



Market Profile

Greenville, NC Metropolitan Statistical Area
Greenville, NC Metropolitan Statistical Area (24780)
Geography: Metropolitan Area (CBSA)

Prepared by Esri

	Greenville, N...
Population Summary	
2000 Total Population	133,798
2010 Total Population	168,148
2016 Total Population	177,788
2016 Group Quarters	6,745
2021 Total Population	185,655
2016-2021 Annual Rate	0.87%
2016 Total Daytime Population	177,994
Workers	82,869
Residents	95,125
Household Summary	
2000 Households	52,539
2000 Average Household Size	2.43
2010 Households	67,577
2010 Average Household Size	2.39
2016 Households	70,703
2016 Average Household Size	2.42
2021 Households	73,519
2021 Average Household Size	2.43
2016-2021 Annual Rate	0.78%
2010 Families	39,665
2010 Average Family Size	3.01
2016 Families	41,005
2016 Average Family Size	3.06
2021 Families	42,400
2021 Average Family Size	3.09
2016-2021 Annual Rate	0.67%
Housing Unit Summary	
2000 Housing Units	58,408
Owner Occupied Housing Units	52.3%
Renter Occupied Housing Units	37.7%
Vacant Housing Units	10.0%
2010 Housing Units	74,990
Owner Occupied Housing Units	49.2%
Renter Occupied Housing Units	40.9%
Vacant Housing Units	9.9%
2016 Housing Units	78,651
Owner Occupied Housing Units	46.4%
Renter Occupied Housing Units	43.5%
Vacant Housing Units	10.1%
2021 Housing Units	82,241
Owner Occupied Housing Units	45.8%
Renter Occupied Housing Units	43.6%
Vacant Housing Units	10.6%
Median Household Income	
2016	\$40,053
2021	\$41,255
Median Home Value	
2016	\$143,561
2021	\$181,803
Per Capita Income	
2016	\$23,857
2021	\$25,515
Median Age	
2010	31.0
2016	32.0
2021	32.9

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income	
Household Income Base	70,703
<\$15,000	19.7%
\$15,000 - \$24,999	13.0%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	10.1%
\$150,000 - \$199,999	2.9%
\$200,000+	2.9%
Average Household Income	\$58,712
2021 Households by Income	
Household Income Base	73,519
<\$15,000	19.7%
\$15,000 - \$24,999	12.4%
\$25,000 - \$34,999	13.2%
\$35,000 - \$49,999	9.8%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	11.7%
\$150,000 - \$199,999	3.5%
\$200,000+	3.1%
Average Household Income	\$63,205
2016 Owner Occupied Housing Units by Value	
Total	36,463
<\$50,000	11.9%
\$50,000 - \$99,999	20.9%
\$100,000 - \$149,999	19.7%
\$150,000 - \$199,999	16.7%
\$200,000 - \$249,999	10.9%
\$250,000 - \$299,999	6.8%
\$300,000 - \$399,999	6.4%
\$400,000 - \$499,999	2.9%
\$500,000 - \$749,999	2.6%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.4%
Average Home Value	\$179,180
2021 Owner Occupied Housing Units by Value	
Total	37,656
<\$50,000	9.7%
\$50,000 - \$99,999	15.1%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	17.9%
\$200,000 - \$249,999	16.3%
\$250,000 - \$299,999	10.9%
\$300,000 - \$399,999	7.8%
\$400,000 - \$499,999	3.6%
\$500,000 - \$749,999	3.2%
\$750,000 - \$999,999	1.1%
\$1,000,000 +	0.5%
Average Home Value	\$208,803

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.

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2010 Population by Age		
Total		168,148
0 - 4		6.7%
5 - 9		6.2%
10 - 14		6.0%
15 - 24		22.0%
25 - 34		14.4%
35 - 44		12.2%
45 - 54		12.4%
55 - 64		10.2%
65 - 74		5.5%
75 - 84		3.1%
85 +		1.2%
18 +		77.5%
2016 Population by Age		
Total		177,788
0 - 4		6.3%
5 - 9		6.1%
10 - 14		5.8%
15 - 24		21.3%
25 - 34		14.6%
35 - 44		12.0%
45 - 54		11.4%
55 - 64		10.7%
65 - 74		7.1%
75 - 84		3.3%
85 +		1.3%
18 +		78.6%
2021 Population by Age		
Total		185,655
0 - 4		6.1%
5 - 9		5.8%
10 - 14		5.9%
15 - 24		20.7%
25 - 34		14.4%
35 - 44		12.1%
45 - 54		10.8%
55 - 64		10.6%
65 - 74		8.2%
75 - 84		3.9%
85 +		1.4%
18 +		78.8%
2010 Population by Sex		
Males		79,360
Females		88,788
2016 Population by Sex		
Males		84,499
Females		93,289
2021 Population by Sex		
Males		88,579
Females		97,076

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	168,148
White Alone	58.9%
Black Alone	34.1%
American Indian Alone	0.3%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	2.0%
Hispanic Origin	5.5%
Diversity Index	58.5

2016 Population by Race/Ethnicity

Total	177,788
White Alone	57.5%
Black Alone	34.4%
American Indian Alone	0.3%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.5%
Two or More Races	2.3%
Hispanic Origin	6.2%
Diversity Index	60.3

2021 Population by Race/Ethnicity

Total	185,655
White Alone	56.2%
Black Alone	34.5%
American Indian Alone	0.3%
Asian Alone	2.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.0%
Two or More Races	2.7%
Hispanic Origin	7.1%
Diversity Index	62.2

2010 Population by Relationship and Household Type

Total	168,148
In Households	96.1%
In Family Households	72.9%
Householder	23.6%
Spouse	15.7%
Child	28.2%
Other relative	3.5%
Nonrelative	2.0%
In Nonfamily Households	23.2%
In Group Quarters	3.9%
Institutionalized Population	0.8%
Noninstitutionalized Population	3.1%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment	
Total	107,682
Less than 9th Grade	4.1%
9th - 12th Grade, No Diploma	7.6%
High School Graduate	20.6%
GED/Alternative Credential	4.1%
Some College, No Degree	22.0%
Associate Degree	11.5%
Bachelor's Degree	19.2%
Graduate/Professional Degree	11.0%
2016 Population 15+ by Marital Status	
Total	145,553
Never Married	44.2%
Married	41.7%
Widowed	5.2%
Divorced	8.9%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	90.7%
Civilian Unemployed	9.3%
2016 Employed Population 16+ by Industry	
Total	83,850
Agriculture/Mining	1.1%
Construction	5.1%
Manufacturing	10.1%
Wholesale Trade	2.5%
Retail Trade	12.3%
Transportation/Utilities	2.9%
Information	1.4%
Finance/Insurance/Real Estate	4.7%
Services	55.5%
Public Administration	4.4%
2016 Employed Population 16+ by Occupation	
Total	83,850
White Collar	60.7%
Management/Business/Financial	11.5%
Professional	26.4%
Sales	11.1%
Administrative Support	11.7%
Services	20.6%
Blue Collar	18.7%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	4.3%
Installation/Maintenance/Repair	2.9%
Production	5.2%
Transportation/Material Moving	5.8%
2010 Population By Urban/ Rural Status	
Total Population	168,148
Population Inside Urbanized Area	70.1%
Population Inside Urbanized Cluster	4.5%
Rural Population	25.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	67,577
Households with 1 Person	30.0%
Households with 2+ People	70.0%
Family Households	58.7%
Husband-wife Families	39.0%
With Related Children	17.4%
Other Family (No Spouse Present)	19.7%
Other Family with Male Householder	4.0%
With Related Children	2.1%
Other Family with Female Householder	15.6%
With Related Children	10.9%
Nonfamily Households	11.3%
All Households with Children	30.8%
Multigenerational Households	3.4%
Unmarried Partner Households	6.4%
Male-female	5.7%
Same-sex	0.6%
2010 Households by Size	
Total	67,577
1 Person Household	30.0%
2 Person Household	33.0%
3 Person Household	17.1%
4 Person Household	12.4%
5 Person Household	4.7%
6 Person Household	1.8%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	67,577
Owner Occupied	54.6%
Owned with a Mortgage/Loan	40.1%
Owned Free and Clear	14.6%
Renter Occupied	45.4%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	74,990
Housing Units Inside Urbanized Area	71.8%
Housing Units Inside Urbanized Cluster	4.6%
Rural Housing Units	23.6%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Young and Restless (11B)
2. Middleburg (4C)
3. Soccer Moms (4A)

2016 Consumer Spending

Apparel & Services: Total \$	\$113,776,431
Average Spent	\$1,609.22
Spending Potential Index	80
Education: Total \$	\$79,635,626
Average Spent	\$1,126.34
Spending Potential Index	80
Entertainment/Recreation: Total \$	\$158,798,884
Average Spent	\$2,246.00
Spending Potential Index	77
Food at Home: Total \$	\$284,446,458
Average Spent	\$4,023.12
Spending Potential Index	81
Food Away from Home: Total \$	\$177,060,670
Average Spent	\$2,504.29
Spending Potential Index	81
Health Care: Total \$	\$280,608,228
Average Spent	\$3,968.83
Spending Potential Index	75
HH Furnishings & Equipment: Total \$	\$96,172,635
Average Spent	\$1,360.23
Spending Potential Index	77
Personal Care Products & Services: Total \$	\$39,462,031
Average Spent	\$558.14
Spending Potential Index	76
Shelter: Total \$	\$852,851,850
Average Spent	\$12,062.46
Spending Potential Index	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$121,844,981
Average Spent	\$1,723.34
Spending Potential Index	74
Travel: Total \$	\$92,507,932
Average Spent	\$1,308.40
Spending Potential Index	70
Vehicle Maintenance & Repairs: Total \$	\$57,294,020
Average Spent	\$810.35
Spending Potential Index	78

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

January 12, 2017