400 E McBee Ave.

Greenville, SC 29601

January 2024

ASTON
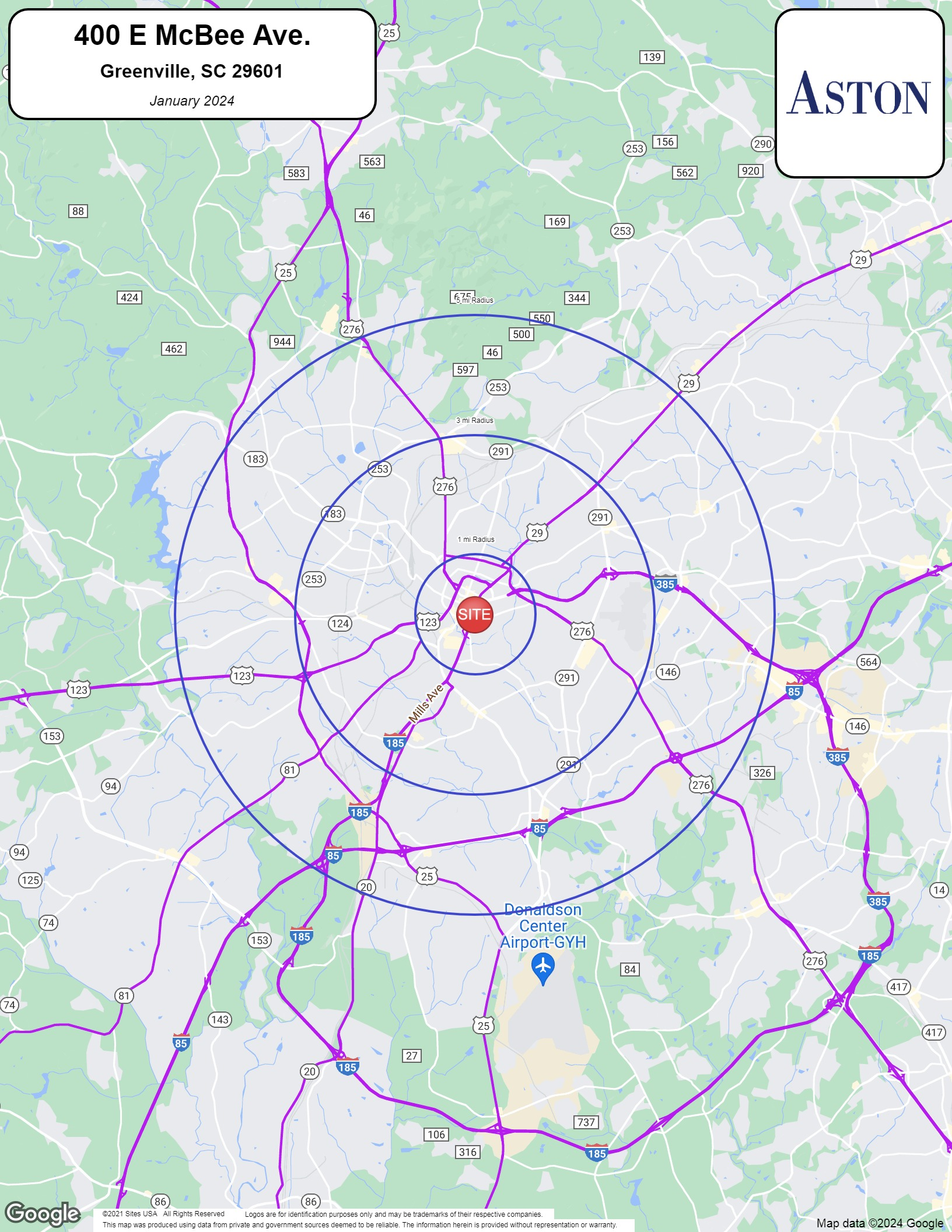
5 mi Radius

3 mi Radius

1 mi Radius

SITE

Mills Ave

Donaldson Center Airport-GYH

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Expanded Profile

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

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Lat/Lon: 34.8479/-82.3953

400 E McBee Ave. Greenville, SC 29601	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	11,488		79,770		167,882	
Projected Population (2028)	12,301		85,811		182,869	
Census Population (2020)	10,685		79,464		165,544	
Census Population (2010)	7,516		71,383		146,484	
Projected Annual Growth (2023 to 2028)	813	1.4%	6,041	1.5%	14,987	1.8%
Historical Annual Growth (2020 to 2023)	803	2.5%	306	0.1%	2,338	0.5%
Historical Annual Growth (2010 to 2020)	3,169	14.1%	8,081	3.8%	19,060	4.3%
Estimated Population Density (2023)	3,659	psm	2,823	psm	2,139	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2023)	5,754		34,857		72,568	
Projected Households (2028)	6,254		37,753		79,537	
Census Households (2020)	5,324		34,351		70,623	
Census Households (2010)	3,429		29,473		60,830	
Estimated Households with Children (2023)	471	8.2%	6,970	20.0%	18,322	25.2%
Estimated Average Household Size (2023)	1.80		2.19		2.25	
Average Household Income						
Estimated Average Household Income (2023)	$130,177		$115,774		$106,319	
Projected Average Household Income (2028)	$129,045		$115,463		$104,388	
Estimated Average Family Income (2023)	$166,768		$149,843		$130,472	
Median Household Income						
Estimated Median Household Income (2023)	$90,877		$72,764		$71,561	
Projected Median Household Income (2028)	$91,133		$73,356		$72,825	
Estimated Median Family Income (2023)	$152,104		$105,100		$97,920	
Per Capita Income						
Estimated Per Capita Income (2023)	$66,829		$51,096		$46,234	
Projected Per Capita Income (2028)	$67,128		$51,268		$45,657	
Estimated Per Capita Income 5 Year Growth	$299	0.4%	$172	0.3%	-$577	-1.2%
Estimated Average Household Net Worth (2023)	$762,703		$536,399		$490,082	
Daytime Demos (2023)						
Total Businesses	2,048		5,581		9,341	
Total Employees	21,259		59,999		110,666	
Company Headquarter Businesses	95	4.6%	249	4.5%	376	4.0%
Company Headquarter Employees	4,340	20.4%	11,270	18.8%	21,239	19.2%
Employee Population per Business	10.4		10.8		11.8	
Residential Population per Business	5.6		14.3		18.0	

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400 E McBee Ave. Greenville, SC 29601	1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity						
White (2023)	6,944	60.4%	46,768	58.6%	99,546	59.3%
Black or African American (2023)	3,814	33.2%	21,974	27.5%	43,152	25.7%
American Indian or Alaska Native (2023)	18	0.2%	316	0.4%	783	0.5%
Asian (2023)	180	1.6%	2,855	3.6%	4,874	2.9%
Hawaiian or Pacific Islander (2023)	4	-	55	-	112	-
Other Race (2023)	128	1.1%	4,400	5.5%	11,272	6.7%
Two or More Races (2023)	400	3.5%	3,403	4.3%	8,142	4.8%
Not Hispanic or Latino Population (2023)	10,794	94.0%	70,786	88.7%	145,664	86.8%
Hispanic or Latino Population (2023)	694	6.0%	8,984	11.3%	22,218	13.2%
Not Hispanic or Latino Population (2028)	11,565	94.0%	76,142	88.7%	158,831	86.9%
Hispanic or Latino Population (2028)	736	6.0%	9,668	11.3%	24,038	13.1%
Not Hispanic or Latino Population (2020)	10,173	95.2%	69,181	87.1%	140,085	84.6%
Hispanic or Latino Population (2020)	512	4.8%	10,282	12.9%	25,459	15.4%
Not Hispanic or Latino Population (2010)	7,269	96.7%	64,513	90.4%	129,391	88.3%
Hispanic or Latino Population (2010)	248	3.3%	6,869	9.6%	17,093	11.7%
Projected Hispanic Annual Growth (2023 to 2028)	41	1.2%	684	1.5%	1,820	1.6%
Historic Hispanic Annual Growth (2010 to 2023)	447	13.9%	2,115	2.4%	5,125	2.3%
Age Distribution (2023)						
Age Under 5	421	3.7%	4,729	5.9%	9,984	5.9%
Age 5 to 9 Years	469	4.1%	4,244	5.3%	9,377	5.6%
Age 10 to 14 Years	315	2.7%	3,990	5.0%	9,388	5.6%
Age 15 to 19 Years	406	3.5%	4,413	5.5%	9,355	5.6%
Age 20 to 24 Years	799	7.0%	6,521	8.2%	13,108	7.8%
Age 25 to 29 Years	1,233	10.7%	7,046	8.8%	13,833	8.2%
Age 30 to 34 Years	1,116	9.7%	6,720	8.4%	12,725	7.6%
Age 35 to 39 Years	906	7.9%	5,325	6.7%	10,491	6.2%
Age 40 to 44 Years	707	6.2%	4,662	5.8%	9,678	5.8%
Age 45 to 49 Years	681	5.9%	4,303	5.4%	9,118	5.4%
Age 50 to 54 Years	785	6.8%	4,935	6.2%	10,189	6.1%
Age 55 to 59 Years	884	7.7%	5,151	6.5%	10,526	6.3%
Age 60 to 64 Years	856	7.4%	4,601	5.8%	9,807	5.8%
Age 65 to 74 Years	1,145	10.0%	7,096	8.9%	16,499	9.8%
Age 75 to 84 Years	525	4.6%	4,255	5.3%	10,104	6.0%
Age 85 Years or Over	239	2.1%	1,777	2.2%	3,701	2.2%
Median Age	40.7		36.9		37.7	
Gender Age Distribution (2023)						
Female Population	5,320	46.3%	40,932	51.3%	86,939	51.8%
Age 0 to 19 Years	760	14.3%	8,565	20.9%	18,682	21.5%
Age 20 to 64 Years	3,509	66.0%	24,545	60.0%	50,476	58.1%
Age 65 Years or Over	1,050	19.7%	7,822	19.1%	17,781	20.5%
Female Median Age	42.2		38.5		39.2	
Male Population	6,168	53.7%	38,837	48.7%	80,943	48.2%
Age 0 to 19 Years	852	13.8%	8,811	22.7%	19,423	24.0%
Age 20 to 64 Years	4,458	72.3%	24,720	63.6%	48,998	60.5%
Age 65 Years or Over	858	13.9%	5,306	13.7%	12,523	15.5%
Male Median Age	39.6		35.4		36.2	

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Household Income Distribution (2023)						
HH Income $200,000 or More	1,178	20.5%	4,542	13.0%	8,268	11.4%
HH Income $150,000 to $199,999	524	9.1%	2,285	6.6%	4,463	6.2%
HH Income $100,000 to $149,999	878	15.3%	4,445	12.8%	9,394	12.9%
HH Income $75,000 to $99,999	667	11.6%	3,611	10.4%	8,197	11.3%
HH Income $50,000 to $74,999	693	12.0%	5,287	15.2%	11,269	15.5%
HH Income $35,000 to $49,999	471	8.2%	3,740	10.7%	8,976	12.4%
HH Income $25,000 to $34,999	259	4.5%	3,785	10.9%	7,776	10.7%
HH Income $15,000 to $24,999	268	4.7%	2,577	7.4%	5,515	7.6%
HH Income Under $15,000	816	14.2%	4,585	13.2%	8,710	12.0%
HH Income $35,000 or More	4,411	76.7%	23,910	68.6%	50,567	69.7%
HH Income $75,000 or More	3,247	56.4%	14,882	42.7%	30,322	41.8%
Housing (2023)						
Total Housing Units	6,394		38,761		79,718	
Housing Units Occupied	5,754	90.0%	34,857	89.9%	72,568	91.0%
Housing Units Owner-Occupied	3,514	61.1%	21,924	62.9%	45,606	62.8%
Housing Units, Renter-Occupied	2,241	38.9%	12,934	37.1%	26,962	37.2%
Housing Units, Vacant	639	11.1%	3,904	11.2%	7,150	9.9%
Marital Status (2023)						
Never Married	4,740	46.1%	29,145	43.6%	56,258	40.4%
Currently Married	3,550	34.5%	23,853	35.7%	52,057	37.4%
Separated	565	5.5%	2,870	4.3%	6,006	4.3%
Widowed	356	3.5%	3,989	6.0%	9,554	6.9%
Divorced	1,072	10.4%	6,949	10.4%	15,258	11.0%
Household Type (2023)						
Population Family	7,132	62.1%	57,249	71.8%	128,509	76.5%
Population Non-Family	3,238	28.2%	18,917	23.7%	35,028	20.9%
Population Group Quarters	1,118	9.7%	3,604	4.5%	4,345	2.6%
Family Households	2,681	46.6%	18,974	54.4%	42,824	59.0%
Non-Family Households	3,074	53.4%	15,884	45.6%	29,743	41.0%
Married Couple with Children	142	4.0%	3,508	14.7%	10,591	20.3%
Average Family Household Size	2.7		3.0		3.0	
Household Size (2023)						
1 Person Households	2,720	47.3%	13,628	39.1%	25,437	35.1%
2 Person Households	1,867	32.4%	11,226	32.2%	24,216	33.4%
3 Person Households	581	10.1%	4,716	13.5%	10,634	14.7%
4 Person Households	410	7.1%	3,110	8.9%	7,042	9.7%
5 Person Households	114	2.0%	1,371	3.9%	3,228	4.4%
6 or More Person Households	62	1.1%	806	2.3%	2,011	2.8%
Household Vehicles (2023)						
Households with 0 Vehicles Available	601	10.4%	3,181	9.1%	5,533	7.6%
Households with 1 Vehicles Available	2,312	40.2%	13,732	39.4%	28,639	39.5%
Households with 2 or More Vehicles Available	2,842	49.4%	17,945	51.5%	38,395	52.9%
Total Vehicles Available	9,088		56,921		122,287	
Average Vehicles Per Household	1.6		1.6		1.7	

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
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Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	10,200		65,983		137,183	
Estimated Civilian Employed	6,405	62.8%	43,787	66.4%	89,111	65.0%
Estimated Civilian Unemployed	256	2.5%	1,730	2.6%	3,447	2.5%
Estimated in Armed Forces	10	-	51	-	127	-
Estimated Not in Labor Force	3,529	34.6%	20,416	30.9%	44,498	32.4%
Unemployment Rate	2.5%		2.6%		2.5%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	6,405		43,785		89,109	
Management, Business, Financial Operations	1,664	26.0%	7,738	17.7%	14,134	15.9%
Professional, Related	2,419	37.8%	13,098	29.9%	24,685	27.7%
Service	655	10.2%	6,469	14.8%	14,708	16.5%
Sales, Office	1,122	17.5%	9,215	21.0%	18,217	20.4%
Farming, Fishing, Forestry	3	-	43	-	127	0.1%
Construct, Extraction, Maintenance	231	3.6%	2,752	6.3%	6,986	7.8%
Production, Transport Material Moving	311	4.9%	4,471	10.2%	10,253	11.5%
White Collar Workers	5,205	81.3%	30,051	68.6%	57,036	64.0%
Blue Collar Workers	1,200	18.7%	13,735	31.4%	32,074	36.0%
Consumer Expenditure (2023)						
Total Household Expenditure	$491.81 M		$2.71 B		$5.29 B	
Total Non-Retail Expenditure	$262.62 M	53.4%	$1.44 B	53.2%	$2.81 B	53.1%
Total Retail Expenditure	$229.18 M	46.6%	$1.27 B	46.8%	$2.48 B	46.9%
Apparel	$17.62 M	3.6%	$96.38 M	3.6%	$187.63 M	3.5%
Contributions	$17.41 M	3.5%	$93.28 M	3.4%	$180.16 M	3.4%
Education	$17.03 M	3.5%	$89.03 M	3.3%	$169.93 M	3.2%
Entertainment	$28.38 M	5.8%	$154.63 M	5.7%	$300.88 M	5.7%
Food and Beverages	$71.05 M	14.4%	$394.45 M	14.6%	$772.23 M	14.6%
Furnishings and Equipment	$17.54 M	3.6%	$95.65 M	3.5%	$186.31 M	3.5%
Gifts	$13.49 M	2.7%	$71.61 M	2.6%	$137.91 M	2.6%
Health Care	$40.04 M	8.1%	$224.39 M	8.3%	$440.96 M	8.3%
Household Operations	$19.81 M	4.0%	$108.29 M	4.0%	$210.67 M	4.0%
Miscellaneous Expenses	$9.43 M	1.9%	$51.62 M	1.9%	$100.62 M	1.9%
Personal Care	$6.59 M	1.3%	$36.29 M	1.3%	$70.86 M	1.3%
Personal Insurance	$3.65 M	0.7%	$19.62 M	0.7%	$38.03 M	0.7%
Reading	$1.1 M	0.2%	$5.99 M	0.2%	$11.68 M	0.2%
Shelter	$104.37 M	21.2%	$574.51 M	21.2%	$1.12 B	21.2%
Tobacco	$2.64 M	0.5%	$15.49 M	0.6%	$30.79 M	0.6%
Transportation	$87.36 M	17.8%	$484.43 M	17.9%	$949.48 M	17.9%
Utilities	$34.3 M	7.0%	$194.3 M	7.2%	$382.59 M	7.2%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	9,076		55,872		116,670	
Elementary (Grade Level 0 to 8)	229	2.5%	2,485	4.4%	5,464	4.7%
Some High School (Grade Level 9 to 11)	539	5.9%	4,559	8.2%	9,453	8.1%
High School Graduate	1,510	16.6%	12,212	21.9%	26,558	22.8%
Some College	898	9.9%	7,452	13.3%	17,726	15.2%
Associate Degree Only	665	7.3%	3,759	6.7%	9,765	8.4%
Bachelor Degree Only	2,700	29.7%	15,232	27.3%	29,624	25.4%
Graduate Degree	2,536	27.9%	10,174	18.2%	18,079	15.5%

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Units In Structure (2023)						
1 Detached Unit	2,966	86.5%	22,132	75.1%	45,974	75.6%
1 Attached Unit	375	10.9%	1,737	5.9%	3,159	5.2%
2 to 4 Units	308	9.0%	1,929	6.5%	3,746	6.2%
5 to 9 Units	329	9.6%	1,899	6.4%	4,413	7.3%
10 to 19 Units	409	11.9%	1,915	6.5%	4,304	7.1%
20 to 49 Units	423	12.3%	1,342	4.6%	2,797	4.6%
50 or More Units	703	20.5%	2,063	7.0%	3,836	6.3%
Mobile Home or Trailer	240	7.0%	1,837	6.2%	4,320	7.1%
Other Structure	-	-	2	-	19	-
Homes Built By Year (2023)						
Homes Built 2010 or later	1,626	47.4%	5,996	20.3%	12,096	19.9%
Homes Built 2000 to 2009	1,026	29.9%	4,421	15.0%	9,281	15.3%
Homes Built 1990 to 1999	361	10.5%	2,461	8.3%	7,438	12.2%
Homes Built 1980 to 1989	402	11.7%	3,398	11.5%	8,344	13.7%
Homes Built 1970 to 1979	298	8.7%	3,434	11.7%	8,944	14.7%
Homes Built 1960 to 1969	211	6.2%	4,009	13.6%	9,408	15.5%
Homes Built 1950 to 1959	580	16.9%	5,199	17.6%	9,180	15.1%
Homes Built Before 1949	1,251	36.5%	5,940	20.2%	7,876	12.9%
Home Values (2023)						
Home Values $1,000,000 or More	257	7.3%	815	3.7%	1,291	2.8%
Home Values $500,000 to $999,999	1,335	38.0%	4,247	19.4%	6,528	14.3%
Home Values $400,000 to $499,999	504	14.4%	1,977	9.0%	3,348	7.3%
Home Values $300,000 to $399,999	470	13.4%	3,365	15.3%	6,592	14.5%
Home Values $200,000 to $299,999	652	18.6%	4,942	22.5%	12,162	26.7%
Home Values $150,000 to $199,999	132	3.7%	1,947	8.9%	5,250	11.5%
Home Values $100,000 to $149,999	55	1.6%	1,539	7.0%	3,827	8.4%
Home Values $70,000 to $99,999	48	1.4%	1,231	5.6%	2,899	6.4%
Home Values $50,000 to $69,999	16	0.5%	502	2.3%	853	1.9%
Home Values $25,000 to $49,999	10	0.3%	663	3.0%	1,283	2.8%
Home Values Under $25,000	35	1.0%	697	3.2%	1,572	3.4%
Owner-Occupied Median Home Value	$489,644		$333,386		$291,105	
Renter-Occupied Median Rent	$1,016		$905		$907	
Transportation To Work (2023)						
Drive to Work Alone	3,802	59.4%	28,546	65.2%	60,806	68.2%
Drive to Work in Carpool	281	4.4%	2,930	6.7%	6,884	7.7%
Travel to Work by Public Transportation	22	0.4%	117	0.3%	251	0.3%
Drive to Work on Motorcycle	2	-	8	-	14	-
Walk or Bicycle to Work	179	2.8%	1,162	2.7%	1,758	2.0%
Other Means	68	1.1%	759	1.7%	1,775	2.0%
Work at Home	2,051	32.0%	10,262	23.4%	17,622	19.8%
Travel Time (2023)						
Travel to Work in 14 Minutes or Less	1,607	25.1%	11,670	26.7%	20,726	23.3%
Travel to Work in 15 to 29 Minutes	1,642	25.6%	13,876	31.7%	32,227	36.2%
Travel to Work in 30 to 59 Minutes	868	13.5%	5,914	13.5%	14,123	15.8%
Travel to Work in 60 Minutes or More	237	3.7%	2,063	4.7%	4,411	4.9%
Average Minutes Travel to Work	18.3		18.1		19.4	