GREENVILLE CHAMBER

REGIONAL COMPETITIVENESS SCORECARD

HOW GREENVILLE COMPARES ON KEY DRIVERS OF PROSPERITY

Ranks among 10 peer communities and 15 next-tier communities. Lower rank numbers are stronger.

BIG BETS

BOLDER IDEAS. BRIGHTER TOMORROW.
A GREATER GREENVILLE.

DEMOGRAPHICS		ECONOMIC OPPORTUNITY		ECONOMIC MOBILITY		QUALITY OF LIFE	
3rd	10th	4th	12th	5th	8th	5th	6th
out of 10	out of 15	out of 10	out of 15	out of 10	out of 15	out of 10	out of 15

Greenville's rank among peer communities (1–10) | Greenville's rank among next-tier communities (1–15)

DEMOGRAPHICS — Who are we, and how are we changing?

	Lower Ranked (Weaker Performance)	Higher Ranked (Stronger Performance)
Population Change, 2014 - 2024	6	3
Median Age	13	6
Prime Working Age Population Growth, 2014 - 2024	7	4
Simpson Diversity Index	9	5
Highly Educated In-Migration Rate	8	3

ECONOMIC OPPORTUNITY — What opportunities does our economy create?

	Lower Ranked (Weaker Performance)	Higher Ranked (Stronger Performance)
Current GDP Per Capita	12	6
Real GDP Change, 2019 - 2024	11	5
Job Growth, 2019 - 2024	4	2
Per Capita Personal Income	13	7
Average Wage (QCEW), 2024	14	6
Unemployment Rate %	10	6
Labor Force Growth (%), 2019 - 2024	4	2
Labor Force Participation %	13	6
Educational Attainment %	10	4
New Business Formation Rate (per 10K)	9	3

ECONOMIC MOBILITY — Can people access those opportunities and improve their circumstances?

	Lower Ranked (Weaker Performance)	Higher Ranked (Stronger Performance)
Median HH Income	12	7
Black MMHI as % of White	10	6
Hispanic MHHI as % of White	6	5
Poverty Rate %	6	4
Under 18 Poverty	8	5
Percent of Population Under 200% of Poverty	9	6
Disconnected Youth	13	8
Gini Index	7	6
Housing Cost Burden %	6	3
Chetty Mobility Score	7	4

QUALITY OF LIFE — What is it like to live here?

	Lower Ranked (Weaker Performance)	Higher Ranked (Stronger Performance)
Life Expectancy (yrs)	11	7
Health Insurance %	9	7
PM2.5 Air Quality	7	3
Broadband Below Standard %	9	1
Average Commute Time	8	7
Retail Per 10K	3	
Arts/Ent/Rec Per 10K	9	2
Regional Price Parity	5	4
Access to Parks	14	7

COMPARISON COMMUNITIES (Principal City)

PEER	NEXT TIER
Charleston, SC	Austin, TX
Chattanooga, TN	Charlotte, NC
Durham, NC	Cincinnati, OH
Grand Rapids, MI	Colorado Springs, CO
Greensboro, NC	Columbus, OH
Greenville, SC	Fort Worth, TX
Huntsville, AL	**Greenville, SC**
Lancaster, PA	Knoxville, TN
Spokane, WA	Nashville, TN
Wichita, KS	Omaha, NE
	Overland Park, KS
	Pittsburgh, PA
	Provo, UT
	Raleigh, NC
	Tampa, FL

KEY TAKEAWAYS FOR STRATEGY

1. **Strengthen Economic Opportunity**
Greenville performs relatively well among its peer communities in job growth, labor force growth and new business formation. However, comparisons with next-tier communities reveal opportunities to improve in average wages, per capita personal income and labor force participation. Strategy should focus on strengthening the quality of economic opportunities, increasing earning potential and expanding participation in the workforce.

2. **Advance Economic Mobility**
Greenville performs relatively well on several measures of poverty and household economic well-being, but income levels, income disparities and disconnected youth remain important areas to examine. Housing cost burden also presents an opportunity for improvement. Strategy should focus on strengthening pathways to economic advancement, improving household financial well-being and expanding access to opportunity across the community.

3. **Invest in Quality of Life**
Greenville performs well among its peer communities in several quality-of-life measures, including broadband availability, arts and entertainment resources, and regional affordability. Comparisons with next-tier communities point to opportunities in life expectancy, health insurance coverage, air quality and access to parks. Strategy should focus on maintaining Greenville's competitive advantages while addressing the quality-of-life measures where stronger performance is possible.

WITH THANKS TO OUR ECONOMIC DEVELOPMENT RESEARCH PARTNERS

We appreciate the insights, data and expertise provided by the economic development researchers from these organizations:

Greenville Area Development Corporation
Greenville City Economic Development Corporation
Upstate SC Alliance
VisitGreenvilleSC

Full Report Coming Soon

For more information, contact Hank Hyatt

SVP, Economic Competitiveness
Greenville Chamber
hhyatt@greenvillechamber.org

Greenville Chamber