

# Demographics Report

**Market Profile: Greenville County, SC**

2020



Economic Development Department  
[www.greenvilleSCbusiness.com](http://www.greenvilleSCbusiness.com)

	Greenville Co...
<b>Population Summary</b>	
2000 Total Population	379,616
2010 Total Population	451,225
2019 Total Population	520,932
2019 Group Quarters	10,958
2024 Total Population	560,313
2019-2024 Annual Rate	1.47%
2019 Total Daytime Population	554,725
Workers	284,791
Residents	269,934
<b>Household Summary</b>	
2000 Households	149,556
2000 Average Household Size	2.47
2010 Households	176,531
2010 Average Household Size	2.49
2019 Households	204,104
2019 Average Household Size	2.50
2024 Households	219,570
2024 Average Household Size	2.50
2019-2024 Annual Rate	1.47%
2010 Families	119,362
2010 Average Family Size	3.03
2019 Families	135,923
2019 Average Family Size	3.06
2024 Families	145,471
2024 Average Family Size	3.08
2019-2024 Annual Rate	1.37%
<b>Housing Unit Summary</b>	
2000 Housing Units	162,803
Owner Occupied Housing Units	62.6%
Renter Occupied Housing Units	29.2%
Vacant Housing Units	8.1%
2010 Housing Units	195,462
Owner Occupied Housing Units	60.9%
Renter Occupied Housing Units	29.4%
Vacant Housing Units	9.7%
2019 Housing Units	223,635
Owner Occupied Housing Units	59.5%
Renter Occupied Housing Units	31.7%
Vacant Housing Units	8.7%
2024 Housing Units	239,754
Owner Occupied Housing Units	59.9%
Renter Occupied Housing Units	31.7%
Vacant Housing Units	8.4%
<b>Median Household Income</b>	
2019	\$57,082
2024	\$65,914
<b>Median Home Value</b>	
2019	\$196,931
2024	\$224,663
<b>Per Capita Income</b>	
2019	\$31,682
2024	\$36,402
<b>Median Age</b>	
2010	37.1
2019	38.7
2024	39.6

**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.



# Market Profile

Greenville County, SC  
 Greenville County, SC (45045)  
 Geography: County

Prepared by E. Hegarty

	Greenville Co...
<b>2019 Households by Income</b>	
Household Income Base	204,104
<\$15,000	9.7%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	5.5%
\$200,000+	5.7%
Average Household Income	\$80,495
<b>2024 Households by Income</b>	
Household Income Base	219,570
<\$15,000	8.0%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	11.9%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	18.0%
\$150,000 - \$199,999	7.1%
\$200,000+	6.9%
Average Household Income	\$92,553
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	133,136
<\$50,000	5.4%
\$50,000 - \$99,999	10.1%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	18.8%
\$200,000 - \$249,999	13.2%
\$250,000 - \$299,999	8.9%
\$300,000 - \$399,999	11.3%
\$400,000 - \$499,999	6.0%
\$500,000 - \$749,999	6.1%
\$750,000 - \$999,999	1.8%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.3%
Average Home Value	\$261,146
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	143,614
<\$50,000	4.2%
\$50,000 - \$99,999	8.0%
\$100,000 - \$149,999	13.3%
\$150,000 - \$199,999	17.6%
\$200,000 - \$249,999	13.8%
\$250,000 - \$299,999	10.1%
\$300,000 - \$399,999	14.0%
\$400,000 - \$499,999	7.6%
\$500,000 - \$749,999	7.6%
\$750,000 - \$999,999	2.1%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.3%
Average Home Value	\$287,670

**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.



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 Greenville County, SC (45045)  
 Geography: County

Prepared by E. Hegarty

	<b>Greenville Co...</b>
<b>2010 Population by Age</b>	
Total	451,225
0 - 4	6.9%
5 - 9	6.6%
10 - 14	6.7%
15 - 24	13.4%
25 - 34	13.4%
35 - 44	14.0%
45 - 54	14.4%
55 - 64	11.8%
65 - 74	7.2%
75 - 84	3.9%
85 +	1.6%
18 +	75.8%
<b>2019 Population by Age</b>	
Total	520,932
0 - 4	6.2%
5 - 9	6.5%
10 - 14	6.5%
15 - 24	12.3%
25 - 34	13.4%
35 - 44	13.2%
45 - 54	13.0%
55 - 64	13.0%
65 - 74	9.6%
75 - 84	4.6%
85 +	1.8%
18 +	77.3%
<b>2024 Population by Age</b>	
Total	560,313
0 - 4	6.1%
5 - 9	6.3%
10 - 14	6.5%
15 - 24	12.1%
25 - 34	12.8%
35 - 44	13.4%
45 - 54	12.3%
55 - 64	12.5%
65 - 74	10.4%
75 - 84	5.7%
85 +	1.9%
18 +	77.3%
<b>2010 Population by Sex</b>	
Males	218,791
Females	232,434
<b>2019 Population by Sex</b>	
Males	253,416
Females	267,516
<b>2024 Population by Sex</b>	
Males	272,860
Females	287,453

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 Co...
<b>2010 Population by Race/Ethnicity</b>		
Total		451,225
White Alone		73.8%
Black Alone		18.1%
American Indian Alone		0.3%
Asian Alone		2.0%
Pacific Islander Alone		0.1%
Some Other Race Alone		3.9%
Two or More Races		1.9%
Hispanic Origin		8.1%
Diversity Index		50.8
<b>2019 Population by Race/Ethnicity</b>		
Total		520,932
White Alone		73.0%
Black Alone		17.4%
American Indian Alone		0.3%
Asian Alone		2.5%
Pacific Islander Alone		0.1%
Some Other Race Alone		4.4%
Two or More Races		2.3%
Hispanic Origin		9.1%
Diversity Index		52.9
<b>2024 Population by Race/Ethnicity</b>		
Total		560,313
White Alone		72.3%
Black Alone		17.1%
American Indian Alone		0.3%
Asian Alone		2.9%
Pacific Islander Alone		0.1%
Some Other Race Alone		4.6%
Two or More Races		2.6%
Hispanic Origin		10.0%
Diversity Index		54.6
<b>2010 Population by Relationship and Household Type</b>		
Total		451,225
In Households		97.4%
In Family Households		82.1%
Householder		26.5%
Spouse		19.4%
Child		30.7%
Other relative		3.5%
Nonrelative		2.0%
In Nonfamily Households		15.3%
In Group Quarters		2.6%
Institutionalized Population		0.9%
Noninstitutionalized Population		1.7%

**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.

	<b>Greenville Co...</b>
<b>2019 Population 25+ by Educational Attainment</b>	
Total	357,107
Less than 9th Grade	3.8%
9th - 12th Grade, No Diploma	7.6%
High School Graduate	20.5%
GED/Alternative Credential	4.3%
Some College, No Degree	19.1%
Associate Degree	9.5%
Bachelor's Degree	22.0%
Graduate/Professional Degree	13.3%
<b>2019 Population 15+ by Marital Status</b>	
Total	421,088
Never Married	32.1%
Married	52.5%
Widowed	5.4%
Divorced	10.1%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	96.7%
Civilian Unemployed (Unemployment Rate)	3.3%
<b>2019 Employed Population 16+ by Industry</b>	
Total	253,534
Agriculture/Mining	0.4%
Construction	6.2%
Manufacturing	17.0%
Wholesale Trade	3.4%
Retail Trade	9.5%
Transportation/Utilities	4.5%
Information	2.2%
Finance/Insurance/Real Estate	5.2%
Services	49.1%
Public Administration	2.4%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	253,534
White Collar	60.8%
Management/Business/Financial	14.2%
Professional	23.1%
Sales	10.6%
Administrative Support	13.0%
Services	17.6%
Blue Collar	21.6%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.8%
Installation/Maintenance/Repair	3.2%
Production	9.1%
Transportation/Material Moving	5.3%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	451,225
Population Inside Urbanized Area	87.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	12.6%

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

	<b>Greenville Co...</b>
<b>2010 Households by Type</b>	
Total	176,531
Households with 1 Person	27.0%
Households with 2+ People	73.0%
Family Households	67.6%
Husband-wife Families	49.7%
With Related Children	22.0%
Other Family (No Spouse Present)	17.9%
Other Family with Male Householder	4.4%
With Related Children	2.4%
Other Family with Female Householder	13.5%
With Related Children	8.9%
Nonfamily Households	5.4%
All Households with Children	33.7%
Multigenerational Households	3.7%
Unmarried Partner Households	5.4%
Male-female	4.8%
Same-sex	0.6%
<b>2010 Households by Size</b>	
Total	176,531
1 Person Household	27.0%
2 Person Household	33.9%
3 Person Household	16.6%
4 Person Household	13.3%
5 Person Household	5.9%
6 Person Household	2.1%
7 + Person Household	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	176,531
Owner Occupied	67.4%
Owned with a Mortgage/Loan	48.6%
Owned Free and Clear	18.8%
Renter Occupied	32.6%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	195,462
Housing Units Inside Urbanized Area	87.3%
Housing Units Inside Urbanized Cluster	0.1%
Rural Housing Units	12.6%

**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 Co...
<b>Top 3 Tapestry Segments</b>		
1.		Middleburg (4C)
2.		Southern Satellites (10A)
3.		Soccer Moms (4A)
<b>2019 Consumer Spending</b>		
Apparel & Services: Total \$		\$406,005,436
Average Spent		\$1,989.21
Spending Potential Index		93
Education: Total \$		\$285,347,634
Average Spent		\$1,398.05
Spending Potential Index		88
Entertainment/Recreation: Total \$		\$622,836,477
Average Spent		\$3,051.56
Spending Potential Index		93
Food at Home: Total \$		\$993,876,811
Average Spent		\$4,869.46
Spending Potential Index		94
Food Away from Home: Total \$		\$700,622,197
Average Spent		\$3,432.67
Spending Potential Index		93
Health Care: Total \$		\$1,156,644,522
Average Spent		\$5,666.94
Spending Potential Index		95
HH Furnishings & Equipment: Total \$		\$407,508,473
Average Spent		\$1,996.57
Spending Potential Index		94
Personal Care Products & Services: Total \$		\$170,653,365
Average Spent		\$836.11
Spending Potential Index		94
Shelter: Total \$		\$3,386,826,983
Average Spent		\$16,593.63
Spending Potential Index		90
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$477,072,287
Average Spent		\$2,337.40
Spending Potential Index		94
Travel: Total \$		\$412,065,363
Average Spent		\$2,018.90
Spending Potential Index		90
Vehicle Maintenance & Repairs: Total \$		\$222,503,997
Average Spent		\$1,090.15
Spending Potential Index		95

**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.