



Lat: 34.82433 Lon: -82.39403
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McDaniel Village Greenville, South Carolina

August, 2010



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Demographic Profile Expanded

Census, Estimates & Projections



Lon: -82.39403 / Lat: 34.82433

August 2010

McDaniel Village Greenville, South Carolina	3 Miles		5 Miles		7 Miles	
Population						
Estimated Population (2010)	62,421		136,019		223,614	
Census Population (1990)	64,441		129,234		194,042	
Census Population (2000)	58,937		126,888		202,261	
Projected Population (2015)	65,924		148,093		245,071	
Forecasted Population (2020)	69,779		159,827		268,786	
Historical Annual Growth 1990 to 2000	-5,503	-0.9 %	-2,347	-0.2 %	8,219	0.4 %
Historical Annual Growth 2000 to 2010	3,484	-0.9 %	9,131	-0.2 %	21,353	0.4 %
Projected Annual Growth 2010 to 2015	3,502	1.1 %	12,074	1.8 %	21,457	1.9 %
Est. Population Density (2010)	2,227.40	psm	1,751.75	psm	1,473.08	psm
Trade Area Size	28.02	sq mi	77.65	sq mi	151.80	sq mi
Households						
Estimated Households (2010)	26,356		56,412		91,036	
Census Households (1990)	26,458		51,942		76,769	
Census Households (2000)	25,154		53,191		83,596	
Projected Households (2015)	27,577		60,645		98,199	
Forecasted Households (2020)	28,901		64,738		106,245	
Households with Children (2010)	7,071	26.8 %	15,068	26.7 %	25,594	28.1 %
Average Household Size	2.37		2.41		2.46	
Average Household Income						
Est. Average Household Income (2010)	59,053		55,124		58,412	
Proj. Average Household Income (2015)	\$61,548		\$57,781		\$61,434	
Average Family Income (2010)	\$78,486		\$70,560		\$72,609	
Median Household Income						
Est. Median Household Income (2010)	\$39,420		\$39,353		\$44,808	
Proj. Median Household Income (2015)	\$41,654		\$41,487		\$47,400	
Median Family Income (2010)	\$58,535		\$54,242		\$58,850	
Per Capita Income						
Est. Per Capita Income (2010)	\$25,829		\$24,148		\$24,691	
Proj. Per Capita Income (2015)	\$26,713		\$25,007		\$25,562	
Per Capita Income Est. 5 year change	\$883.28	-3.3 %	\$858.64	-3.4 %	\$871.36	-3.4 %
Other Income						
Est. Disposable Income (2010)	\$33,796		\$33,977		\$38,137	
Proj. Disposable Income (2015)	\$35,406		\$35,553		\$40,008	
Disposable Income Est. 5 year change	\$1,610.54	4.8 %	\$1,575.93	4.6 %	\$1,870.60	4.9 %
Est. Average Household Net Worth (2010)	\$442,920		\$398,840		\$420,383	
Daytime Demos						
Total Number of Businesses (2010)	5,072		8,983		12,435	
Total Number of Employees (2010)	70,575		126,146		172,479	
Company Headqtrs: Businesses (2010)	4	0.1 %	12	0.1 %	14	0.1 %
Company Headqtrs: Employees (2010)	131	0.2 %	987	0.8 %	1,330	0.8 %
Unemployment Rate (2010)	8.14 %		7.67 %		6.78 %	
Employee Population Per Business	13.9 to 1		14.0 to 1		13.9 to 1	
Residential Population per Business	12.3 to 1		15.1 to 1		18.0 to 1	
Est. Adj. Daytime Demographics (Age16+)	94,410		174,788		248,319	

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McDaniel Village Greenville, South Carolina	3 Miles		5 Miles		7 Miles	
Race & Ethnicity						
White (2010)	33,464	53.6 %	85,008	62.5 %	156,664	70.1 %
Black or African American (2010)	27,366	43.8 %	45,522	33.5 %	56,965	25.5 %
American Indian & Alaska Native (2010)	224	0.4 %	702	0.5 %	1,144	0.5 %
Asian (2010)	510	0.8 %	2,166	1.6 %	4,768	2.1 %
Hawaiin & Pacific Islander (2010)	72	0.1 %	232	0.2 %	351	0.2 %
Other Race (2010)	459	0.7 %	1,492	1.1 %	2,237	1.0 %
Multi Race (2010)	327	0.5 %	896	0.7 %	1,486	0.7 %
Not Hispanic or Latino Population (2010)	57,950	92.8 %	121,155	89.1 %	200,369	89.6 %
Hispanic or Latino Population (2010)	4,472	7.2 %	14,864	10.9 %	23,245	10.4 %
Not of Hispanic Origin Population (1990)	63,963	99.3 %	127,818	98.9 %	191,998	98.9 %
Hispanic Origin Population (1990)	478	0.7 %	1,417	1.1 %	2,044	1.1 %
Not Hispanic or Latino Population (2000)	57,040	96.8 %	120,412	94.9 %	192,301	95.1 %
Hispanic or Latino Population (2000)	1,897	3.2 %	6,475	5.1 %	9,960	4.9 %
Not Hispanic or Latino Population (2015)	60,011	91.0 %	127,492	86.1 %	213,136	87.0 %
Hispanic or Latino Population (2015)	5,912	9.0 %	20,601	13.9 %	31,935	13.0 %
Hist. Hispanic Ann Growth (1990 to 2010)	3,994	55.7 %	13,447	63.3 %	21,201	69.1 %
Proj. Hispanic Ann Growth (2010 to 2015)	1,440	6.4 %	5,737	7.7 %	8,690	7.5 %
Age						
Age 0 to 4 yrs (2010)	3,882	6.2 %	8,516	6.3 %	14,473	6.5 %
Age 5 to 9 yrs (2010)	3,951	6.3 %	8,227	6.0 %	13,863	6.2 %
Age 10 to 14 yrs (2010)	3,842	6.2 %	7,966	5.9 %	13,303	5.9 %
Age 15 to 19 yrs (2010)	3,690	5.9 %	8,957	6.6 %	14,349	6.4 %
Age 20 to 24 yrs (2010)	3,675	5.9 %	11,009	8.1 %	16,423	7.3 %
Age 25 to 29 yrs (2010)	3,977	6.4 %	9,635	7.1 %	15,161	6.8 %
Age 30 to 34 yrs (2010)	3,727	6.0 %	8,511	6.3 %	14,034	6.3 %
Age 35 to 39 yrs (2010)	4,000	6.4 %	8,501	6.2 %	14,356	6.4 %
Age 40 to 44 yrs (2010)	4,220	6.8 %	8,752	6.4 %	14,900	6.7 %
Age 45 to 49 yrs (2010)	4,566	7.3 %	9,294	6.8 %	15,634	7.0 %
Age 50 to 54 yrs (2010)	4,150	6.6 %	8,785	6.5 %	15,332	6.9 %
Age 55 to 59 yrs (2010)	3,989	6.4 %	8,327	6.1 %	14,472	6.5 %
Age 60 to 64 yrs (2010)	3,774	6.0 %	7,900	5.8 %	13,391	6.0 %
Population age 65-74 (2010)	5,699	9.1 %	11,577	8.5 %	18,742	8.4 %
Population age 75-84 (2010)	3,567	5.7 %	6,875	5.1 %	10,563	4.7 %
Population age 85+ (2010)	1,712	2.7 %	3,187	2.3 %	4,618	2.1 %
Median Age (2010)	39.7 yrs		37.6 yrs		38.0 yrs	
Gender Age Distribution						
Population Female (2010)	32,710	52.4 %	70,629	51.9 %	115,300	51.6 %
Age 0 to 19 yrs (2010)	7,452	22.8 %	16,600	23.5 %	27,504	23.9 %
Age 20 to 64 yrs (2010)	18,461	56.4 %	40,975	58.0 %	67,821	58.8 %
Age 65 yrs plus (2010)	6,798	20.8 %	13,055	18.5 %	19,974	17.3 %
Median Age Females (2010)	42.3 Yrs		39.8 Yrs		39.9 Yrs	
Population Male (2010)	29,711	47.6 %	65,390	48.1 %	108,315	48.4 %
Age 0 to 19 yrs (2010)	7,913	26.6 %	17,065	26.1 %	28,484	26.3 %
Age 20 to 64 yrs (2010)	17,618	59.3 %	39,739	60.8 %	65,882	60.8 %
Age 65 yrs plus (2010)	4,180	14.1 %	8,585	13.1 %	13,949	12.9 %
Median Age Males (2010)	36.7 yrs		35.4 yrs		36.0 yrs	

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Household Income Distribution						
HH Income \$200,000 or More (2010)	1,155	4.4 %	1,690	3.0 %	2,479	2.7 %
HH Income \$150,000 to 199,999 (2010)	928	3.5 %	1,612	2.9 %	2,683	2.9 %
HH Income \$100,000 to 149,999 (2010)	1,986	7.5 %	4,212	7.5 %	8,355	9.2 %
HH Income \$75,000 to 99,999(2010)	1,859	7.1 %	4,303	7.6 %	9,160	10.1 %
HH Income \$50,000 to 74,999(2010)	3,164	12.0 %	7,990	14.2 %	14,592	16.0 %
HH Income \$35,000 to 49,999(2010)	3,391	12.9 %	8,335	14.8 %	13,806	15.2 %
HH Income \$25,000 to 34,999(2010)	3,369	12.8 %	7,612	13.5 %	11,424	12.5 %
HH Income \$15,000 to 24,999(2010)	4,110	15.6 %	9,077	16.1 %	13,037	14.3 %
HH Income \$0 to 14,999 (2010)	6,395	24.3 %	11,580	20.5 %	15,500	17.0 %
HH Income \$35000+ (2010)	12,482	47.4 %	28,143	49.9 %	51,074	56.1 %
HH Income \$75000+ (2010)	5,928	22.5 %	11,818	20.9 %	22,676	24.9 %
Housing						
Total Housing Units (2010)	30,426		64,455		102,426	
Housing Units Occupied (2010)	26,356	86.6 %	56,412	87.5 %	91,036	88.9 %
<i>Housing Units, Owner Occupied (2010)</i>	13,946	45.8 %	28,844	44.8 %	52,675	51.4 %
<i>Housing Units, Renter Occupied (2010)</i>	12,410	40.8 %	27,568	42.8 %	38,361	37.5 %
Housing Units, Vacant (2010)	4,071	13.4 %	8,043	12.5 %	11,390	11.1 %
Median Years in Residence (2010)	3 yrs		3 yrs		3 yrs	
Marital Status						
Never Married (2010)	15,107	29.8 %	34,334	30.9 %	50,387	27.7 %
Now Married (2010)	20,004	39.4 %	45,755	41.1 %	86,752	47.7 %
Separated (2010)	4,539	8.9 %	9,005	8.1 %	12,159	6.7 %
Widowed (2010)	5,216	10.3 %	9,426	8.5 %	13,740	7.6 %
Divorced (2010)	5,886	11.6 %	12,755	11.5 %	18,917	10.4 %
Household Type						
Population Family (2010)	46,196	74.0 %	99,390	73.1 %	172,283	77.0 %
Population Non-Family (2010)	14,417	23.1 %	31,348	23.0 %	45,264	20.2 %
Population Group Qtrs (2010)	1,808	2.9 %	5,282	3.9 %	6,068	2.7 %
Family Household (2010)	14,315	54.3 %	31,139	55.2 %	54,129	59.5 %
Married Couple Family With Kids (2010)	3,066	22.0 %	7,055	24.5 %	14,157	26.9 %
Average Family Household Size (2010)	3.23		3.19		3.18	
Non-Family Household (2010)	12,041	45.7 %	25,273	44.8 %	36,906	40.5 %
Household Size						
1 Person Household (2010)	10,829	41.1 %	22,204	39.4 %	32,395	35.6 %
2 Person Households (2010)	6,593	25.0 %	14,870	26.4 %	25,269	27.8 %
3 Person Households (2010)	3,223	12.2 %	7,169	12.7 %	12,323	13.5 %
4 Person Households (2010)	3,365	12.8 %	7,204	12.8 %	12,877	14.1 %
5 Person Households (2010)	1,488	5.6 %	3,171	5.6 %	5,372	5.9 %
6+ Person Households (2010)	857	3.3 %	1,795	3.2 %	2,799	3.1 %
Household Vehicles						
Total Vehicles Available (2010)	39,908		89,768		155,735	
Household: 0 Vehicles Available (2010)	3,247	8.1 %	5,535	6.2 %	7,085	4.5 %
Household: 1 Vehicles Available (2010)	11,470	28.7 %	25,203	28.1 %	36,836	23.7 %
Household: 2+ Vehicles Available (2010)	11,638	29.2 %	25,674	28.6 %	47,114	30.3 %
Average Vehicles Per Household (2010)	2		2		2	

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McDaniel Village Greenville, South Carolina	3 Miles		5 Miles		7 Miles	
Labor Force						
Est. Labor: Population Age 16+ (2010)	49,991		109,721		179,256	
Est. Civilian Employed (2010)	26,115	52.2 %	61,006	55.6 %	103,287	57.6 %
Est. Civilian Unemployed (2010)	4,067	8.1 %	8,418	7.7 %	12,160	6.8 %
Est. In Armed Forces (2010)	42	0.1 %	73	0.1 %	128	0.1 %
Est. Not in Labor Force (2010)	19,767	39.5 %	40,224	36.7 %	63,680	35.5 %
Occupation (2000)						
Occupation: Population 16+	25,956		60,567		99,627	
Mgmt, Business, & Financial Operations	3,222	12.4 %	7,000	11.6 %	12,927	13.0 %
Professional and Related	4,671	18.0 %	10,393	17.2 %	18,131	18.2 %
Service	4,493	17.3 %	10,072	16.6 %	14,790	14.8 %
Sales and Office	6,267	24.1 %	15,421	25.5 %	26,344	26.4 %
Farming, Fishing, and Forestry	72	0.3 %	181	0.3 %	236	0.2 %
Construction, Extraction, & Maintenance	2,229	8.6 %	5,900	9.7 %	9,553	9.6 %
Production, Transport, & Material Moving	5,001	19.3 %	11,600	19.2 %	17,645	17.7 %
Percent White Collar Workers		54.6 %		54.2 %		57.6 %
Percent Blue Collar Workers		45.4 %		45.8 %		42.4 %
Consumer Expenditure (in Millions)						
Total Household Expenditure (2010)	\$1,262		\$2,601		\$4,380	
Total Non-Retail Expenditures (2010)	\$722	57.2 %	\$1,488	57.2 %	\$2,511	57.3 %
Total Retail Expenditures (2010)	\$540	42.8 %	\$1,113	42.8 %	\$1,869	42.7 %
Apparel (2010)	\$61	4.8 %	\$124	4.8 %	\$209	4.8 %
Contributions (2010)	\$49	3.9 %	\$96	3.7 %	\$160	3.7 %
Education (2010)	\$32	2.5 %	\$63	2.4 %	\$104	2.4 %
Entertainment (2010)	\$70	5.5 %	\$144	5.5 %	\$243	5.5 %
Food And Beverages (2010)	\$194	15.4 %	\$404	15.5 %	\$677	15.5 %
Furnishings And Equipment (2010)	\$54	4.3 %	\$111	4.3 %	\$189	4.3 %
Gifts (2010)	\$34	2.7 %	\$68	2.6 %	\$114	2.6 %
Health Care (2010)	\$79	6.2 %	\$164	6.3 %	\$275	6.3 %
Household Operations (2010)	\$45	3.6 %	\$91	3.5 %	\$154	3.5 %
Miscellaneous Expenses (2010)	\$21	1.7 %	\$44	1.7 %	\$74	1.7 %
Personal Care (2010)	\$18	1.4 %	\$38	1.5 %	\$64	1.5 %
Personal Insurance (2010)	\$13	1.0 %	\$26	1.0 %	\$44	1.0 %
Reading (2010)	\$4	0.3 %	\$9	0.3 %	\$14	0.3 %
Shelter (2010)	\$245	19.4 %	\$502	19.3 %	\$844	19.3 %
Tobacco (2010)	\$8	0.7 %	\$18	0.7 %	\$30	0.7 %
Transportation (2010)	\$245	19.4 %	\$512	19.7 %	\$871	19.9 %
Utilities (2010)	\$90	7.1 %	\$188	7.2 %	\$313	7.2 %
Educational Attainment						
Adult Population (25 Years+)(2010)	43,382		91,344		151,203	
Elementary (0 to 8)(2010)	4,230	9.7 %	8,359	9.2 %	10,990	7.3 %
Some High School (9 to 11)(2010)	6,542	15.1 %	12,919	14.1 %	18,156	12.0 %
High School Graduate (12)(2010)	11,569	26.7 %	25,606	28.0 %	42,441	28.1 %
Some College (13 to 16)(2010)	6,611	15.2 %	15,265	16.7 %	27,169	18.0 %
Associate Degree Only(2010)	2,133	4.9 %	5,175	5.7 %	10,213	6.8 %
Bachelor Degree Only(2010)	7,912	18.2 %	15,555	17.0 %	27,831	18.4 %
Graduate Degree(2010)	4,385	10.1 %	8,464	9.3 %	14,403	9.5 %

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Units In Structure						
1 Detached Unit (2000)	18,656	65.9 %	34,693	58.6 %	55,856	61.0 %
1 Attached Unit (2000)	712	2.5 %	1,689	2.9 %	2,714	3.0 %
2 to 4 Units (2000)	3,201	11.3 %	5,573	9.4 %	7,556	8.2 %
5 to 9 Units (2000)	1,689	6.0 %	4,510	7.6 %	6,715	7.3 %
10 to 19 Units (2000)	833	2.9 %	3,238	5.5 %	4,718	5.2 %
20 to 49 Units (2000)	371	1.3 %	1,335	2.3 %	2,081	2.3 %
50 or more Units (2000)	1,556	5.5 %	3,297	5.6 %	4,100	4.5 %
Mobile Home or Trailer (2000)	1,279		4,856		7,833	
Other Structure (2000)	0		16		40	
Homes Built By Year						
Homes Built 1999 to 2000	215	0.8 %	918	1.6 %	1,921	2.1 %
Homes Built 1995 to 1998	1,148	4.1 %	3,189	5.4 %	6,479	7.1 %
Homes Built 1990 to 1994	908	3.2 %	2,996	5.1 %	6,237	6.8 %
Homes Built 1980 to 1989	2,365	8.4 %	8,106	13.7 %	14,906	16.3 %
Homes Built 1970 to 1979	3,383	12.0 %	9,759	16.5 %	17,838	19.5 %
Homes Built 1960 to 1969	4,873	17.2 %	9,947	16.8 %	15,481	16.9 %
Homes Built 1950 to 1959	6,374	22.5 %	11,242	19.0 %	14,221	15.5 %
Homes Built Before 1949	9,031	31.9 %	13,050	22.0 %	14,530	15.9 %
Home Values (2000)						
Home Values \$1,000,000+	26	0.2 %	53	0.2 %	79	0.2 %
Home Values \$500,000-\$999,999	300	2.4 %	375	1.5 %	438	1.0 %
Home Values \$400,000-\$499,999	312	2.5 %	390	1.6 %	487	1.1 %
Home Values \$300,000-\$399,999	652	5.3 %	848	3.5 %	1,209	2.8 %
Home Values \$200,000-\$299,999	1,005	8.1 %	1,524	6.2 %	3,248	7.6 %
Home Values \$150,000-\$199,999	1,185	9.6 %	2,164	8.8 %	5,292	12.4 %
Home Values \$100,000-\$149,999	1,633	13.2 %	4,336	17.7 %	10,657	24.9 %
Home Values \$70,000-\$99,999	2,748	22.2 %	6,211	25.3 %	10,648	24.9 %
Home Values \$50,000-\$69,999	2,295	18.5 %	4,595	18.7 %	5,983	14.0 %
Home Values \$25,000-\$49,999	1,825	14.7 %	3,325	13.5 %	3,850	9.0 %
Home Values \$0-\$24,999	403	3.3 %	723	2.9 %	823	1.9 %
Owner Occupied Median Home Value	\$123,719		\$110,027		\$116,361	
Renter Occupied Median Rent	\$269		\$347		\$372	
Transportation to Work (2000)						
Drive to Work Alone	19,751	76.0 %	45,347	74.8 %	78,301	78.5 %
Drive to Work in Carpool	4,210	16.2 %	10,102	16.7 %	14,529	14.6 %
Travel to Work - Public Transportation	352	1.4 %	522	0.9 %	592	0.6 %
Drive to Work Motorcycle	42	0.2 %	72	0.1 %	131	0.1 %
Walk or Bicycle to Work	865	3.3 %	2,925	4.8 %	3,286	3.3 %
Other Means	225	0.9 %	519	0.9 %	732	0.7 %
Work at Home	533	2.1 %	1,125	1.9 %	2,169	2.2 %
Travel Time (2000)						
Travel to Work in 14 Minutes or Less	10,212	40.1 %	22,770	38.3 %	33,880	34.7 %
Travel to Work in 15 to 29 Minutes	10,580	41.6 %	25,028	42.1 %	44,308	45.4 %
Travel to Work in 30 to 59 Minutes	3,854	15.1 %	9,845	16.5 %	16,364	16.8 %
Travel to Work in 60 Minutes or More	799	3.1 %	1,845	3.1 %	3,019	3.1 %
Average Travel Time to Work	18 mins		19 mins		19 mins	

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