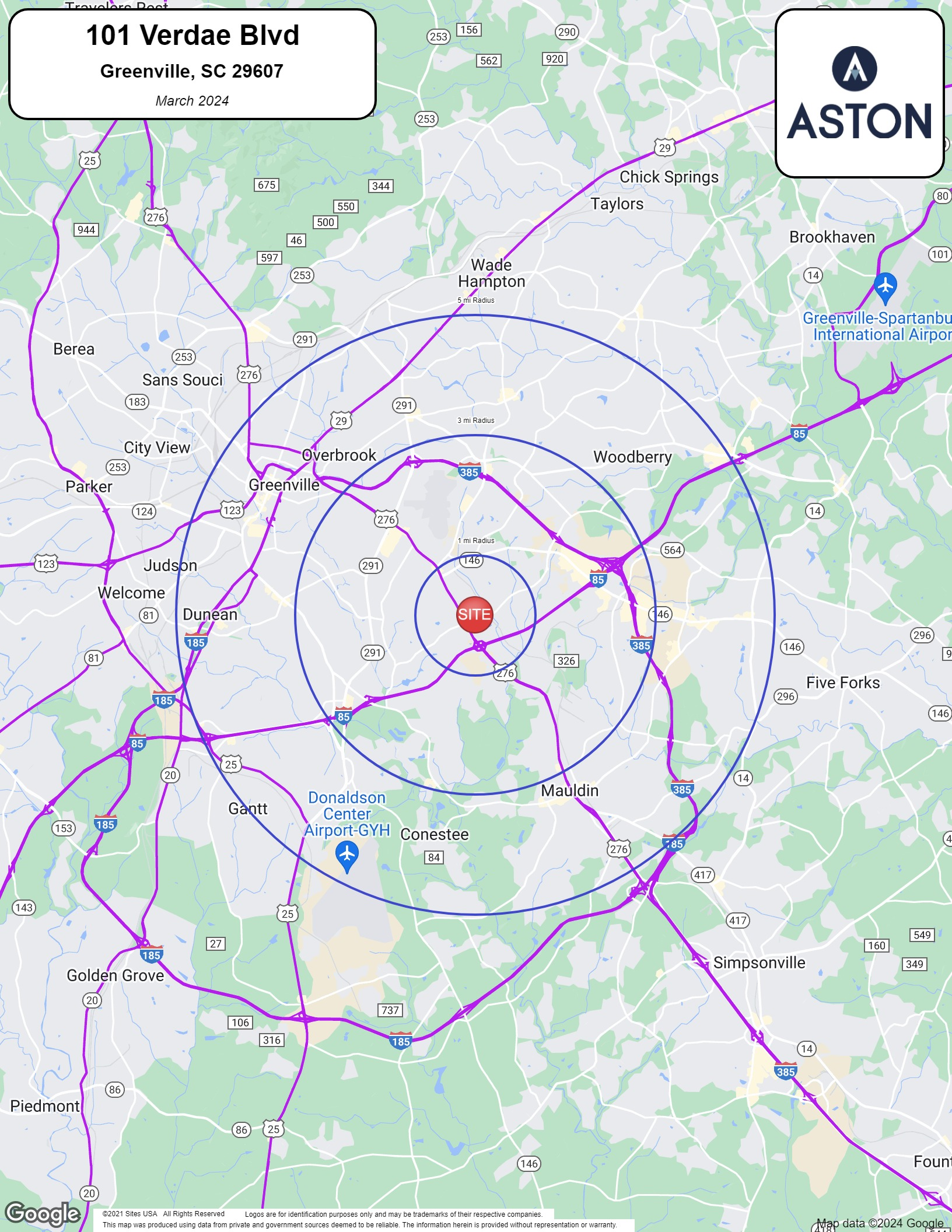
101 Verdae Blvd

Greenville, SC 29607

March 2024



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Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.8208/-82.3376

101 Verdae Blvd Greenville, SC 29607	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	5,635		49,849		164,573	
Projected Population (2028)	7,834		58,126		183,300	
Census Population (2020)	4,578		46,459		161,843	
Census Population (2010)	1,816		37,758		142,881	
Projected Annual Growth (2023 to 2028)	2,199	7.8%	8,277	3.3%	18,727	2.3%
Historical Annual Growth (2020 to 2023)	1,057	7.7%	3,390	2.4%	2,730	0.6%
Historical Annual Growth (2010 to 2020)	2,762	50.7%	8,701	7.7%	18,962	4.4%
Estimated Population Density (2023)	1,795	psm	1,764	psm	2,096	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2023)	2,547		24,183		73,689	
Projected Households (2028)	3,547		28,272		82,457	
Census Households (2020)	1,896		21,409		70,691	
Census Households (2010)	740		16,982		60,577	
Estimated Households with Children (2023)	800	31.4%	6,444	26.6%	19,194	26.0%
Estimated Average Household Size (2023)	2.20		2.04		2.17	
Average Household Income						
Estimated Average Household Income (2023)	$152,349		$117,197		$117,687	
Projected Average Household Income (2028)	$116,789		$107,710		$113,131	
Estimated Average Family Income (2023)	$159,903		$145,492		$148,441	
Median Household Income						
Estimated Median Household Income (2023)	$143,499		$84,679		$82,365	
Projected Median Household Income (2028)	$145,250		$87,601		$83,729	
Estimated Median Family Income (2023)	$167,126		$115,902		$110,281	
Per Capita Income						
Estimated Per Capita Income (2023)	$68,916		$56,925		$52,984	
Projected Per Capita Income (2028)	$52,912		$52,448		$51,151	
Estimated Per Capita Income 5 Year Growth	-$16,004	-23.2%	-$4,476	-7.9%	-$1,833	-3.5%
Estimated Average Household Net Worth (2023)	$1,090,003		$566,734		$550,225	
Daytime Demos (2023)						
Total Businesses	494		3,959		9,946	
Total Employees	11,240		59,144		124,301	
Company Headquarter Businesses	22	4.4%	186	4.7%	418	4.2%
Company Headquarter Employees	4,954	44.1%	15,563	26.3%	27,782	22.4%
Employee Population per Business	22.8		14.9		12.5	
Residential Population per Business	11.4		12.6		16.5	

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101 Verdae Blvd Greenville, SC 29607	1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity						
White (2023)	4,513	80.1%	31,626	63.4%	104,946	63.8%
Black or African American (2023)	683	12.1%	12,748	25.6%	38,710	23.5%
American Indian or Alaska Native (2023)	8	0.1%	105	0.2%	415	0.3%
Asian (2023)	191	3.4%	1,639	3.3%	7,416	4.5%
Hawaiian or Pacific Islander (2023)	3	-	46	-	126	-
Other Race (2023)	64	1.1%	1,381	2.8%	5,173	3.1%
Two or More Races (2023)	173	3.1%	2,305	4.6%	7,785	4.7%
Not Hispanic or Latino Population (2023)	5,383	95.5%	46,045	92.4%	150,801	91.6%
Hispanic or Latino Population (2023)	252	4.5%	3,804	7.6%	13,772	8.4%
Not Hispanic or Latino Population (2028)	7,477	95.4%	53,673	92.3%	167,793	91.5%
Hispanic or Latino Population (2028)	357	4.6%	4,453	7.7%	15,507	8.5%
Not Hispanic or Latino Population (2020)	4,420	96.5%	42,839	92.2%	147,458	91.1%
Hispanic or Latino Population (2020)	158	3.5%	3,620	7.8%	14,385	8.9%
Not Hispanic or Latino Population (2010)	1,781	98.1%	35,496	94.0%	133,309	93.3%
Hispanic or Latino Population (2010)	35	1.9%	2,262	6.0%	9,572	6.7%
Projected Hispanic Annual Growth (2023 to 2028)	105	8.3%	650	3.4%	1,735	2.5%
Historic Hispanic Annual Growth (2010 to 2023)	217	48.1%	1,542	5.2%	4,200	3.4%
Age Distribution (2023)						
Age Under 5	185	3.3%	2,695	5.4%	8,848	5.4%
Age 5 to 9 Years	301	5.3%	2,716	5.4%	8,917	5.4%
Age 10 to 14 Years	389	6.9%	2,873	5.8%	9,133	5.5%
Age 15 to 19 Years	284	5.0%	2,549	5.1%	9,057	5.5%
Age 20 to 24 Years	189	3.3%	3,687	7.4%	11,797	7.2%
Age 25 to 29 Years	248	4.4%	4,343	8.7%	13,030	7.9%
Age 30 to 34 Years	300	5.3%	3,924	7.9%	12,689	7.7%
Age 35 to 39 Years	284	5.0%	3,174	6.4%	10,810	6.6%
Age 40 to 44 Years	421	7.5%	3,008	6.0%	9,965	6.1%
Age 45 to 49 Years	317	5.6%	2,761	5.5%	9,205	5.6%
Age 50 to 54 Years	381	6.8%	2,854	5.7%	10,183	6.2%
Age 55 to 59 Years	396	7.0%	3,019	6.1%	10,489	6.4%
Age 60 to 64 Years	349	6.2%	2,764	5.5%	9,937	6.0%
Age 65 to 74 Years	865	15.3%	5,160	10.4%	16,714	10.2%
Age 75 to 84 Years	529	9.4%	3,053	6.1%	9,859	6.0%
Age 85 Years or Over	198	3.5%	1,269	2.5%	3,938	2.4%
Median Age	47.5		38.3		38.9	
Gender Age Distribution (2023)						
Female Population	2,855	50.7%	26,239	52.6%	85,619	52.0%
Age 0 to 19 Years	504	17.7%	5,250	20.0%	17,762	20.7%
Age 20 to 64 Years	1,486	52.0%	15,399	58.7%	50,157	58.6%
Age 65 Years or Over	865	30.3%	5,591	21.3%	17,700	20.7%
Female Median Age	49.0		39.9		40.3	
Male Population	2,779	49.3%	23,610	47.4%	78,954	48.0%
Age 0 to 19 Years	655	23.6%	5,583	23.6%	18,194	23.0%
Age 20 to 64 Years	1,399	50.3%	14,136	59.9%	47,950	60.7%
Age 65 Years or Over	726	26.1%	3,891	16.5%	12,811	16.2%
Male Median Age	45.1		36.6		37.4	

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Expanded Profile

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Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.8208/-82.3376

101 Verdae Blvd Greenville, SC 29607	1 mi radius		3 mi radius		5 mi radius	
Household Income Distribution (2023)						
HH Income $200,000 or More	794	31.2%	3,327	13.8%	9,497	12.9%
HH Income $150,000 to $199,999	465	18.3%	1,890	7.8%	6,102	8.3%
HH Income $100,000 to $149,999	233	9.2%	3,152	13.0%	11,890	16.1%
HH Income $75,000 to $99,999	316	12.4%	3,453	14.3%	9,304	12.6%
HH Income $50,000 to $74,999	206	8.1%	3,987	16.5%	11,936	16.2%
HH Income $35,000 to $49,999	119	4.7%	2,858	11.8%	8,311	11.3%
HH Income $25,000 to $34,999	154	6.0%	2,005	8.3%	6,063	8.2%
HH Income $15,000 to $24,999	88	3.5%	1,623	6.7%	4,242	5.8%
HH Income Under $15,000	172	6.7%	1,888	7.8%	6,343	8.6%
HH Income $35,000 or More	2,134	83.8%	18,667	77.2%	57,041	77.4%
HH Income $75,000 or More	1,808	71.0%	11,822	48.9%	36,793	49.9%
Housing (2023)						
Total Housing Units	2,763		26,792		80,550	
Housing Units Occupied	2,547	92.2%	24,183	90.3%	73,689	91.5%
Housing Units Owner-Occupied	1,659	65.1%	14,714	60.8%	46,964	63.7%
Housing Units, Renter-Occupied	888	34.9%	9,468	39.2%	26,725	36.3%
Housing Units, Vacant	216	8.5%	2,609	10.8%	6,862	9.3%
Marital Status (2023)						
Never Married	1,716	36.0%	16,438	39.5%	49,961	36.3%
Currently Married	2,146	45.1%	16,074	38.7%	60,429	43.9%
Separated	78	1.6%	1,474	3.5%	4,810	3.5%
Widowed	283	5.9%	2,893	7.0%	8,358	6.1%
Divorced	537	11.3%	4,686	11.3%	14,117	10.3%
Household Type (2023)						
Population Family	4,902	87.0%	38,593	77.4%	125,768	76.4%
Population Non-Family	699	12.4%	10,807	21.7%	34,348	20.9%
Population Group Quarters	34	0.6%	449	0.9%	4,457	2.7%
Family Households	1,838	72.2%	13,836	57.2%	43,227	58.7%
Non-Family Households	709	27.8%	10,346	42.8%	30,462	41.3%
Married Couple with Children	526	24.5%	4,092	25.5%	12,876	21.3%
Average Family Household Size	2.7		2.8		2.9	
Household Size (2023)						
1 Person Households	661	26.0%	8,997	37.2%	26,478	35.9%
2 Person Households	860	33.8%	8,128	33.6%	25,085	34.0%
3 Person Households	424	16.6%	3,364	13.9%	10,130	13.7%
4 Person Households	364	14.3%	2,212	9.1%	7,330	9.9%
5 Person Households	176	6.9%	991	4.1%	3,130	4.2%
6 or More Person Households	62	2.4%	491	2.0%	1,536	2.1%
Household Vehicles (2023)						
Households with 0 Vehicles Available	138	5.4%	1,637	6.8%	5,066	6.9%
Households with 1 Vehicles Available	804	31.6%	10,433	43.1%	28,346	38.5%
Households with 2 or More Vehicles Available	1,605	63.0%	12,113	50.1%	40,277	54.7%
Total Vehicles Available	4,822		40,244		126,931	
Average Vehicles Per Household	1.9		1.7		1.7	

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Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	4,684		40,967		135,750	
Estimated Civilian Employed	2,944	62.8%	28,215	68.9%	91,216	67.2%
Estimated Civilian Unemployed	19	0.4%	719	1.8%	3,128	2.3%
Estimated in Armed Forces	-	-	43	0.1%	129	-
Estimated Not in Labor Force	1,722	36.8%	11,989	29.3%	41,276	30.4%
Unemployment Rate	0.4%		1.8%		2.3%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	2,944		28,215		91,214	
Management, Business, Financial Operations	665	22.6%	5,085	18.0%	16,994	18.6%
Professional, Related	1,103	37.5%	9,030	32.0%	29,872	32.7%
Service	323	11.0%	4,502	16.0%	12,536	13.7%
Sales, Office	646	21.9%	5,637	20.0%	18,498	20.3%
Farming, Fishing, Forestry	-	-	31	0.1%	76	-
Construct, Extraction, Maintenance	25	0.8%	1,295	4.6%	4,611	5.1%
Production, Transport Material Moving	182	6.2%	2,635	9.3%	8,626	9.5%
White Collar Workers	2,414	82.0%	19,752	70.0%	65,365	71.7%
Blue Collar Workers	530	18.0%	8,464	30.0%	25,850	28.3%
Consumer Expenditure (2023)						
Total Household Expenditure	$236.44 M		$1.9 B		$5.81 B	
Total Non-Retail Expenditure	$126.68 M	53.6%	$1.01 B	53.2%	$3.09 B	53.1%
Total Retail Expenditure	$109.76 M	46.4%	$887.91 M	46.8%	$2.73 B	46.9%
Apparel	$8.64 M	3.7%	$67.62 M	3.6%	$206.84 M	3.6%
Contributions	$8.8 M	3.7%	$65.56 M	3.5%	$199.29 M	3.4%
Education	$8.94 M	3.8%	$62.29 M	3.3%	$188.4 M	3.2%
Entertainment	$13.96 M	5.9%	$108.61 M	5.7%	$333.01 M	5.7%
Food and Beverages	$33.67 M	14.2%	$275.7 M	14.5%	$846.74 M	14.6%
Furnishings and Equipment	$8.57 M	3.6%	$67.19 M	3.5%	$206.3 M	3.5%
Gifts	$6.77 M	2.9%	$50.3 M	2.7%	$152.33 M	2.6%
Health Care	$18.76 M	7.9%	$156.74 M	8.3%	$482.57 M	8.3%
Household Operations	$9.73 M	4.1%	$75.87 M	4.0%	$231.94 M	4.0%
Miscellaneous Expenses	$4.53 M	1.9%	$36.13 M	1.9%	$110.87 M	1.9%
Personal Care	$3.16 M	1.3%	$25.4 M	1.3%	$77.99 M	1.3%
Personal Insurance	$1.87 M	0.8%	$13.82 M	0.7%	$42.35 M	0.7%
Reading	$531.53 K	0.2%	$4.2 M	0.2%	$12.86 M	0.2%
Shelter	$49.89 M	21.1%	$400.83 M	21.1%	$1.23 B	21.1%
Tobacco	$1.1 M	0.5%	$10.62 M	0.6%	$32.74 M	0.6%
Transportation	$41.77 M	17.7%	$340.42 M	18.0%	$1.05 B	18.0%
Utilities	$15.72 M	6.6%	$135.12 M	7.1%	$415.51 M	7.1%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	4,287		35,329		116,821	
Elementary (Grade Level 0 to 8)	5	0.1%	730	2.1%	2,835	2.4%
Some High School (Grade Level 9 to 11)	76	1.8%	1,733	4.9%	5,856	5.0%
High School Graduate	559	13.0%	6,189	17.5%	21,239	18.2%
Some College	491	11.4%	6,189	17.5%	19,920	17.1%
Associate Degree Only	186	4.3%	2,864	8.1%	10,170	8.7%
Bachelor Degree Only	1,837	42.9%	10,912	30.9%	34,620	29.6%
Graduate Degree	1,134	26.5%	6,711	19.0%	22,181	19.0%

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Units In Structure (2023)						
1 Detached Unit	1,716	231.8%	14,442	85.0%	46,134	76.2%
1 Attached Unit	97	13.1%	1,462	8.6%	4,520	7.5%
2 to 4 Units	71	9.5%	1,159	6.8%	3,675	6.1%
5 to 9 Units	255	34.4%	1,726	10.2%	4,533	7.5%
10 to 19 Units	146	19.8%	1,834	10.8%	4,500	7.4%
20 to 49 Units	64	8.6%	1,082	6.4%	2,837	4.7%
50 or More Units	112	15.2%	1,369	8.1%	4,007	6.6%
Mobile Home or Trailer	86	11.6%	1,104	6.5%	3,430	5.7%
Other Structure	-	-	5	-	52	-
Homes Built By Year (2023)						
Homes Built 2010 or later	1,201	162.2%	5,098	30.0%	13,826	22.8%
Homes Built 2000 to 2009	323	43.6%	3,534	20.8%	12,156	20.1%
Homes Built 1990 to 1999	140	19.0%	3,399	20.0%	9,388	15.5%
Homes Built 1980 to 1989	384	51.8%	3,332	19.6%	9,226	15.2%
Homes Built 1970 to 1979	182	24.6%	3,151	18.6%	9,706	16.0%
Homes Built 1960 to 1969	168	22.7%	2,461	14.5%	7,628	12.6%
Homes Built 1950 to 1959	77	10.4%	1,686	9.9%	5,888	9.7%
Homes Built Before 1949	72	9.8%	1,521	9.0%	5,870	9.7%
Home Values (2023)						
Home Values $1,000,000 or More	123	7.4%	395	2.7%	1,115	2.4%
Home Values $500,000 to $999,999	838	50.5%	2,435	16.5%	6,656	14.2%
Home Values $400,000 to $499,999	305	18.4%	1,240	8.4%	4,283	9.1%
Home Values $300,000 to $399,999	230	13.9%	1,986	13.5%	7,650	16.3%
Home Values $200,000 to $299,999	46	2.8%	5,020	34.1%	14,810	31.5%
Home Values $150,000 to $199,999	41	2.5%	1,576	10.7%	5,711	12.2%
Home Values $100,000 to $149,999	29	1.7%	898	6.1%	2,981	6.3%
Home Values $70,000 to $99,999	16	1.0%	457	3.1%	1,461	3.1%
Home Values $50,000 to $69,999	2	0.1%	198	1.3%	466	1.0%
Home Values $25,000 to $49,999	26	1.5%	305	2.1%	854	1.8%
Home Values Under $25,000	5	0.3%	204	1.4%	978	2.1%
Owner-Occupied Median Home Value	$576,061		$321,931		$308,365	
Renter-Occupied Median Rent	$1,056		$974		$965	
Transportation To Work (2023)						
Drive to Work Alone	2,198	74.7%	19,728	69.9%	62,713	68.8%
Drive to Work in Carpool	190	6.4%	1,804	6.4%	6,064	6.6%
Travel to Work by Public Transportation	27	0.9%	151	0.5%	254	0.3%
Drive to Work on Motorcycle	-	-	9	-	16	-
Walk or Bicycle to Work	97	3.3%	509	1.8%	1,647	1.8%
Other Means	34	1.2%	534	1.9%	1,457	1.6%
Work at Home	398	13.5%	5,482	19.4%	19,063	20.9%
Travel Time (2023)						
Travel to Work in 14 Minutes or Less	1,005	34.2%	7,030	24.9%	21,938	24.1%
Travel to Work in 15 to 29 Minutes	1,079	36.6%	11,192	39.7%	34,826	38.2%
Travel to Work in 30 to 59 Minutes	340	11.5%	3,117	11.0%	11,371	12.5%
Travel to Work in 60 Minutes or More	122	4.1%	1,395	4.9%	4,016	4.4%
Average Minutes Travel to Work	16.3		17.6		18.2	

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