

MARKETING PROFILE

424 Birnie St, Greenville, South Carolina, 29611 2

Ring of 1 mile

BERKSHIRE HATHAWAY | C. Dan Joyner, REALTORS®
HomeServices

COMMERCIAL DIVISION

KEY FACTS

10,397
Population

40.0

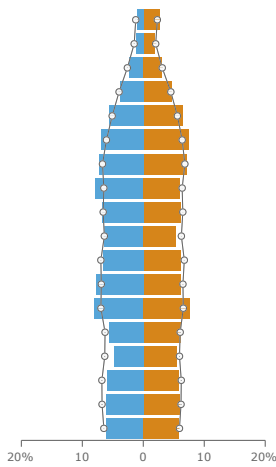
Median Age

2.2
Average Household Size

\$27,270

Median Household Income

Age Pyramid

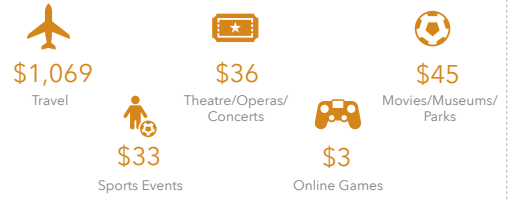


The largest group:
2019 Male Population
Age 25-29 (Esri)

The smallest group:
2019 Male Population
Age 85+ (Esri)

Dots show comparison to
Greenville County

ANNUAL LIFESTYLE SPENDING



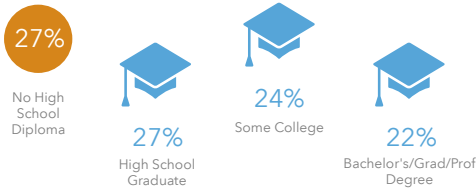
Tapestry Segments

12B Modest Income Homes 2,552 households	59.0% of Households
8G Hardscrabble Road 482 households	11.1% of Households
11E City Commons 466 households	10.8% of Households

ANNUAL HOUSEHOLD SPENDING



EDUCATION



MARKETING PROFILE

424 Birnie St, Greenville, South Carolina, 29611 2

Ring of 3 miles

BERKSHIRE HATHAWAY | C. Dan Joyner, REALTORS®
HomeServices

COMMERCIAL DIVISION

KEY FACTS

77,336

Population

38.3

Median Age

2.3

Average Household Size

\$37,511

Median Household Income

ANNUAL HOUSEHOLD SPENDING

\$1,669
Apparel & Services

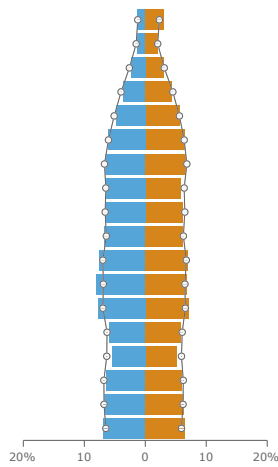
\$4,117
Groceries

\$127
Computers & Hardware

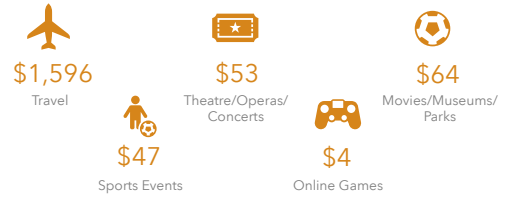
\$4,679
Health Care

\$2,844
Eating Out

Age Pyramid



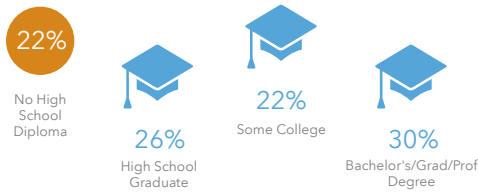
ANNUAL LIFESTYLE SPENDING



Tapestry Segments

8G Hardscrabble Road 6,251 households	19.2% of Households
12D Modest Income Homes 4,195 households	12.9% of Households
5B In Style 4,055 households	12.5% of Households

EDUCATION



MARKETING PROFILE

424 Birnie St, Greenville, South Carolina, 29611 2

Ring of 5 miles

BERKSHIRE HATHAWAY | C. Dan Joyner, REALTORS®
HomeServices

COMMERCIAL DIVISION

KEY FACTS

157,040

Population

37.3

Median Age

2.3

Average Household Size

\$41,173

Median Household Income

ANNUAL HOUSEHOLD SPENDING

\$1,694

Apparel & Services

\$129

Computers & Hardware

\$2,901

Eating Out

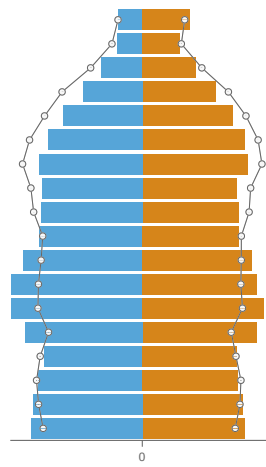
\$4,185

Groceries

\$4,730

Health Care

Age Pyramid



The largest group:
2019 Male Population
Age 25-29 (Esri)

The smallest group:
2019 Male Population
Age 85+ (Esri)

Dots show comparison to
Anderson County

ANNUAL LIFESTYLE SPENDING

\$1,616

Travel



\$52

Theatre/Operas/
Concerts



\$66

Movies/Museums/
Parks



\$47

Sports Events



\$4

Online Games

Tapestry Segments



8G

Hardscrabble Road

6,622 households

10.2%
of Households



11B

Young and Restless

6,591 households

10.2%
of Households



5B

In Style

5,141 households

7.9%
of Households

EDUCATION

18%

No High School Diploma



26%
High School Graduate



25%
Some College



32%
Bachelor's/Grad/Prof Degree