



Lat: 34.78991 Lon: -82.48410
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Powdersville Plaza Greenville, South Carolina

August, 2010



Demographic Profile Expanded

Census, Estimates & Projections



Lon: -82.4841 / Lat: 34.788909

August 2010

Powdersville Plaza Greenville, South Carolina	1 Mile		3 Miles		5 Miles	
Population						
Estimated Population (2010)	1,631		18,771		60,551	
Census Population (1990)	947		12,969		48,077	
Census Population (2000)	1,117		14,999		53,359	
Projected Population (2015)	1,776		20,324		63,663	
Forecasted Population (2020)	2,142		23,278		69,370	
Historical Annual Growth 1990 to 2000	169	1.8 %	2,030	1.6 %	5,282	1.1 %
Historical Annual Growth 2000 to 2010	515	1.8 %	3,772	1.6 %	7,192	1.1 %
Projected Annual Growth 2010 to 2015	145	1.8 %	1,553	1.7 %	3,112	1.0 %
Est. Population Density (2010)	522.93	psm	673.79	psm	780.20	psm
Trade Area Size	3.12	sq mi	27.86	sq mi	77.61	sq mi
Households						
Estimated Households (2010)	607		6,977		23,095	
Census Households (1990)	341		4,643		18,053	
Census Households (2000)	419		5,656		20,697	
Projected Households (2015)	654		7,446		23,844	
Forecasted Households (2020)	784		8,436		25,580	
Households with Children (2010)	208	34.2 %	2,531	36.3 %	7,961	34.5 %
Average Household Size	2.69		2.69		2.62	
Average Household Income						
Est. Average Household Income (2010)	65,989		58,602		58,381	
Proj. Average Household Income (2015)	\$70,270		\$61,949		\$61,288	
Average Family Income (2010)	\$74,703		\$67,118		\$69,364	
Median Household Income						
Est. Median Household Income (2010)	\$61,744		\$50,512		\$46,888	
Proj. Median Household Income (2015)	\$64,235		\$53,039		\$49,391	
Median Family Income (2010)	\$68,097		\$58,906		\$57,402	
Per Capita Income						
Est. Per Capita Income (2010)	\$24,563		\$22,027		\$22,753	
Proj. Per Capita Income (2015)	\$25,881		\$22,943		\$23,461	
Per Capita Income Est. 5 year change	\$1,318.55	-5.1 %	\$915.96	-4.0 %	\$708.71	-3.0 %
Other Income						
Est. Disposable Income (2010)	\$50,835		\$42,671		\$39,869	
Proj. Disposable Income (2015)	\$52,811		\$44,676		\$41,679	
Disposable Income Est. 5 year change	\$1,975.81	3.9 %	\$2,004.38	4.7 %	\$1,810.66	4.5 %
Est. Average Household Net Worth (2010)	\$483,778		\$419,907		\$411,748	
Daytime Demos						
Total Number of Businesses (2010)	114		692		2,088	
Total Number of Employees (2010)	1,030		6,093		31,510	
Company Headqtrs: Businesses (2010)	0	0.0 %	0	0.1 %	1	0.0 %
Company Headqtrs: Employees (2010)	0	0.0 %	105	1.7 %	300	1.0 %
Unemployment Rate (2010)	5.58 %		6.88 %		6.84 %	
Employee Population Per Business	9.1 to 1		8.8 to 1		15.1 to 1	
Residential Population per Business	14.4 to 1		27.1 to 1		29.0 to 1	
Est. Adj. Daytime Demographics (Age16+)	1,565		12,190		51,653	

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August 2010

Powdersville Plaza Greenville, South Carolina	1 Mile		3 Miles		5 Miles	
Race & Ethnicity						
White (2010)	1,543	94.6 %	15,175	80.8 %	45,874	75.8 %
Black or African American (2010)	61	3.7 %	3,097	16.5 %	13,030	21.5 %
American Indian & Alaska Native (2010)	3	0.2 %	71	0.4 %	255	0.4 %
Asian (2010)	11	0.6 %	107	0.6 %	394	0.7 %
Hawaiin & Pacific Islander (2010)	1	0.1 %	12	0.1 %	57	0.1 %
Other Race (2010)	3	0.2 %	188	1.0 %	531	0.9 %
Multi Race (2010)	10	0.6 %	122	0.6 %	410	0.7 %
Not Hispanic or Latino Population (2010)	1,591	97.5 %	17,486	93.2 %	55,922	92.4 %
Hispanic or Latino Population (2010)	40	2.5 %	1,285	6.8 %	4,629	7.6 %
Not of Hispanic Origin Population (1990)	945	99.8 %	12,898	99.4 %	47,763	99.3 %
Hispanic Origin Population (1990)	2	0.2 %	72	0.6 %	315	0.7 %
Not Hispanic or Latino Population (2000)	1,104	98.8 %	14,466	96.4 %	51,365	96.3 %
Hispanic or Latino Population (2000)	13	1.2 %	533	3.6 %	1,994	3.7 %
Not Hispanic or Latino Population (2015)	1,719	96.8 %	18,581	91.4 %	57,613	90.5 %
Hispanic or Latino Population (2015)	57	3.2 %	1,743	8.6 %	6,050	9.5 %
Hist. Hispanic Ann Growth (1990 to 2010)	38	120.7 %	1,214	112.8 %	4,314	91.4 %
Proj. Hispanic Ann Growth (2010 to 2015)	17	8.4 %	458	7.1 %	1,421	6.1 %
Age						
Age 0 to 4 yrs (2010)	93	5.7 %	1,253	6.7 %	4,054	6.7 %
Age 5 to 9 yrs (2010)	114	7.0 %	1,381	7.4 %	4,215	7.0 %
Age 10 to 14 yrs (2010)	111	6.8 %	1,304	6.9 %	4,180	6.9 %
Age 15 to 19 yrs (2010)	111	6.8 %	1,215	6.5 %	3,869	6.4 %
Age 20 to 24 yrs (2010)	81	5.0 %	1,026	5.5 %	3,367	5.6 %
Age 25 to 29 yrs (2010)	87	5.4 %	1,192	6.4 %	3,939	6.5 %
Age 30 to 34 yrs (2010)	97	5.9 %	1,238	6.6 %	3,837	6.3 %
Age 35 to 39 yrs (2010)	109	6.7 %	1,270	6.8 %	4,092	6.8 %
Age 40 to 44 yrs (2010)	132	8.1 %	1,393	7.4 %	4,316	7.1 %
Age 45 to 49 yrs (2010)	144	8.8 %	1,435	7.6 %	4,493	7.4 %
Age 50 to 54 yrs (2010)	127	7.8 %	1,449	7.7 %	4,387	7.2 %
Age 55 to 59 yrs (2010)	128	7.8 %	1,298	6.9 %	4,023	6.6 %
Age 60 to 64 yrs (2010)	96	5.9 %	1,090	5.8 %	3,604	6.0 %
Population age 65-74 (2010)	111	6.8 %	1,354	7.2 %	4,804	7.9 %
Population age 75-84 (2010)	70	4.3 %	649	3.5 %	2,413	4.0 %
Population age 85+ (2010)	20	1.2 %	223	1.2 %	958	1.6 %
Median Age (2010)	39.2 yrs		37.1 yrs		37.5 yrs	
Gender Age Distribution						
Population Female (2010)	831	50.9 %	9,613	51.2 %	31,180	51.5 %
Age 0 to 19 yrs (2010)	211	25.4 %	2,556	26.6 %	8,072	25.9 %
Age 20 to 64 yrs (2010)	508	61.1 %	5,815	60.5 %	18,427	59.1 %
Age 65 yrs plus (2010)	112	13.5 %	1,242	12.9 %	4,681	15.0 %
Median Age Females (2010)	40.2 Yrs		38.1 Yrs		38.8 Yrs	
Population Male (2010)	800	49.1 %	9,158	48.8 %	29,371	48.5 %
Age 0 to 19 yrs (2010)	217	27.1 %	2,597	28.4 %	8,245	28.1 %
Age 20 to 64 yrs (2010)	494	61.7 %	5,577	60.9 %	17,631	60.0 %
Age 65 yrs plus (2010)	89	11.2 %	984	10.7 %	3,494	11.9 %
Median Age Males (2010)	38.1 yrs		35.9 yrs		36.1 yrs	

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August 2010

Powdersville Plaza Greenville, South Carolina	1 Mile		3 Miles		5 Miles	
Household Income Distribution						
HH Income \$200,000 or More (2010)	7	1.2 %	75	1.1 %	489	2.1 %
HH Income \$150,000 to 199,999 (2010)	22	3.7 %	157	2.3 %	423	1.8 %
HH Income \$100,000 to 149,999 (2010)	67	11.1 %	687	9.9 %	2,006	8.7 %
HH Income \$75,000 to 99,999(2010)	162	26.7 %	1,120	16.1 %	2,892	12.5 %
HH Income \$50,000 to 74,999(2010)	91	15.0 %	1,459	20.9 %	4,288	18.6 %
HH Income \$35,000 to 49,999(2010)	85	14.0 %	985	14.1 %	3,499	15.2 %
HH Income \$25,000 to 34,999(2010)	53	8.8 %	718	10.3 %	2,740	11.9 %
HH Income \$15,000 to 24,999(2010)	53	8.8 %	865	12.4 %	3,183	13.8 %
HH Income \$0 to 14,999 (2010)	66	10.8 %	909	13.0 %	3,575	15.5 %
HH Income \$35000+ (2010)	435	71.6 %	4,484	64.3 %	13,597	58.9 %
HH Income \$75000+ (2010)	259	42.6 %	2,040	29.2 %	5,810	25.2 %
Housing						
Total Housing Units (2010)	694		7,878		26,145	
Housing Units Occupied (2010)	607	87.5 %	6,977	88.6 %	23,095	88.3 %
<i>Housing Units, Owner Occupied (2010)</i>	509	73.4 %	5,428	68.9 %	16,711	63.9 %
<i>Housing Units, Renter Occupied (2010)</i>	98	14.1 %	1,549	19.7 %	6,384	24.4 %
Housing Units, Vacant (2010)	87	12.5 %	901	11.4 %	3,050	11.7 %
Median Years in Residence (2010)	3 yrs		3 yrs		3 yrs	
Marital Status						
Never Married (2010)	206	15.7 %	2,890	19.5 %	10,503	21.8 %
Now Married (2010)	922	70.2 %	9,089	61.2 %	26,864	55.8 %
Separated (2010)	22	1.7 %	497	3.3 %	2,415	5.0 %
Widowed (2010)	74	5.6 %	861	5.8 %	3,260	6.8 %
Divorced (2010)	90	6.8 %	1,514	10.2 %	5,126	10.6 %
Household Type						
Population Family (2010)	1,483	90.9 %	16,484	87.8 %	51,606	85.2 %
Population Non-Family (2010)	149	9.1 %	2,199	11.7 %	8,501	14.0 %
Population Group Qtrs (2010)	0	0.0 %	87	0.5 %	444	0.7 %
Family Household (2010)	474	78.1 %	5,192	74.4 %	16,193	70.1 %
Married Couple Family With Kids (2010)	159	31.2 %	1,653	30.5 %	4,808	28.8 %
Average Family Household Size (2010)	3.13		3.17		3.19	
Non-Family Household (2010)	133	21.9 %	1,784	25.6 %	6,902	29.9 %
Household Size						
1 Person Household (2010)	117	19.2 %	1,548	22.2 %	6,045	26.2 %
2 Person Households (2010)	215	35.5 %	2,220	31.8 %	6,940	30.0 %
3 Person Households (2010)	106	17.4 %	1,269	18.2 %	3,888	16.8 %
4 Person Households (2010)	109	18.0 %	1,225	17.6 %	3,902	16.9 %
5 Person Households (2010)	42	7.0 %	490	7.0 %	1,565	6.8 %
6+ Person Households (2010)	18	2.9 %	225	3.2 %	754	3.3 %
Household Vehicles						
Total Vehicles Available (2010)	1,418		14,460		44,135	
Household: 0 Vehicles Available (2010)	15	1.1 %	252	1.7 %	1,274	2.9 %
Household: 1 Vehicles Available (2010)	107	7.5 %	1,924	13.3 %	7,617	17.3 %
Household: 2+ Vehicles Available (2010)	485	34.2 %	4,801	33.2 %	14,204	32.2 %
Average Vehicles Per Household (2010)	2		2		2	

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August 2010

Powdersville Plaza Greenville, South Carolina	1 Mile		3 Miles		5 Miles	
Labor Force						
Est. Labor: Population Age 16+ (2010)	1,289		14,563		47,296	
Est. Civilian Employed (2010)	754	58.5 %	8,462	58.1 %	27,141	57.4 %
Est. Civilian Unemployed (2010)	72	5.6 %	1,002	6.9 %	3,237	6.8 %
Est. In Armed Forces (2010)	0	0.0 %	4	0.0 %	12	0.0 %
Est. Not in Labor Force (2010)	463	35.9 %	5,095	35.0 %	16,906	35.7 %
Occupation (2000)						
Occupation: Population 16+	562		7,209		25,419	
Mgmt, Business, & Financial Operations	115	20.5 %	902	12.5 %	2,858	11.2 %
Professional and Related	107	19.0 %	1,046	14.5 %	3,637	14.3 %
Service	57	10.0 %	929	12.9 %	3,705	14.6 %
Sales and Office	140	24.8 %	1,926	26.7 %	6,534	25.7 %
Farming, Fishing, and Forestry	0	0.0 %	4	0.1 %	44	0.2 %
Construction, Extraction, & Maintenance	78	13.8 %	1,001	13.9 %	3,305	13.0 %
Production, Transport, & Material Moving	67	11.9 %	1,400	19.4 %	5,336	21.0 %
Percent White Collar Workers	64.3 %		53.7 %		51.3 %	
Percent Blue Collar Workers	35.7 %		46.3 %		48.7 %	
Consumer Expenditure (in Millions)						
Total Household Expenditure (2010)	\$32		\$339		\$1,110	
Total Non-Retail Expenditures (2010)	\$19	57.7 %	\$195	57.5 %	\$637	57.4 %
Total Retail Expenditures (2010)	\$14	42.3 %	\$144	42.5 %	\$473	42.6 %
Apparel (2010)	\$2	4.7 %	\$16	4.7 %	\$53	4.8 %
Contributions (2010)	\$1	3.6 %	\$12	3.5 %	\$40	3.6 %
Education (2010)	\$1	2.3 %	\$8	2.2 %	\$25	2.3 %
Entertainment (2010)	\$2	5.6 %	\$19	5.6 %	\$62	5.6 %
Food And Beverages (2010)	\$5	15.3 %	\$53	15.5 %	\$172	15.5 %
Furnishings And Equipment (2010)	\$1	4.5 %	\$15	4.4 %	\$48	4.3 %
Gifts (2010)	\$1	2.6 %	\$9	2.5 %	\$28	2.6 %
Health Care (2010)	\$2	6.2 %	\$21	6.3 %	\$70	6.3 %
Household Operations (2010)	\$1	3.5 %	\$12	3.5 %	\$39	3.5 %
Miscellaneous Expenses (2010)	\$1	1.7 %	\$6	1.7 %	\$19	1.7 %
Personal Care (2010)	\$0	1.5 %	\$5	1.5 %	\$16	1.5 %
Personal Insurance (2010)	\$0	1.0 %	\$3	1.0 %	\$11	1.0 %
Reading (2010)	\$0	0.3 %	\$1	0.3 %	\$4	0.3 %
Shelter (2010)	\$6	19.2 %	\$65	19.2 %	\$213	19.2 %
Tobacco (2010)	\$0	0.7 %	\$2	0.7 %	\$8	0.7 %
Transportation (2010)	\$7	20.4 %	\$69	20.4 %	\$224	20.1 %
Utilities (2010)	\$2	7.0 %	\$24	7.2 %	\$79	7.2 %
Educational Attainment						
Adult Population (25 Years+)(2010)	1,122		12,592		40,866	
Elementary (0 to 8)(2010)	63	5.6 %	874	6.9 %	3,407	8.3 %
Some High School (9 to 11)(2010)	97	8.7 %	1,586	12.6 %	5,692	13.9 %
High School Graduate (12)(2010)	391	34.9 %	4,340	34.5 %	13,557	33.2 %
Some College (13 to 16)(2010)	224	20.0 %	2,633	20.9 %	7,815	19.1 %
Associate Degree Only(2010)	102	9.1 %	1,052	8.4 %	3,043	7.4 %
Bachelor Degree Only(2010)	164	14.6 %	1,534	12.2 %	5,002	12.2 %
Graduate Degree(2010)	80	7.2 %	573	4.5 %	2,350	5.7 %

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Powdersville Plaza Greenville, South Carolina	1 Mile		3 Miles		5 Miles	
Units In Structure						
1 Detached Unit (2000)	341	75.3 %	3,845	62.7 %	15,303	67.5 %
1 Attached Unit (2000)	3	0.6 %	10	0.2 %	245	1.1 %
2 to 4 Units (2000)	2	0.4 %	84	1.4 %	739	3.3 %
5 to 9 Units (2000)	0	0.0 %	177	2.9 %	768	3.4 %
10 to 19 Units (2000)	1	0.3 %	69	1.1 %	377	1.7 %
20 to 49 Units (2000)	0	0.0 %	7	0.1 %	63	0.3 %
50 or more Units (2000)	0	0.0 %	64	1.0 %	265	1.2 %
Mobile Home or Trailer (2000)	106		1,877		4,902	
Other Structure (2000)	0		0		4	
Homes Built By Year						
Homes Built 1999 to 2000	23	5.1 %	392	6.4 %	960	4.2 %
Homes Built 1995 to 1998	72	16.0 %	763	12.4 %	2,288	10.1 %
Homes Built 1990 to 1994	56	12.4 %	573	9.3 %	2,083	9.2 %
Homes Built 1980 to 1989	88	19.4 %	1,205	19.7 %	3,963	17.5 %
Homes Built 1970 to 1979	119	26.2 %	1,615	26.3 %	4,371	19.3 %
Homes Built 1960 to 1969	32	7.1 %	832	13.6 %	3,340	14.7 %
Homes Built 1950 to 1959	22	4.9 %	390	6.4 %	2,622	11.6 %
Homes Built Before 1949	40	8.9 %	363	5.9 %	3,039	13.4 %
Home Values (2000)						
Home Values \$1,000,000+	0	0.0 %	13	0.4 %	26	0.2 %
Home Values \$500,000-\$999,999	0	0.0 %	14	0.5 %	129	1.1 %
Home Values \$400,000-\$499,999	4	1.4 %	13	0.4 %	100	0.9 %
Home Values \$300,000-\$399,999	10	3.7 %	44	1.4 %	261	2.3 %
Home Values \$200,000-\$299,999	57	20.9 %	288	9.4 %	758	6.5 %
Home Values \$150,000-\$199,999	60	22.2 %	392	12.8 %	1,136	9.8 %
Home Values \$100,000-\$149,999	93	34.1 %	974	31.9 %	2,639	22.8 %
Home Values \$70,000-\$99,999	21	7.6 %	752	24.6 %	3,018	26.0 %
Home Values \$50,000-\$69,999	21	7.7 %	424	13.9 %	2,072	17.9 %
Home Values \$25,000-\$49,999	7	2.4 %	115	3.8 %	1,210	10.4 %
Home Values \$0-\$24,999	0	0.0 %	27	0.9 %	237	2.0 %
Owner Occupied Median Home Value	\$153,620		\$114,771		\$107,352	
Renter Occupied Median Rent	\$211		\$254		\$260	
Transportation to Work (2000)						
Drive to Work Alone	505	89.8 %	6,072	84.2 %	20,543	80.8 %
Drive to Work in Carpool	36	6.4 %	843	11.7 %	3,763	14.8 %
Travel to Work - Public Transportation	0	0.0 %	18	0.2 %	107	0.4 %
Drive to Work Motorcycle	0	0.0 %	0	0.0 %	18	0.1 %
Walk or Bicycle to Work	8	1.5 %	71	1.0 %	306	1.2 %
Other Means	3	0.6 %	77	1.1 %	237	0.9 %
Work at Home	10	1.7 %	134	1.9 %	457	1.8 %
Travel Time (2000)						
Travel to Work in 14 Minutes or Less	128	23.1 %	1,532	21.6 %	5,929	23.7 %
Travel to Work in 15 to 29 Minutes	271	49.1 %	3,564	50.3 %	11,873	47.5 %
Travel to Work in 30 to 59 Minutes	135	24.4 %	1,757	24.8 %	6,282	25.2 %
Travel to Work in 60 Minutes or More	19	3.4 %	227	3.2 %	892	3.6 %
Average Travel Time to Work	20 mins		21 mins		22 mins	

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