

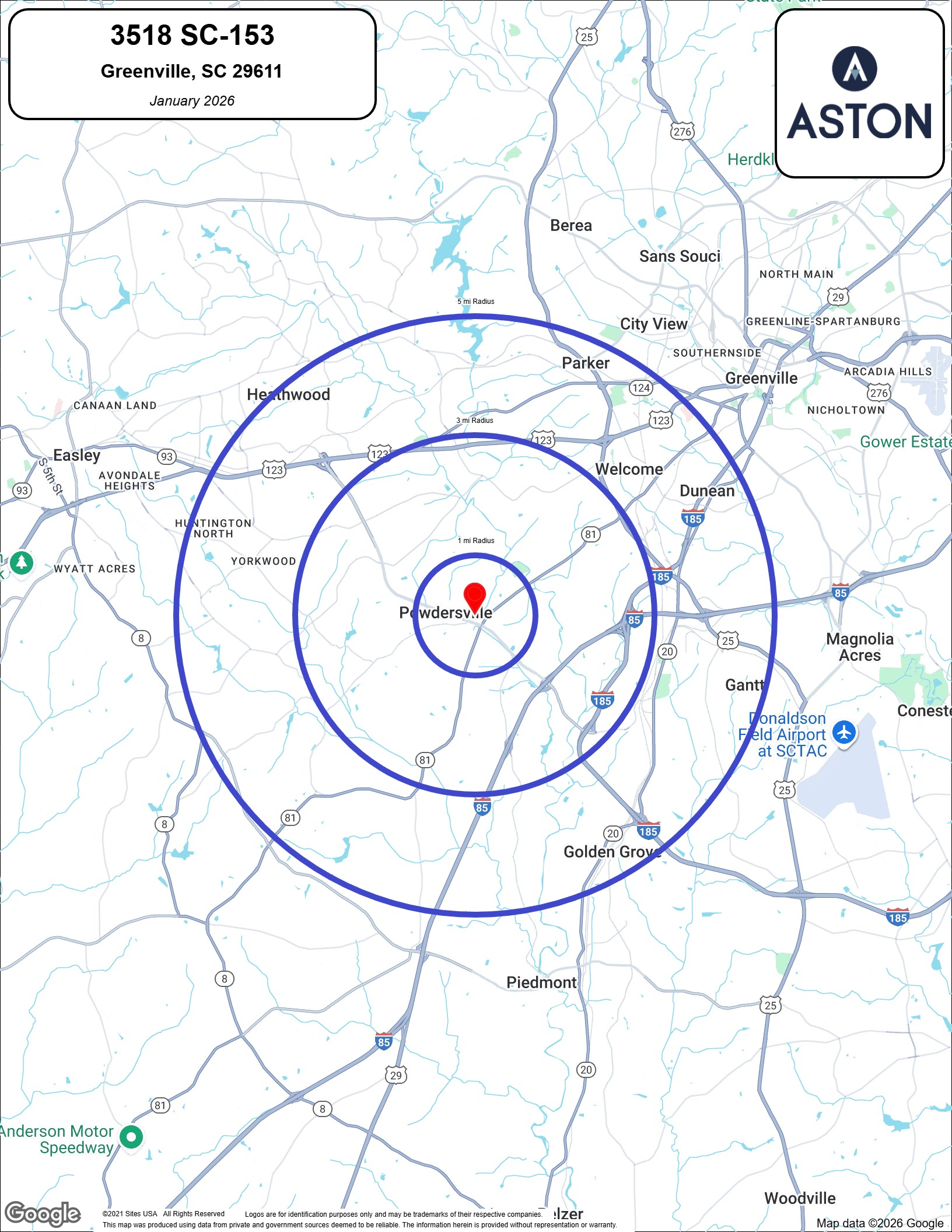
3518 SC-153

Greenville, SC 29611

January 2026



ASTON



Expanded Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.7909/-82.4838

3518 SC-153						
Greenville, SC 29611						
Population						
Estimated Population (2025)	3,703		24,996		74,669	
Projected Population (2030)	3,997		25,902		78,289	
Census Population (2020)	3,000		23,365		70,025	
Census Population (2010)	2,084		19,290		60,266	
Projected Annual Growth (2025 to 2030)	294	1.6%	907	0.7%	3,620	1.0%
Historical Annual Growth (2020 to 2025)	702	4.7%	1,631	1.4%	4,644	1.3%
Historical Annual Growth (2010 to 2020)	917	8.8%	4,075	4.2%	9,759	3.2%
Estimated Population Density (2025)	1,179	psm	884	psm	951	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2025)	1,449		9,412		29,044	
Projected Households (2030)	1,581		9,850		30,780	
Census Households (2020)	1,146		8,700		27,030	
Census Households (2010)	801		7,193		23,131	
Estimated Households with Children (2025)	520	35.9%	3,515	37.3%	10,056	34.6%
Estimated Average Household Size (2025)	2.56		2.65		2.56	
Average Household Income						
Estimated Average Household Income (2025)	\$101,052		\$107,813		\$96,774	
Projected Average Household Income (2030)	\$100,549		\$107,578		\$96,218	
Estimated Average Family Income (2025)	\$111,118		\$118,768		\$110,813	
Median Household Income						
Estimated Median Household Income (2025)	\$71,891		\$82,744		\$71,327	
Projected Median Household Income (2030)	\$71,364		\$82,203		\$70,697	
Estimated Median Family Income (2025)	\$86,549		\$102,588		\$88,864	
Per Capita Income						
Estimated Per Capita Income (2025)	\$39,545		\$40,604		\$37,688	
Projected Per Capita Income (2030)	\$39,765		\$40,917		\$37,872	
Estimated Per Capita Income 5 Year Growth	\$220	0.6%	\$313	0.8%	\$184	0.5%
Estimated Average Household Net Worth (2025)	\$839,713		\$1,032,751		\$909,152	
Daytime Demos (2025)						
Total Businesses	353		868		2,346	
Total Employees	5,302		10,580		31,092	
Company Headquarter Businesses	6	1.8%	23	2.6%	74	3.1%
Company Headquarter Employees	134	2.5%	698	6.6%	3,283	10.6%
Employee Population per Business	15.0		12.2		13.3	
Residential Population per Business	10.5		28.8		31.8	

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Race & Ethnicity

White (2025)	2,563	69.2%	16,544	66.2%	48,275	64.7%
Black or African American (2025)	594	16.0%	4,729	18.9%	15,039	20.1%
American Indian or Alaska Native (2025)	9	0.2%	138	0.6%	436	0.6%
Asian (2025)	303	8.2%	714	2.9%	1,258	1.7%
Hawaiian or Pacific Islander (2025)	-	-	10	-	35	-
Other Race (2025)	82	2.2%	1,417	5.7%	5,156	6.9%
Two or More Races (2025)	151	4.1%	1,443	5.8%	4,471	6.0%
Not Hispanic or Latino Population (2025)	3,478	93.9%	21,921	87.7%	64,088	85.8%
Hispanic or Latino Population (2025)	225	6.1%	3,075	12.3%	10,581	14.2%
Not Hispanic or Latino Population (2030)	3,682	92.1%	22,478	86.8%	66,631	85.1%
Hispanic or Latino Population (2030)	315	7.9%	3,425	13.2%	11,658	14.9%
Not Hispanic or Latino Population (2020)	2,790	93.0%	20,466	87.6%	60,541	86.5%
Hispanic or Latino Population (2020)	211	7.0%	2,899	12.4%	9,484	13.5%
Not Hispanic or Latino Population (2010)	2,017	96.8%	17,785	92.2%	54,827	91.0%
Hispanic or Latino Population (2010)	67	3.2%	1,505	7.8%	5,440	9.0%
Projected Hispanic Annual Growth (2025 to 2030)	90	8.1%	350	2.3%	1,077	2.0%
Historic Hispanic Annual Growth (2010 to 2025)	158	15.7%	1,570	7.0%	5,142	6.3%

Age Distribution (2025)

Age Under 5	242	6.5%	1,567	6.3%	4,372	5.9%
Age 5 to 9 Years	262	7.1%	1,789	7.2%	5,003	6.7%
Age 10 to 14 Years	248	6.7%	1,745	7.0%	5,143	6.9%
Age 15 to 19 Years	268	7.2%	1,787	7.2%	4,866	6.5%
Age 20 to 24 Years	219	5.9%	1,354	5.4%	4,218	5.6%
Age 25 to 29 Years	249	6.7%	1,538	6.2%	4,912	6.6%
Age 30 to 34 Years	303	8.2%	1,934	7.7%	5,756	7.7%
Age 35 to 39 Years	301	8.1%	1,838	7.4%	5,382	7.2%
Age 40 to 44 Years	236	6.4%	1,646	6.6%	4,817	6.5%
Age 45 to 49 Years	205	5.5%	1,490	6.0%	4,532	6.1%
Age 50 to 54 Years	239	6.5%	1,612	6.5%	4,704	6.3%
Age 55 to 59 Years	211	5.7%	1,441	5.8%	4,495	6.0%
Age 60 to 64 Years	187	5.1%	1,429	5.7%	4,510	6.0%
Age 65 to 74 Years	313	8.5%	2,381	9.5%	7,130	9.5%
Age 75 to 84 Years	176	4.7%	1,176	4.7%	3,765	5.0%
Age 85 Years or Over	43	1.2%	268	1.1%	1,066	1.4%
Median Age	35.0		36.2		37.3	

Gender Age Distribution (2025)

Female Population	1,857	50.2%	12,834	51.3%	38,192	51.1%
Age 0 to 19 Years	487	26.2%	3,421	26.7%	9,512	24.9%
Age 20 to 64 Years	1,082	58.2%	7,311	57.0%	22,118	57.9%
Age 65 Years or Over	289	15.6%	2,102	16.4%	6,562	17.2%
Female Median Age	35.9		37.0		38.2	
Male Population	1,845	49.8%	12,162	48.7%	36,477	48.9%
Age 0 to 19 Years	533	28.9%	3,467	28.5%	9,871	27.1%
Age 20 to 64 Years	1,069	57.9%	6,972	57.3%	21,207	58.1%
Age 65 Years or Over	243	13.2%	1,723	14.2%	5,399	14.8%
Male Median Age	34.0		35.3		36.2	

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Household Income Distribution (2025)

HH Income \$200,000 or More	130	9.0%	1,161	12.3%	2,790	9.6%
HH Income \$150,000 to \$199,999	86	5.9%	640	6.8%	1,591	5.5%
HH Income \$100,000 to \$149,999	318	21.9%	1,862	19.8%	5,151	17.7%
HH Income \$75,000 to \$99,999	162	11.2%	1,235	13.1%	3,572	12.3%
HH Income \$50,000 to \$74,999	350	24.1%	1,592	16.9%	4,949	17.0%
HH Income \$35,000 to \$49,999	252	17.4%	1,039	11.0%	3,826	13.2%
HH Income \$25,000 to \$34,999	40	2.8%	682	7.2%	2,514	8.7%
HH Income \$15,000 to \$24,999	48	3.3%	432	4.6%	1,938	6.7%
HH Income Under \$15,000	64	4.4%	770	8.2%	2,713	9.3%
HH Income \$35,000 or More	1,297	89.5%	7,529	80.0%	21,879	75.3%
HH Income \$75,000 or More	695	48.0%	4,897	52.0%	13,104	45.1%

Housing (2025)

Total Housing Units	1,656		10,401		32,155	
Housing Units Occupied	1,449	87.5%	9,412	90.5%	29,044	90.3%
Housing Units Owner-Occupied	767	52.9%	6,300	66.9%	18,479	63.6%
Housing Units, Renter-Occupied	682	47.1%	3,112	33.1%	10,565	36.4%
Housing Units, Vacant	207	14.3%	988	10.5%	3,111	10.7%

Marital Status (2025)

Never Married	815	27.6%	6,553	32.9%	20,144	33.5%
Currently Married	1,485	50.3%	9,249	46.5%	28,108	46.7%
Separated	220	7.4%	1,126	5.7%	2,585	4.3%
Widowed	126	4.3%	1,033	5.2%	3,650	6.1%
Divorced	304	10.3%	1,932	9.7%	5,664	9.4%

Household Type (2025)

Population Family	3,132	84.6%	21,999	88.0%	62,802	84.1%
Population Non-Family	570	15.4%	2,981	11.9%	11,517	15.4%
Population Group Quarters	-	-	16	-	350	0.5%
Family Households	1,033	71.3%	7,242	76.9%	20,697	71.3%
Non-Family Households	416	28.7%	2,170	23.1%	8,347	28.7%
Married Couple with Children	344	23.1%	2,301	24.9%	6,260	22.3%
Average Family Household Size	3.0		3.0		3.0	

Household Size (2025)

1 Person Households	312	21.6%	1,711	18.2%	6,539	22.5%
2 Person Households	600	41.4%	3,758	39.9%	10,925	37.6%
3 Person Households	214	14.7%	1,570	16.7%	4,843	16.7%
4 Person Households	189	13.1%	1,380	14.7%	3,897	13.4%
5 Person Households	92	6.3%	670	7.1%	1,858	6.4%
6 or More Person Households	42	2.9%	323	3.4%	981	3.4%

Household Vehicles (2025)

Households with 0 Vehicles Available	49	3.4%	544	5.8%	2,286	7.9%
Households with 1 Vehicles Available	504	34.8%	2,794	29.7%	9,214	31.7%
Households with 2 or More Vehicles Available	896	61.8%	6,074	64.5%	17,544	60.4%
Total Vehicles Available	2,807		18,688		53,880	
Average Vehicles Per Household	1.9		2.0		1.9	

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Labor Force (2025)

Estimated Labor Population Age 16 Years or Over	2,896		19,533		59,138	
Estimated Civilian Employed	1,886	65.1%	13,149	67.3%	37,830	64.0%
Estimated Civilian Unemployed	83	2.9%	520	2.7%	2,019	3.4%
Estimated in Armed Forces	-	-	-	-	111	0.2%
Estimated Not in Labor Force	927	32.0%	5,863	30.0%	19,178	32.4%
Unemployment Rate	2.9%		2.7%		3.4%	

Occupation (2025)

Occupation: Population Age 16 Years or Over	1,886		13,149		37,829	
Management, Business, Financial Operations	582	30.9%	2,612	19.9%	6,693	17.7%
Professional, Related Service	372	19.7%	2,587	19.7%	7,167	18.9%
Sales, Office	177	9.4%	2,070	15.7%	6,171	16.3%
Farming, Fishing, Forestry	315	16.7%	2,538	19.3%	7,488	19.8%
Construct, Extraction, Maintenance	-	-	23	0.2%	118	0.3%
Production, Transport Material Moving	139	7.4%	901	6.9%	3,165	8.4%
White Collar Workers	301	15.9%	2,418	18.4%	7,028	18.6%
Blue Collar Workers	1,269	67.3%	7,737	58.8%	21,347	56.4%
	617	32.7%	5,412	41.2%	16,482	43.6%

Consumer Expenditure (2025)

Total Household Expenditure	\$148.01 M		\$997.21 M		\$2.82 B	
Total Non-Retail Expenditure	\$74.01 M	50.0%	\$494.35 M	49.6%	\$1.38 B	48.9%
Total Retail Expenditure	\$74 M	50.0%	\$502.86 M	50.4%	\$1.44 B	51.1%
Alcoholic Beverages	\$901.93 K	0.6%	\$6.09 M	0.6%	\$17.18 M	0.6%
Apparel	\$2.74 M	1.9%	\$18.5 M	1.9%	\$52.67 M	1.9%
Contributions	\$4.64 M	3.1%	\$31.28 M	3.1%	\$86.81 M	3.1%
Education	\$3.33 M	2.2%	\$22.42 M	2.2%	\$62.66 M	2.2%
Entertainment	\$8.49 M	5.7%	\$57.34 M	5.7%	\$163.4 M	5.8%
Food Away From Home	\$6.51 M	4.4%	\$43.92 M	4.4%	\$124.74 M	4.4%
Grocery	\$9.96 M	6.7%	\$67.42 M	6.8%	\$198.5 M	7.0%
Health Care	\$9.35 M	6.3%	\$61.66 M	6.2%	\$188.81 M	6.7%
Household Furnishings and Equipment	\$3.93 M	2.7%	\$26.49 M	2.7%	\$75.02 M	2.7%
Household Operations	\$2.77 M	1.9%	\$18.81 M	1.9%	\$53.76 M	1.9%
Miscellaneous Expenses	\$2.53 M	1.7%	\$17.02 M	1.7%	\$48.29 M	1.7%
Personal Care	\$1.94 M	1.3%	\$13.15 M	1.3%	\$38.37 M	1.4%
Shelter	\$24.87 M	16.8%	\$160.34 M	16.1%	\$464.92 M	16.5%
Tax and Retirement	\$34.04 M	23.0%	\$237.43 M	23.8%	\$631.94 M	22.4%
Tobacco and Related	\$773.38 K	0.5%	\$5.3 M	0.5%	\$16.51 M	0.6%
Transportation	\$24.15 M	16.3%	\$161.85 M	16.2%	\$456.39 M	16.2%
Utilities	\$7.12 M	4.8%	\$48.2 M	4.8%	\$142.36 M	5.0%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	2,463		16,753		51,068	
Elementary (Grade Level 0 to 8)	64	2.6%	594	3.5%	2,707	5.3%
Some High School (Grade Level 9 to 11)	91	3.7%	1,221	7.3%	4,276	8.4%
High School Graduate	555	22.5%	4,195	25.0%	14,423	28.2%
Some College	529	21.5%	3,251	19.4%	9,410	18.4%
Associate Degree Only	323	13.1%	2,408	14.4%	5,650	11.1%
Bachelor Degree Only	542	22.0%	3,191	19.0%	9,107	17.8%
Graduate Degree	359	14.6%	1,893	11.3%	5,493	10.8%

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Units In Structure (2025)

1 Detached Unit	864	107.9%	6,464	89.9%	20,031	86.6%
1 Attached Unit	15	1.9%	119	1.7%	673	2.9%
2 to 4 Units	124	15.4%	379	5.3%	986	4.3%
5 to 9 Units	68	8.4%	336	4.7%	1,236	5.3%
10 to 19 Units	222	27.7%	594	8.3%	1,317	5.7%
20 to 49 Units	72	8.9%	166	2.3%	530	2.3%
50 or More Units	18	2.2%	136	1.9%	772	3.3%
Mobile Home or Trailer	65	8.1%	1,200	16.7%	3,442	14.9%
Other Structure	2	0.3%	17	0.2%	56	0.2%

Homes Built By Year (2025)

Homes Built 2010 or later	470	58.7%	2,147	29.9%	5,330	23.0%
Homes Built 2000 to 2009	332	41.4%	1,299	18.1%	3,810	16.5%
Homes Built 1990 to 1999	95	11.9%	1,478	20.5%	4,552	19.7%
Homes Built 1980 to 1989	203	25.4%	1,604	22.3%	4,516	19.5%
Homes Built 1970 to 1979	122	15.2%	1,021	14.2%	3,369	14.6%
Homes Built 1960 to 1969	96	12.0%	797	11.1%	2,567	11.1%
Homes Built 1950 to 1959	89	11.1%	739	10.3%	2,863	12.4%
Homes Built Before 1949	41	5.2%	327	4.5%	2,037	8.8%

Home Values (2025)

Home Values \$1,000,000 or More	-	-	98	1.6%	406	2.2%
Home Values \$500,000 to \$999,999	63	8.3%	704	11.2%	2,231	12.1%
Home Values \$400,000 to \$499,999	183	23.8%	905	14.4%	2,217	12.0%
Home Values \$300,000 to \$399,999	246	32.1%	1,244	19.8%	3,042	16.5%
Home Values \$200,000 to \$299,999	134	17.4%	1,706	27.1%	4,959	26.8%
Home Values \$150,000 to \$199,999	109	14.2%	588	9.3%	1,600	8.7%
Home Values \$100,000 to \$149,999	13	1.7%	273	4.3%	1,080	5.8%
Home Values \$70,000 to \$99,999	2	0.3%	220	3.5%	889	4.8%
Home Values \$50,000 to \$69,999	2	0.3%	128	2.0%	498	2.7%
Home Values \$25,000 to \$49,999	10	1.2%	95	1.5%	584	3.2%
Home Values Under \$25,000	6	0.8%	338	5.4%	975	5.3%
Owner-Occupied Median Home Value	\$344,096		\$297,677		\$275,316	
Renter-Occupied Median Rent	\$1,159		\$1,014		\$989	

Transportation To Work (2025)

Drive to Work Alone	1,517	80.5%	11,001	83.7%	30,158	79.7%
Drive to Work in Carpool	100	5.3%	716	5.4%	3,216	8.5%
Travel to Work by Public Transportation	1	-	18	0.1%	65	0.2%
Drive to Work on Motorcycle	-	-	4	-	22	-
Walk or Bicycle to Work	-	-	93	0.7%	234	0.6%
Other Means	3	0.2%	42	0.3%	182	0.5%
Work at Home	264	14.0%	1,275	9.7%	3,953	10.5%

Travel Time (2025)

Travel to Work in 14 Minutes or Less	323	17.1%	2,272	17.3%	7,272	19.2%
Travel to Work in 15 to 29 Minutes	746	39.6%	5,138	39.1%	14,221	37.6%
Travel to Work in 30 to 59 Minutes	365	19.4%	3,446	26.2%	10,211	27.0%
Travel to Work in 60 Minutes or More	187	9.9%	1,018	7.7%	2,171	5.7%
Average Minutes Travel to Work	22.5		23.3		22.9	