



Area ID: 0

Name:

# Market Profile

## Greenville County, SC

### Demographic

Greenville County, SC



2000 Total Population	379,616
2000 Group Quarters	10,825
2008 Total Population	428,744
2013 Total Population	464,755
2008-2013 Annual Rate	1.63%



2000 Households	149,556
2000 Average Household Size	2.47
2008 Households	172,242
2008 Average Household Size	2.43
2013 Households	188,114
2013 Average Household Size	2.41
2008-2013 Annual Rate	1.78%
2000 Families	102,012
2000 Average Family Size	3.00
2008 Families	112,739
2008 Average Family Size	2.99
2013 Families	120,074
2013 Average Family Size	3.00
2008-2013 Annual Rate	1.27%



<b>2000 Housing Units</b>	162,803
Owner Occupied Housing Units	62.6%
Renter Occupied Housing Units	29.2%
Vacant Housing Units	8.1%

<b>2008 Housing Units</b>	191,366
Owner Occupied Housing Units	61.0%
Renter Occupied Housing Units	29.0%
Vacant Housing Units	10.0%

<b>2013 Housing Units</b>	210,968
Owner Occupied Housing Units	60.0%
Renter Occupied Housing Units	29.2%
Vacant Housing Units	10.8%

#### Median Household Income

2000	\$41,234
2008	\$53,499
2013	\$62,156

#### Median Home Value

2000	\$102,668
2008	\$135,865
2013	\$141,117

#### Per Capita Income

2000	\$22,082
2008	\$28,843
2013	\$33,568

#### Median Age

2000	35.5
2008	37.3
2013	38.2

**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	149,681
<15,000	15.7%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	13.5%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	7.6%
\$150,000 - \$199,999	2.0%
\$200,000+	2.1%
Average Household Income	\$55,332

### 2008 Household by Income

Household Income Base	172,242
<15,000	11.5%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	16.1%
\$100,000 - \$149,999	10.4%
\$150,000 - \$199,999	3.7%
\$200,000+	3.8%
Average Household Income	\$71,117

### 2013 Household by Income

Household Income Base	188,114
<15,000	10.0%
\$15,000 - \$24,999	7.7%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	14.0%
\$50,000 - \$74,999	20.5%
\$75,000 - \$99,999	16.6%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	4.3%
\$200,000+	5.5%
Average Household Income	\$82,232

### 2000 Owner Occupied HUs by Value

Total	101,971
<50,000	14.2%
\$50,000 - \$99,999	34.4%
\$100,000 - \$149,999	24.6%
\$150,000 - \$199,999	12.7%
\$200,000 - \$299,999	8.7%
\$300,000 - \$499,999	4.0%
\$500,000 - \$999,999	1.2%
\$1,000,000 +	0.3%
Average Home Value	\$131,324

### 2000 Specified Renter Occupied HUs by Contract Rent

Total	47,295
With Cash Rent	94.2%
No Cash Rent	5.8%
Median Rent	\$449
Average Rent	\$459

**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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# Market Profile

## Greenville County, SC



### 2000 Population by Age

Total	379,616
0 - 4	6.8%
5 - 9	7.0%
10 - 14	6.9%
15 - 24	13.5%
25 - 34	15.0%
35 - 44	16.2%
45 - 54	13.8%
55 - 64	9.1%
65 - 74	6.3%
75 - 84	4.1%
85 +	1.3%
18 +	75.4%

### 2008 Population by Age

Total	428,744
0 - 4	6.7%
5 - 9	6.5%
10 - 14	6.6%
15 - 24	13.5%
25 - 34	13.2%
35 - 44	14.9%
45 - 54	15.0%
55 - 64	11.5%
65 - 74	6.4%
75 - 84	4.0%
85 +	1.7%
18 +	76.2%

### 2013 Population by Age

Total	464,755
0 - 4	6.7%
5 - 9	6.3%
10 - 14	6.5%
15 - 24	13.4%
25 - 34	12.9%
35 - 44	13.6%
45 - 54	15.2%
55 - 64	12.6%
65 - 74	7.0%
75 - 84	3.9%
85 +	1.8%
18 +	76.6%

### 2000 Population by Sex

Males	48.7%
Females	51.3%

### 2008 Population by Sex

Males	48.8%
Females	51.2%

### 2013 Population by Sex

Males	48.9%
Females	51.1%

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



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## Greenville County, SC

Demographic

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### 2000 Population by Race/Ethnicity

Total	379,616
White Alone	77.5%
Black Alone	18.3%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	1.4%
Two or More Races	1.1%
Hispanic Origin	3.8%
Diversity Index	41.1

### 2008 Population by Race/Ethnicity

Total	428,744
White Alone	75.6%
Black Alone	18.6%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.0%
Some Other Race Alone	2.2%
Two or More Races	1.5%
Hispanic Origin	5.3%
Diversity Index	45.4

### 2013 Population by Race/Ethnicity

Total	464,755
White Alone	74.3%
Black Alone	18.6%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	2.3%
Some Other Race Alone	2.8%
Two or More Races	1.7%
Hispanic Origin	6.5%
Diversity Index	48.4

### 2000 Population 3+ by School Enrollment

Total	364,483
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.7%
Enrolled in Grade 1-8	11.8%
Enrolled in Grade 9-12	5.7%
Enrolled in College	4.9%
Enrolled in Grad/Prof School	0.8%
Not Enrolled in School	73.4%

### 2008 Population 25+ by Educational Attainment

Total	285,633
Less Than 9th Grade	5.2%
9th to 12th Grade, No Diploma	10.8%
High School Graduate	27.4%
Some College, No Degree	19.0%
Associate Degree	8.3%
Bachelor's Degree	20.2%
Master's/Prof/Doctorate Degree	9.1%

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	343,537
Married	57.61%
Never Married	26.0%
Widowed	6.5%
Divorced	9.89%



**2000 Population 16+ by Employment Status**

Total	296,250
In Labor Force	66.8%
Civilian Employed	63.6%
Civilian Unemployed	3.1%
In Armed Forces	0.1%
Not In Labor Force	33.2%

**2008 Civilian Population 16+ in Labor Force**

Civilian Employed	92.9%
Civilian Unemployed	7.1%

**2013 Civilian Population 16+ in Labor Force**

Civilian Employed	93.5%
Civilian Unemployed	6.5%

**2000 Females 16+ by Employment Status and Age of Children**

Total	154,356
Own Children < 6 Only	7.9%
Employed/in Armed Forces	4.8%
Unemployed	0.3%
Not in Labor Force	2.9%
Own Children <6 and 6-17 Only	6.1%
Employed/in Armed Forces	3.3%
Unemployed	0.3%
Not in Labor Force	2.5%
Own Children 6-17 Only	17.2%
Employed/in Armed Forces	12.4%
Unemployed	0.5%
Not in Labor Force	4.3%
No Own Children < 18	68.8%
Employed/in Armed Forces	35.4%
Unemployed	2.2%
Not in Labor Force	31.2%

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

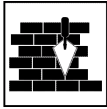


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2008 Employed Population 16+ by Industry

Total	206,691
Agriculture/Mining	0.4%
Construction	8.6%
Manufacturing	17.4%
Wholesale Trade	3.7%
Retail Trade	12.4%
Transportation/Utilities	4.0%
Information	3.2%
Finance/Insurance/Real Estate	6.5%
Services	41.5%
Public Administration	2.3%

2008 Employed Population 16+ by Occupation

Total	206,691
White Collar	60.1%
Management/Business/Financial	13.8%
Professional	20.4%
Sales	12.8%
Administrative Support	13.1%
Services	14.7%
Blue Collar	25.2%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	4.0%
Production	9.2%
Transportation/Material Moving	6.0%



2000 Workers 16+ by Means of Transportation to Work

Total	185,461
Drove Alone - Car, Truck, or Van	81.6%
Carpooled - Car, Truck, or Van	12.4%
Public Transportation	0.4%
Walked	2.2%
Other Means	1.0%
Worked at Home	2.4%

2000 Workers 16+ by Travel Time to Work

Total	185,461
Did not Work at Home	97.6%
Less than 5 minutes	2.7%
5 to 9 minutes	10.0%
10 to 19 minutes	36.3%
20 to 24 minutes	17.9%
25 to 34 minutes	19.7%
35 to 44 minutes	3.7%
45 to 59 minutes	3.8%
60 to 89 minutes	1.8%
90 or more minutes	1.6%
Worked at Home	2.4%
Average Travel Time to Work (in min)	21.6

2000 Households by Vehicles Available

Total	149,556
None	7.6%
1	34.3%
2	40.3%
3	13.7%
4	3.1%
5+	1.0%
Average Number of Vehicles Available	1.7

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	149,556
Family Households	68.2%
Married-couple Family	52.3%
With Related Children	24.2%
Other Family (No Spouse)	15.9%
With Related Children	10.4%
Nonfamily Households	31.8%
Householder Living Alone	26.8%
Householder Not Living Alone	5.0%
Households with Related Children	34.6%
Households with Persons 65+	21.2%

**2000 Households by Size**

Total	149,556
1 Person Household	26.8%
2 Person Household	33.9%
3 Person Household	17.2%
4 Person Household	14.0%
5 Person Household	5.5%
6 Person Household	1.7%
7 + Person Household	0.8%

**2000 Households by Year Householder Moved In**

Total	149,556
Moved in 1999 to March 2000	22.6%
Moved in 1995 to 1998	29.0%
Moved in 1990 to 1994	14.8%
Moved in 1980 to 1989	13.4%
Moved in 1970 to 1979	9.7%
Moved in 1969 or Earlier	10.5%
Median Year Householder Moved In	1995



**2000 Housing Units by Units in Structure**

Total	162,803
1, Detached	65.9%
1, Attached	2.6%
2	2.9%
3 or 4	2.9%
5 to 9	5.5%
10 to 19	3.9%
20 +	5.0%
Mobile Home	11.1%
Other	0.1%

**2000 Housing Units by Year Structure Built**

Total	162,803
1999 to March 2000	3.7%
1995 to 1998	11.8%
1990 to 1994	10.0%
1980 to 1989	17.8%
1970 to 1979	18.5%
1969 or Earlier	38.3%
Median Year Structure Built	1976

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 \$	\$377,488,698
Average Spent	\$2,191.62
Spending Potential Index	82
Computers & Accessories: Total \$	\$39,490,943
Average Spent	\$229.28
Spending Potential Index	92
Education: Total \$	\$223,497,165
Average Spent	\$1,297.58
Spending Potential Index	94
Entertainment/Recreation: Total \$	\$627,707,763
Average Spent	\$3,644.34
Spending Potential Index	98
Food at Home: Total \$	\$819,037,983
Average Spent	\$4,755.16
Spending Potential Index	97
Food Away from Home: Total \$	\$576,310,766
Average Spent	\$3,345.94
Spending Potential Index	98
Health Care: Total \$	\$705,926,565
Average Spent	\$4,098.46
Spending Potential Index	100
HH Furnishings & Equip: Total \$	\$361,094,231
Average Spent	\$2,096.44
Spending Potential Index	91
Investments: Total \$	\$163,667,622
Average Spent	\$950.22
Spending Potential Index	94
Retail Goods: Total \$	\$4,471,691,012
Average Spent	\$25,961.68
Spending Potential Index	96
Shelter: Total \$	\$2,513,586,814
Average Spent	\$14,593.34
Spending Potential Index	94
TV/Video/Sound Equipment: Total \$	\$241,885,799
Average Spent	\$1,404.34
Spending Potential Index	98
Travel: Total \$	\$304,927,542
Average Spent	\$1,770.34
Spending Potential Index	94
Vehicle Maintenance & Repairs: Total \$	\$165,790,179
Average Spent	\$962.54
Spending Potential Index	97

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