



Area ID: 0




Name:

Market Profile

City of Greenville Study Area

Demographic

City of Greenville Study

	Area
	
2000 Total Population	56,382
2000 Group Quarters	4,422
2008 Total Population	56,224
2013 Total Population	57,954
2008-2013 Annual Rate	0.61%
	
2000 Households	24,508
2000 Average Household Size	2.12
2008 Households	25,191
2008 Average Household Size	2.05
2013 Households	26,333
2013 Average Household Size	2.03
2008-2013 Annual Rate	0.89%
2000 Families	12,746
2000 Average Family Size	2.91
2008 Families	11,982
2008 Average Family Size	2.89
2013 Families	11,923
2013 Average Family Size	2.89
2008-2013 Annual Rate	-0.10%
	
2000 Housing Units	27,429
Owner Occupied Housing Units	43.0%
Renter Occupied Housing Units	46.5%
Vacant Housing Units	10.5%
2008 Housing Units	29,074
Owner Occupied Housing Units	39.4%
Renter Occupied Housing Units	47.2%
Vacant Housing Units	13.4%
2013 Housing Units	30,840
Owner Occupied Housing Units	37.8%
Renter Occupied Housing Units	47.5%
Vacant Housing Units	14.6%
Median Household Income	
2000	\$33,255
2008	\$40,594
2013	\$46,761
Median Home Value	
2000	\$110,673
2008	\$141,506
2013	\$146,268
Per Capita Income	
2000	\$23,234
2008	\$28,541
2013	\$31,880
Median Age	
2000	34.9
2008	36.3
2013	36.7

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Household by Income

Household Income Base	24,445
<15,000	22.7%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	15.0%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	15.0%
\$75,000 - \$99,999	6.5%
\$100,000 - \$149,999	6.5%
\$150,000 - \$199,999	2.4%
\$200,000+	2.6%
Average Household Income	\$52,036

2008 Household by Income

Household Income Base	25,192
<15,000	18.3%
\$15,000 - \$24,999	12.1%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	16.3%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	2.6%
\$200,000+	4.1%
Average Household Income	\$61,839

2013 Household by Income

Household Income Base	26,333
<15,000	16.9%
\$15,000 - \$24,999	10.4%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	2.6%
\$200,000+	4.6%
Average Household Income	\$68,158

2000 Owner Occupied HUs by Value

Total	11,744
<50,000	10.0%
\$50,000 - \$99,999	34.7%
\$100,000 - \$149,999	22.1%
\$150,000 - \$199,999	12.7%
\$200,000 - \$299,999	9.7%
\$300,000 - \$499,999	8.3%
\$500,000 - \$999,999	2.2%
\$1,000,000 +	0.3%
Average Home Value	\$152,925

2000 Specified Renter Occupied HUs by Contract Rent

Total	12,724
With Cash Rent	96.8%
No Cash Rent	3.2%
Median Rent	\$447
Average Rent	\$438

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. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Population by Age

Total	56,382
0 - 4	5.5%
5 - 9	5.5%
10 - 14	5.5%
15 - 24	17.0%
25 - 34	16.7%
35 - 44	14.5%
45 - 54	12.6%
55 - 64	8.1%
65 - 74	6.6%
75 - 84	5.9%
85 +	2.1%
18 +	80.2%

2008 Population by Age

Total	56,223
0 - 4	5.5%
5 - 9	5.0%
10 - 14	5.2%
15 - 24	17.7%
25 - 34	14.9%
35 - 44	13.8%
45 - 54	13.5%
55 - 64	10.6%
65 - 74	6.2%
75 - 84	5.0%
85 +	2.7%
18 +	81.0%

2013 Population by Age

Total	57,954
0 - 4	5.6%
5 - 9	4.9%
10 - 14	4.8%
15 - 24	18.0%
25 - 34	14.7%
35 - 44	12.6%
45 - 54	13.3%
55 - 64	11.9%
65 - 74	6.8%
75 - 84	4.5%
85 +	2.9%
18 +	81.7%

2000 Population by Sex

Males	47.4%
Females	52.6%

2008 Population by Sex

Males	47.9%
Females	52.1%

2013 Population by Sex

Males	48.1%
Females	51.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Population by Race/Ethnicity

Total	56,382
White Alone	62.1%
Black Alone	33.9%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.3%
Some Other Race Alone	1.4%
Two or More Races	1.1%
Hispanic Origin	3.4%
Diversity Index	53.2

2008 Population by Race/Ethnicity

Total	56,225
White Alone	59.9%
Black Alone	34.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.8%
Some Other Race Alone	2.2%
Two or More Races	1.4%
Hispanic Origin	5.1%
Diversity Index	56.8

2013 Population by Race/Ethnicity

Total	57,953
White Alone	58.7%
Black Alone	34.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.2%
Some Other Race Alone	2.9%
Two or More Races	1.6%
Hispanic Origin	6.4%
Diversity Index	59.2

2000 Population 3+ by School Enrollment

Total	54,471
Enrolled in Nursery/Preschool	1.4%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	9.5%
Enrolled in Grade 9-12	4.9%
Enrolled in College	8.2%
Enrolled in Grad/Prof School	1.4%
Not Enrolled in School	73.3%

2008 Population 25+ by Educational Attainment

Total	37,458
Less Than 9th Grade	6.0%
9th to 12th Grade, No Diploma	11.1%
High School Graduate	21.4%
Some College, No Degree	17.9%
Associate Degree	6.6%
Bachelor's Degree	24.1%
Master's/Prof/Doctorate Degree	12.9%

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.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2008 Population 15+ Marital Status

Total	47,411
Married	42.64%
Never Married	37.6%
Widowed	8.3%
Divorced	11.42%



2000 Population 16+ by Employment Status

Total	46,397
In Labor Force	65.6%
Civilian Employed	61.4%
Civilian Unemployed	4.2%
In Armed Forces	0.1%
Not In Labor Force	34.4%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	90.5%
Civilian Unemployed	9.5%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	91.3%
Civilian Unemployed	8.7%

2000 Females 16+ by Employment Status and Age of Children

Total	24,664
Own Children < 6 Only	6.2%
Employed/in Armed Forces	3.9%
Unemployed	0.2%
Not in Labor Force	2.1%
Own Children <6 and 6-17 Only	3.6%
Employed/in Armed Forces	2.0%
Unemployed	0.1%
Not in Labor Force	1.4%
Own Children 6-17 Only	12.7%
Employed/in Armed Forces	8.6%
Unemployed	0.6%
Not in Labor Force	3.5%
No Own Children < 18	77.5%
Employed/in Armed Forces	41.5%
Unemployed	2.9%
Not in Labor Force	33.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



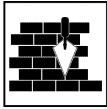
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2008 Employed Population 16+ by Industry

Total	27,433
Agriculture/Mining	0.4%
Construction	5.9%
Manufacturing	11.7%
Wholesale Trade	3.0%
Retail Trade	11.0%
Transportation/Utilities	2.9%
Information	4.1%
Finance/Insurance/Real Estate	7.2%
Services	51.8%
Public Administration	2.0%

2008 Employed Population 16+ by Occupation

Total	27,435
White Collar	61.1%
Management/Business/Financial	13.5%
Professional	24.0%
Sales	13.0%
Administrative Support	10.6%
Services	19.8%
Blue Collar	19.1%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	2.8%
Production	6.5%
Transportation/Material Moving	5.0%



2000 Workers 16+ by Means of Transportation to Work

Total	28,060
Drove Alone - Car, Truck, or Van	73.8%
Carpooled - Car, Truck, or Van	13.8%
Public Transportation	1.1%
Walked	7.8%
Other Means	1.1%
Worked at Home	2.4%

2000 Workers 16+ by Travel Time to Work

Total	28,060
Did not Work at Home	97.6%
Less than 5 minutes	6.3%
5 to 9 minutes	18.4%
10 to 19 minutes	42.8%
20 to 24 minutes	11.5%
25 to 34 minutes	10.6%
35 to 44 minutes	2.7%
45 to 59 minutes	2.6%
60 to 89 minutes	1.7%
90 or more minutes	1.0%
Worked at Home	2.4%
Average Travel Time to Work (in min)	16.8

2000 Households by Vehicles Available

Total	24,503
None	14.4%
1	44.5%
2	30.8%
3	8.5%
4	1.5%
5+	0.3%
Average Number of Vehicles Available	1.4

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Households by Type

Total	24,507
Family Households	52.0%
Married-couple Family	33.4%
With Related Children	13.3%
Other Family (No Spouse)	18.6%
With Related Children	11.7%
Nonfamily Households	48.0%
Householder Living Alone	40.4%
Householder Not Living Alone	7.6%
Households with Related Children	25.0%
Households with Persons 65+	25.0%

2000 Households by Size

Total	24,508
1 Person Household	40.4%
2 Person Household	31.5%
3 Person Household	13.2%
4 Person Household	9.1%
5 Person Household	3.7%
6 Person Household	1.3%
7 + Person Household	0.8%

2000 Households by Year Householder Moved In

Total	24,503
Moved in 1999 to March 2000	27.6%
Moved in 1995 to 1998	27.5%
Moved in 1990 to 1994	12.4%
Moved in 1980 to 1989	12.2%
Moved in 1970 to 1979	8.7%
Moved in 1969 or Earlier	11.6%
Median Year Householder Moved In	1996



2000 Housing Units by Units in Structure

Total	27,427
1, Detached	55.4%
1, Attached	3.6%
2	5.5%
3 or 4	6.8%
5 to 9	9.2%
10 to 19	7.6%
20 +	11.3%
Mobile Home	0.7%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	27,428
1999 to March 2000	0.9%
1995 to 1998	5.7%
1990 to 1994	4.6%
1980 to 1989	12.7%
1970 to 1979	13.7%
1969 or Earlier	62.4%
Median Year Structure Built	1961

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$49,175,264
Average Spent	\$1,952.10
Spending Potential Index	73
Computers & Accessories: Total \$	\$5,208,607
Average Spent	\$206.76
Spending Potential Index	83
Education: Total \$	\$30,352,925
Average Spent	\$1,204.91
Spending Potential Index	88
Entertainment/Recreation: Total \$	\$77,613,534
Average Spent	\$3,081.00
Spending Potential Index	83
Food at Home: Total \$	\$105,237,164
Average Spent	\$4,177.57
Spending Potential Index	86
Food Away from Home: Total \$	\$74,447,571
Average Spent	\$2,955.32
Spending Potential Index	86
Health Care: Total \$	\$86,792,193
Average Spent	\$3,445.37
Spending Potential Index	84
HH Furnishings & Equip: Total \$	\$45,442,737
Average Spent	\$1,803.93
Spending Potential Index	78
Investments: Total \$	\$21,392,842
Average Spent	\$849.23
Spending Potential Index	84
Retail Goods: Total \$	\$556,132,111
Average Spent	\$22,076.62
Spending Potential Index	81
Shelter: Total \$	\$333,781,451
Average Spent	\$13,250.03
Spending Potential Index	85
TV/Video/Sound Equipment: Total \$	\$31,435,455
Average Spent	\$1,247.88
Spending Potential Index	87
Travel: Total \$	\$38,764,023
Average Spent	\$1,538.80
Spending Potential Index	82
Vehicle Maintenance & Repairs: Total \$	\$21,084,074
Average Spent	\$836.97
Spending Potential Index	84

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013