,999	0.2%	1.3%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$134,927	\$182,530	\$188,305

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	5,679	29,880	46,525
0 - 4	7.3%	7.1%	7.3%
5 - 9	5.9%	6.0%	6.3%
10 - 14	5.9%	5.9%	6.3%
15 - 24	19.1%	18.7%	16.2%
25 - 34	14.6%	13.8%	13.2%
35 - 44	11.9%	12.4%	12.4%
45 - 54	11.6%	12.1%	12.5%
55 - 64	9.9%	10.4%	11.0%
65 - 74	5.8%	6.5%	7.2%
75 - 84	5.4%	5.0%	5.3%
85 +	2.7%	2.1%	2.3%
18 +	77.0%	77.2%	76.2%
<b>2018 Population by Age</b>			
Total	5,960	30,500	47,277
0 - 4	6.9%	6.6%	6.8%
5 - 9	5.9%	6.3%	6.6%
10 - 14	5.4%	5.9%	6.2%
15 - 24	15.9%	15.7%	14.1%
25 - 34	17.3%	15.5%	14.3%
35 - 44	12.0%	12.0%	11.8%
45 - 54	10.4%	11.4%	11.8%
55 - 64	10.5%	10.8%	11.3%
65 - 74	7.8%	8.4%	9.1%
75 - 84	4.8%	4.8%	5.3%
85 +	3.1%	2.5%	2.7%
18 +	78.6%	77.9%	77.0%
<b>2023 Population by Age</b>			
Total	6,124	31,063	48,035
0 - 4	6.9%	6.5%	6.6%
5 - 9	5.8%	6.1%	6.5%
10 - 14	5.4%	6.1%	6.5%
15 - 24	14.9%	15.4%	13.9%
25 - 34	17.3%	14.6%	13.4%
35 - 44	12.6%	12.8%	12.5%
45 - 54	10.1%	10.9%	11.2%
55 - 64	10.1%	10.7%	11.2%
65 - 74	8.5%	9.0%	9.7%
75 - 84	5.3%	5.4%	5.9%
85 +	2.9%	2.5%	2.7%
18 +	78.8%	77.9%	76.9%
<b>2010 Population by Sex</b>			
Males	2,516	13,682	21,360
Females	3,160	16,199	25,165
<b>2018 Population by Sex</b>			
Males	2,651	14,045	21,843
Females	3,306	16,455	25,432
<b>2023 Population by Sex</b>			
Males	2,740	14,374	22,318
Females	3,386	16,688	25,717

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

August 21, 2018



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<b>2010 Population by Race/Ethnicity</b>			
Total	5,676	29,882	46,525
White Alone	56.8%	54.7%	58.1%
Black Alone	38.2%	37.0%	34.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.4%	1.3%	1.1%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.0%	5.2%	4.5%
Two or More Races	1.3%	1.4%	1.3%
Hispanic Origin	3.6%	7.8%	6.8%
Diversity Index	56.3	62.6	59.9
<b>2018 Population by Race/Ethnicity</b>			
Total	5,957	30,500	47,276
White Alone	56.2%	53.8%	57.1%
Black Alone	37.5%	36.2%	34.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.0%	1.8%	1.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.2%	5.9%	5.0%
Two or More Races	1.8%	1.8%	1.7%
Hispanic Origin	4.0%	8.7%	7.6%
Diversity Index	57.9	64.6	61.9
<b>2023 Population by Race/Ethnicity</b>			
Total	6,126	31,063	48,034
White Alone	55.5%	53.0%	56.3%
Black Alone	37.0%	35.7%	33.9%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	2.4%	2.2%	2.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.4%	6.3%	5.5%
Two or More Races	2.2%	2.2%	2.1%
Hispanic Origin	4.4%	9.4%	8.2%
Diversity Index	59.2	66.0	63.4
<b>2010 Population by Relationship and Household Type</b>			
Total	5,676	29,881	46,525
In Households	96.8%	92.5%	94.5%
In Family Households	73.1%	73.4%	77.3%
Householder	24.2%	23.9%	25.2%
Spouse	14.6%	14.5%	15.9%
Child	29.0%	28.9%	30.2%
Other relative	3.4%	3.8%	3.6%
Nonrelative	2.0%	2.3%	2.2%
In Nonfamily Households	23.7%	19.1%	17.3%
In Group Quarters	3.2%	7.5%	5.5%
Institutionalized Population	1.3%	3.3%	2.7%
Noninstitutionalized Population	1.9%	4.2%	2.8%

**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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<b>2018 Population 25+ by Educational Attainment</b>			
Total	3,931	19,961	31,328
Less than 9th Grade	2.2%	5.2%	5.7%
9th - 12th Grade, No Diploma	13.6%	11.9%	10.7%
High School Graduate	15.5%	20.4%	21.6%
GED/Alternative Credential	3.5%	5.9%	5.6%
Some College, No Degree	23.6%	17.7%	18.0%
Associate Degree	12.2%	9.9%	10.5%
Bachelor's Degree	21.3%	20.2%	19.2%
Graduate/Professional Degree	8.1%	8.9%	8.5%
<b>2018 Population 15+ by Marital Status</b>			
Total	4,878	24,753	38,014
Never Married	48.9%	44.7%	40.1%
Married	26.9%	34.6%	39.8%
Widowed	8.1%	8.2%	8.8%
Divorced	16.2%	12.5%	11.3%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.5%	93.2%	93.3%
Civilian Unemployed (Unemployment Rate)	5.4%	6.8%	6.7%
<b>2018 Employed Population 16+ by Industry</b>			
Total	2,701	12,547	18,905
Agriculture/Mining	0.7%	2.2%	1.6%
Construction	2.7%	4.1%	5.1%
Manufacturing	23.4%	24.4%	23.7%
Wholesale Trade	3.9%	2.0%	2.6%
Retail Trade	10.6%	8.5%	10.0%
Transportation/Utilities	2.2%	4.1%	4.2%
Information	0.8%	0.5%	0.8%
Finance/Insurance/Real Estate	2.8%	2.9%	2.9%
Services	51.7%	49.4%	46.9%
Public Administration	1.1%	1.8%	2.2%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	2,702	12,547	18,904
White Collar	62.3%	52.7%	53.6%
Management/Business/Financial	7.4%	8.5%	9.1%
Professional	26.2%	24.8%	23.3%
Sales	13.0%	8.9%	9.4%
Administrative Support	15.6%	10.6%	11.8%
Services	17.3%	18.2%	16.4%
Blue Collar	20.4%	29.1%	30.0%
Farming/Forestry/Fishing	1.0%	1.2%	0.9%
Construction/Extraction	4.7%	4.7%	4.9%
Installation/Maintenance/Repair	1.2%	2.5%	2.5%
Production	9.8%	12.5%	13.3%
Transportation/Material Moving	3.7%	8.1%	8.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,676	29,881	46,525
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	99.2%	93.3%	86.1%
Rural Population	0.8%	6.7%	13.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	2,503	11,902	18,342
Households with 1 Person	34.2%	31.6%	30.1%
Households with 2+ People	65.8%	68.4%	69.9%
Family Households	56.3%	61.0%	63.9%
Husband-wife Families	33.8%	37.1%	40.3%
With Related Children	14.5%	15.5%	16.5%
Other Family (No Spouse Present)	22.4%	23.9%	23.6%
Other Family with Male Householder	4.5%	5.1%	4.9%
With Related Children	2.6%	2.7%	2.7%
Other Family with Female Householder	17.9%	18.8%	18.7%
With Related Children	12.6%	13.0%	13.1%
Nonfamily Households	9.5%	7.4%	6.0%
All Households with Children	30.2%	31.7%	32.6%
Multigenerational Households	3.8%	3.8%	4.0%
Unmarried Partner Households	7.0%	6.7%	6.3%
Male-female	6.1%	6.0%	5.7%
Same-sex	0.9%	0.7%	0.6%
<b>2010 Households by Size</b>			
Total	2,502	11,902	18,343
1 Person Household	34.2%	31.6%	30.1%
2 Person Household	33.0%	33.1%	33.4%
3 Person Household	15.9%	16.4%	16.7%
4 Person Household	10.1%	11.1%	11.7%
5 Person Household	4.7%	5.0%	5.2%
6 Person Household	1.2%	1.7%	1.8%
7 + Person Household	0.8%	1.1%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,503	11,902	18,342
Owner Occupied	56.1%	54.5%	58.8%
Owned with a Mortgage/Loan	39.7%	36.2%	38.4%
Owned Free and Clear	16.3%	18.3%	20.5%
Renter Occupied	43.9%	45.5%	41.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,755	13,397	20,284
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	99.3%	95.0%	87.5%
Rural Housing Units	0.7%	5.0%	12.5%

**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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<b>Top 3 Tapestry Segments</b>			
	1. Old and Newcomers (8F)	Old and Newcomers (8F)	Comfortable Empty Nesters
	2. Bright Young Professionals	Bright Young Professionals	Old and Newcomers (8F)
	3. City Commons (11E)	Comfortable Empty Nesters	Small Town Simplicity
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,635,889	\$18,086,464	\$28,292,472
Average Spent	\$1,371.00	\$1,468.41	\$1,500.13
Spending Potential Index	63	67	69
Education: Total \$	\$2,335,229	\$11,618,225	\$18,155,396
Average Spent	\$880.55	\$943.27	\$962.64
Spending Potential Index	61	65	67
Entertainment/Recreation: Total \$	\$5,230,134	\$26,788,775	\$42,719,632
Average Spent	\$1,972.15	\$2,174.94	\$2,265.09
Spending Potential Index	61	68	70
Food at Home: Total \$	\$8,516,685	\$43,160,003	\$68,202,482
Average Spent	\$3,211.42	\$3,504.10	\$3,616.25
Spending Potential Index	64	70	72
Food Away from Home: Total \$	\$5,943,399	\$29,470,457	\$46,128,819
Average Spent	\$2,241.10	\$2,392.67	\$2,445.85
Spending Potential Index	64	68	70
Health Care: Total \$	\$9,171,569	\$48,176,941	\$77,885,489
Average Spent	\$3,458.36	\$3,911.42	\$4,129.67
Spending Potential Index	60	68	72
HH Furnishings & Equipment: Total \$	\$3,407,146	\$17,212,101	\$27,301,305
Average Spent	\$1,284.75	\$1,397.43	\$1,447.58
Spending Potential Index	62	67	69
Personal Care Products & Services: Total \$	\$1,374,001	\$6,863,263	\$10,804,279
Average Spent	\$518.10	\$557.22	\$572.87
Spending Potential Index	63	67	69
Shelter: Total \$	\$28,343,713	\$140,028,056	\$218,043,476
Average Spent	\$10,687.67	\$11,368.68	\$11,561.16
Spending Potential Index	64	68	69
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,901,721	\$20,171,963	\$32,297,964
Average Spent	\$1,471.24	\$1,637.73	\$1,712.51
Spending Potential Index	59	66	69
Travel: Total \$	\$3,315,455	\$16,694,950	\$26,548,037
Average Spent	\$1,250.17	\$1,355.44	\$1,407.64
Spending Potential Index	58	63	65
Vehicle Maintenance & Repairs: Total \$	\$1,789,499	\$9,088,256	\$14,419,265
Average Spent	\$674.77	\$737.86	\$764.54
Spending Potential Index	63	69	71

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.