

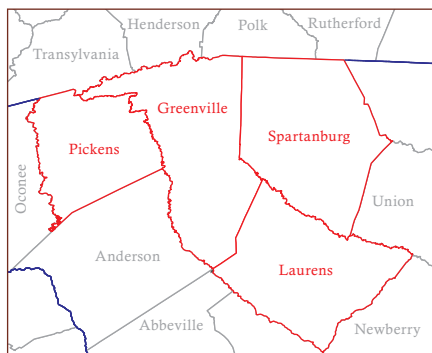


Greenville-Spartanburg, South Carolina

U.S. Department of Housing and Urban Development | Office of Policy Development and Research | As of October 1, 2012



Housing Market Area



The Greenville-Spartanburg Housing Market Area (HMA) in the foothills of the Appalachian Mountains in upstate South Carolina is coterminous with the combined Greenville-Mauldin-Easley and Spartanburg, SC Metropolitan Statistical Areas (MSAs). Until the 1990s, the economy of the HMA relied on the textile industry, but it has since developed into a center for trade and automotive manufacturing. For purposes of this analysis, the HMA is divided into two submarkets: the Greenville submarket, which includes Greenville, Laurens, and Pickens Counties, and the Spartanburg submarket, which consists of Spartanburg County.

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Summary

Economy

Economic conditions in the Greenville-Spartanburg HMA began to recover in 2011 from jobs losses in 2009 and 2010. During the 12 months ending September 2012, nonfarm payrolls averaged 423,100 jobs, an increase of 5,500 jobs, or 1.3 percent. The largest job gains were in the education and health services sector, which added 1,000 jobs, or 2.8 percent. During the forecast period, nonfarm payrolls are expected to increase by 1.6 percent, with job gains primarily in the manufacturing sector followed by the education and health services sector.

Sales Market

The sales housing market in the HMA is soft, with a current estimated vacancy rate of 2.6 percent. During the 3-year forecast period, household gains are ex-

pected to support the demand for 9,000 new homes and an additional 300 mobile homes (Table 1). The 1,400 homes currently under construction, as well as a portion of the 21,550 other vacant units in the HMA that may reenter the housing market, will likely satisfy some of the demand.

Rental Market

The rental housing market in the HMA is currently soft, but it has improved since 2010. The overall rental vacancy rate is currently estimated at 8.6 percent, down from 11.6 percent in 2010. Demand is forecast for 1,425 new market-rate units during the next 3 years. The 200 units currently under construction and the 490 planned units will likely meet a significant portion of demand. Additional units should be timed to come on line during the third year of the forecast period (Table 1).

Table 1. Housing Demand in the Greenville-Spartanburg HMA, 3-Year Forecast, October 1, 2012, to October 1, 2015

	Greenville-Spartanburg HMA		Greenville Submarket		Spartanburg Submarket	
	Sales Units	Rental Units	Sales Units	Rental Units	Sales Units	Rental Units
Total demand	9,300	1,425	7,800	1,425	1,500	0
Under construction	1,400	200	900	200	500	0

Notes: Total demand represents estimated production necessary to achieve a balanced market at the end of the forecast period. Units under construction as of October 1, 2012. A portion of the estimated 21,550 other vacant units in the HMA will likely satisfy some of the forecast demand. Includes an estimated demand for 200 mobile homes in the Greenville submarket and 100 mobile homes in the Spartanburg submarket.

Source: Estimates by analyst

Economic Conditions

The economy of the Greenville-Spartanburg HMA was weak during the early 2000s, when the area began to lose jobs in the textile industry. Between 2000 and 2003, nonfarm payrolls decreased by an average of 6,500 jobs, or 1.5 percent, annually. During this period, the manufacturing sector decreased by an average of 5,300 jobs, or 5.6 percent, annually with nearly 80 percent of all losses in the sector occurring in the textile industry. From 2004 through 2007, nonfarm payrolls increased by 8,075 jobs, or 1.9 percent, annually. During this period, the professional and business services sector increased by 3,000 jobs, or 6.6 percent, annually, with approximately 60 percent of the sector gains resulting from a growing number of administrative and support companies.

Nonfarm payrolls peaked at 444,200 jobs in 2007 and then declined during the next 3 years to a decade low of 412,600 in 2010. The largest annual decline from 2007 through 2010 was in 2009, when 30,300 jobs were lost, a decrease of 6.8 percent. The professional and business services and the

manufacturing sectors lost 6,700 and 6,100 jobs in 2009, or 12.5 and 8.9 percent, respectively, because the textile industry continued to diminish and administrative and support jobs associated with the industry were lost. Also during 2009, BMW Manufacturing Company laid off approximately 500 workers. In 2011, the economy in the Greenville-Spartanburg HMA began to recover, gaining 6,700 jobs, or 1.6 percent. During the 12 months ending September 2012, nonfarm payrolls averaged 423,100 jobs, an increase of 5,500 jobs, or 1.3 percent, compared with the previous 12 months (Table 2); yet, the current number of nonfarm payroll jobs is still 21,100, or 5.0 percent, below the peak job levels recorded in 2007. Figure 1 shows the percentage change in sector growth from 2000 to the current date. The average unemployment rate in the HMA during the 12 months ending September 2012 was 8.2 percent, down from 9.3 percent during the previous 12 months but still significantly higher than the 5.2-percent rate recorded in 2007. Figure 2 shows trends in the labor force, resident employment, and the unemployment rate.

During the 12 months ending September 2012, the largest increase in nonfarm payrolls occurred in the education and health services sector, which gained 1,000 jobs, or 2.8 percent. Greenville Hospital System (GHS) and Spartanburg Regional Healthcare System are the two largest employers in the HMA, with 9,800 and 5,550 employees, respectively (Table 3). In July 2012, GHS opened the University of South Carolina School of Medicine Greenville campus, a 4-year medical school included in the hospital system. The university's expansion, funded in 2010, will receive approximately \$3.5 million a year from GHS during the

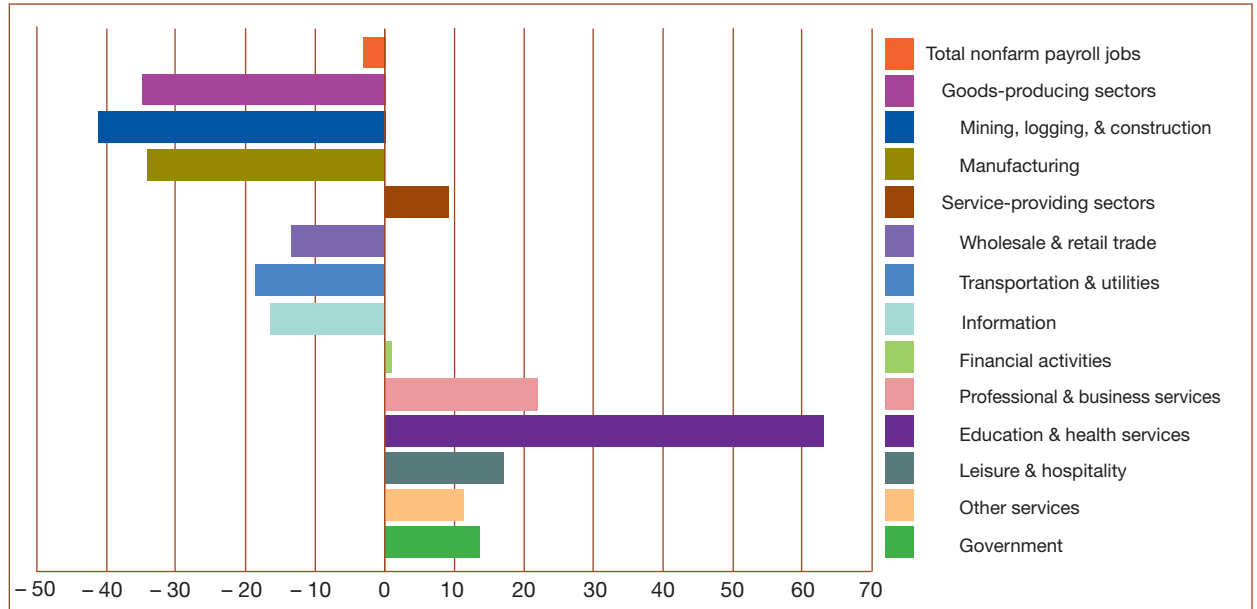
Table 2. 12-Month Average Nonfarm Payroll Jobs in the Greenville-Spartanburg HMA, by Sector

	12 Months Ending September 2011	12 Months Ending September 2012	Percent Change
Total nonfarm payroll jobs	417,600	423,100	1.3
Goods-producing sectors	78,000	78,800	1.0
Mining, logging, & construction	11,500	11,100	-3.5
Manufacturing	61,500	62,400	1.5
Service-providing sectors	339,600	344,300	1.4
Wholesale & retail trade	60,900	61,300	0.7
Transportation & utilities	11,400	11,700	2.6
Information	6,500	6,500	0.0
Financial activities	14,400	14,200	-1.4
Professional & business services	54,300	54,400	0.2
Education & health services	35,800	36,800	2.8
Leisure & hospitality	29,900	30,300	1.3
Other services	10,200	10,200	0.0
Government	61,800	61,600	-0.3

Notes: Based on 12-month averages through September 2011 and September 2012. Numbers may not add to totals because of rounding.

Source: U.S. Bureau of Labor Statistics

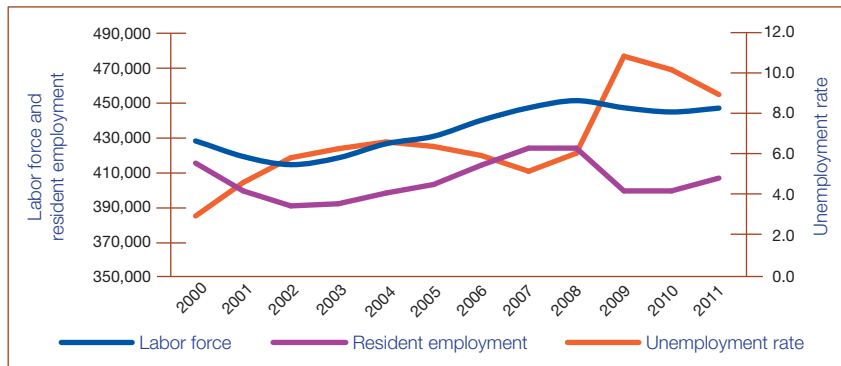
Figure 1. Sector Growth in the Greenville-Spartanburg HMA, Percentage Change, 2000 to Current



Note: Current is based on 12-month averages through September 2012.

Source: U.S. Bureau of Labor Statistics

Figure 2. Trends in Labor Force, Resident Employment, and Unemployment Rate in the Greenville-Spartanburg HMA, 2000 Through 2011



Source: U.S. Bureau of Labor Statistics

Table 3. Major Employers in the Greenville-Spartanburg HMA

Name of Employer	Nonfarm Payroll Sector	Number of Employees
Greenville Hospital System	Government	9,800
Spartanburg Regional Healthcare System	Education & health services	5,550
BMW US Manufacturing Company	Manufacturing	5,500
Michelin North America Inc.	Manufacturing	5,000
Saint Francis Health System	Education & health services	3,500
Clemson University	Education & health services	3,400
General Electric Company	Manufacturing	3,200
Sealed Air	Manufacturing	2,550
Fluor Corporation	Manufacturing	2,100
Springs Global	Manufacturing	1,850

Note: Excludes local school districts.

Source: Moody's Analytics

next 10 years. Clemson University (CU), a public institution and the sixth largest employer in the HMA, currently enrolls 20,800 students and employs 3,400 faculty and staff. A 2010 impact study (the most recent data available) showed that CU generated an annual statewide economic impact of \$1.83 billion.

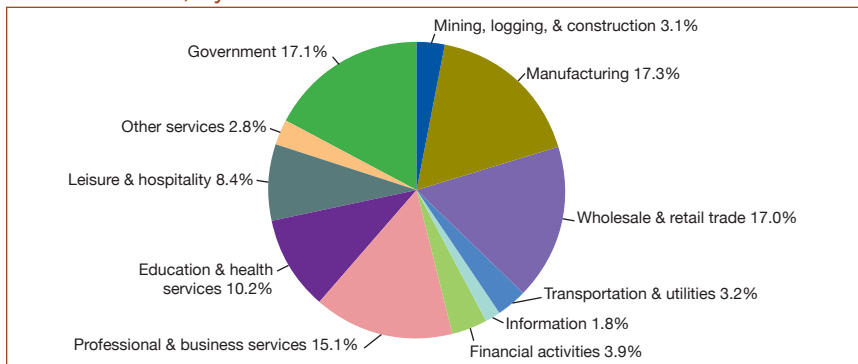
Reflecting a growing automotive industry in the HMA since 2009, the manufacturing sector is the largest payroll sector, with 62,400 jobs, accounting for 17 percent of the total number of jobs in the HMA (Figure 3). During the 12 months ending September 2012, the manufacturing sector increased by 900 jobs, or 1.5 percent. The HMA is the North American headquarters for Hubbell Lighting; Michelin North America, Inc.; BMW US Manufacturing Company; and Milliken & Company. The BMW US Manufacturing Company added 300 engineering positions during 2012. The Clemson University

International Center for Automotive Research (CU-ICAR), an education and research facility that receives financial support from BMW of North America, LCC, Michelin North America, and International Business Machines (IBM) Corporation, completed construction of a 60,000-square-foot research laboratory in May 2012. CU-ICAR added 50 new positions at the facility in 2012. In July 2012, AVX Corporation, a manufacturer and supplier of electronic components, announced plans to add 279 new jobs in the HMA during the next 3 years. In contrast to gains in

manufacturing, the largest decline in payrolls during the 12 months ending September 2012 occurred in the mining, logging, and construction sector, which lost 400 jobs, or 3.5 percent; more than 95 percent of the losses were in the construction subsector because of reduced homebuilding activity since 2008.

During the next 3 years, nonfarm payroll jobs in the HMA are expected to increase by an average of 1.2 percent annually, with steadily increasing payroll growth throughout the forecast period. Amazon.com Inc., a multinational electronic commerce company and the world's largest online retailer, expects to hire 390 new employees during the next 3 years. Since August 2012, eight new manufacturing companies have announced plans to relocate to the HMA, and an additional seven existing manufacturing companies have announced plans for expansion, totaling nearly 1,000 projected new jobs in this sector alone during the next 3 years, helping the manufacturing sector lead job growth during the forecast period.

Figure 3. Current Nonfarm Payroll Jobs in the Greenville-Spartanburg HMA, by Sector



Note: Based on 12-month averages through September 2012.

Source: U.S. Bureau of Labor Statistics

Population and Households

The population of the Greenville-Spartanburg HMA is currently estimated at 944,600, representing an average annual increase of 9,325, or 1.0 percent, since April 2010. During this period, net in-migration accounted for approximately one-half of the population growth. From July 2000 to July 2004, population growth averaged 6,650 people, or 0.8 percent, annually. From July 2005 to July 2008,

coinciding with job growth, population growth was strongest, averaging 17,300 people, or 2.0 percent, a year. During this period, net in-migration averaged 12,500 annually. From July 2008 to July 2010, population growth slowed to an estimated average annual rate of 9,925 people, or 1.1 percent, because of job losses from 2008 through 2010. During the next 3 years, the population is expected to increase by

an average of 9,100, or 1.0 percent, annually. Figure 4 shows components of population change from 2000 to the forecast date.

The Greenville submarket has accounted for more than 70 percent of the population growth in the HMA since 2000. CU, located in central Pickens County in the city of Clemson, enrolls 20,800 students; they account for 3 percent of the submarket population. From 2000 through 2010, the population in the submarket increased by an average of 7,700, or 1.3 percent, annually. From July 2000 to July 2006, population growth in the submarket averaged 6,250 people, or 1.1 percent, annually. Population growth peaked in 2007, increasing by 13,050 people, or 2.2 percent, when nonfarm payroll growth was strongest. Since 2010, the

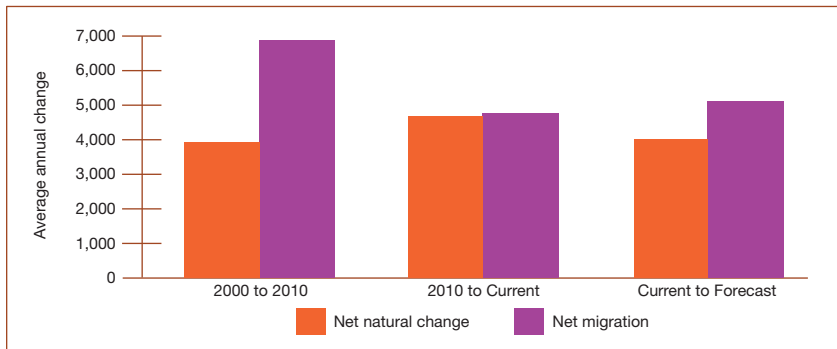
annual population growth rate has slowed, increasing by 7,375, or 1.1 percent. The population is currently estimated at 655,400. During the next 3 years, the population in the Greenville submarket is expected to increase by an average of 7,075, or 1.1 percent, annually.

From 2000 through 2010, the population in the Spartanburg submarket increased by an average of 3,050, or 1.1 percent, annually. During this time, population growth peaked in 2008, increasing by 5,450 people, or 2.0 percent, due to employment growth. Trends in population growth in the submarket are similar to the HMA trends. Since 2010, the annual population growth rate has slowed, increasing by 1,950, or 0.7 percent, because of weaker job growth in the area. The population is currently estimated at 289,200 (Figure 5). The city of Greer, located in the central portion of both Greenville and Spartanburg Counties, is home to the BMW manufacturing facility and has been an area of rapid growth due to its easily accessible location between Greenville and Spartanburg Counties and close proximity to the Greenville-Spartanburg International Airport. From 2000 to 2010, the population of Greer increased by an average of 740, or 2.5 percent, annually. During the next 3 years, the population in the Spartanburg submarket is expected to increase by an average of 2,025, or 0.7 percent, annually.

Tables DP-1 through DP-3, at the end of this report, provide additional demographic data for the HMA and the two submarkets.

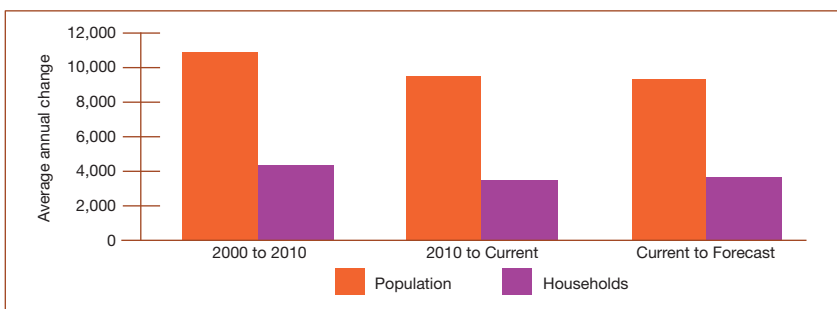
An estimated 365,000 households currently reside in the HMA. The number of households grew by an average of 4,175, or 1.2 percent, an-

Figure 4. Components of Population Change in the Greenville-Spartanburg HMA, 2000 to Forecast



Sources: 2000 and 2010–2000 Census and 2010 Census; current and forecast—estimates by analyst

Figure 5. Population and Household Growth in the Greenville-Spartanburg HMA, 2000 to Forecast

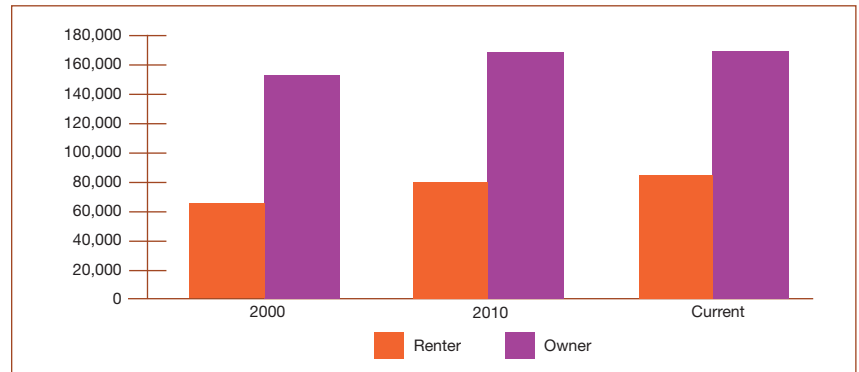


Sources: 2000 and 2010–2000 Census and 2010 Census; current and forecast—estimates by analyst

nually from 2000 to 2010. Coinciding with decreased growth in the population, growth in the number of households slowed to 3,400, or 0.9 percent, annually from April 2010 to September 2012. Figures 6 and 7 illustrate the number of households by tenure for

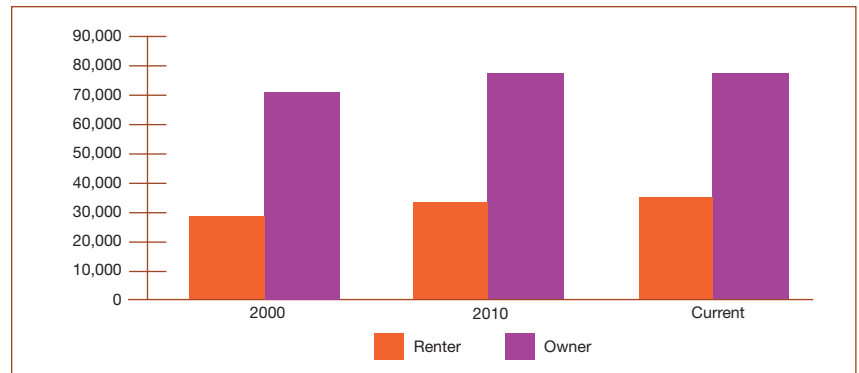
2000, 2010, and the current date in the Greenville and Spartanburg submarkets, respectively. During the next 3 years, the number of households is expected to increase by 3,525, or 1.0 percent, annually.

Figure 6. Number of Households by Tenure in the Greenville Submarket, 2000 to Current



Sources: 2000 and 2010–2000 Census and 2010 Census; current—estimates by analyst

Figure 7. Number of Households by Tenure in the Spartanburg Submarket, 2000 to Current



Sources: 2000 and 2010–2000 Census and 2010 Census; current—estimates by analyst

Housing Market Trends

Sales Market—Greenville Submarket

The sales housing market in the Greenville submarket is soft and has been soft since 2010, but, because of increased job gains and population growth during the past year, conditions have improved. As of October 1, 2012, the estimated sales vacancy rate

was 2.5 percent, down from 2.8 percent in April 2010. During the 12 months ending September 2012, approximately 5,750 new and existing single-family homes and townhomes sold in the submarket, an increase of 4 percent from the previous year, and

Housing Market Trends

Sales Market—Greenville Submarket *Continued*

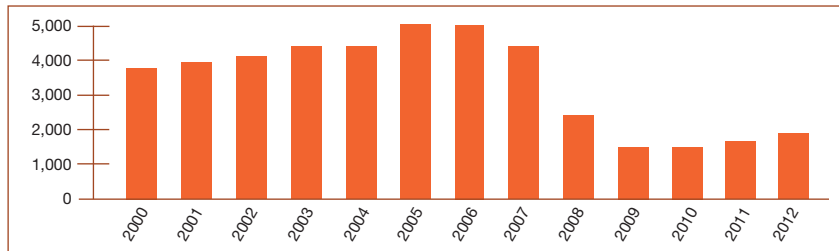
the average sales price decreased 6 percent, to \$187,500 (Hanley Wood, LLC). By comparison, new and existing single-family home and townhome sales peaked at 17,400 homes in 2006, coinciding with job gains, at an average sales price of \$189,600; in 2007, home sales dropped to 14,700 and the average sales price continued to increase to \$202,600. From 2009 through 2010, home sales averaged 6,950 annually, with an average sales price of \$198,900. During the 12 months ending September 2012, 6.3 percent of home loans in the Greenville submarket were 90 or more days delinquent, were in foreclosure, or transitioned into REO (Real Estate Owned), up slightly from the

6.1-percent rate recorded September 2011 (LPS Applied Analytics). The current rate is lower than both the national and state rates of 7.5 and 7.2 percent, respectively.

Single-family homebuilding activity, as measured by the number of homes permitted, has declined 59 percent since peaking at 4,975 homes in 2006 (Figure 8). Single-family home construction averaged 2,425 homes annually from 2007 through 2010. During the 12 months ending September 2012, permits were issued for 2,050 single-family homes, up 27 percent from the number of homes permitted during the previous 12 months (preliminary data). Construction is currently under way at several residential developments throughout the submarket, with approximately 60 percent of construction activity taking place in Greenville County, including The Cove at Savannah Pointe, which began construction in 2012. As of October 1, 2012, more than 20 homes had sold at The Cove at Savannah Pointe at an average sales price of \$186,500, and approximately 15 lots remain available for sale.

During the next 3 years, demand is expected for 7,600 new homes and 200 mobile homes in the submarket (Table 1). The 900 homes currently under construction will meet a portion of this demand. More than 60 percent of the demand is expected to be for homes priced between \$100,000 and \$200,000 (Table 4). A portion of the estimated 15,200 other vacant units likely will reenter the sales housing market and satisfy some of the forecast demand.

Figure 8. Single-Family Building Permits Issued in the Greenville Submarket, 2000 to 2012



Notes: Includes townhomes. Includes data through September 2012.

Sources: U.S. Census Bureau, Building Permits Survey; estimates by analyst

Table 4. Estimated Demand for New Market-Rate Sales Housing in the Greenville Submarket, October 1, 2012, to October 1, 2015

Price Range (\$)		Units of Demand	Percent of Total
From	To		
100,000	124,999	1,450	19.0
125,000	174,999	1,450	19.0
175,000	199,999	1,750	23.0
200,000	249,999	1,150	15.0
250,000	299,999	760	10.0
300,000	349,999	760	10.0
350,000	399,999	75	1.0
400,000	and higher	230	3.0

Note: The 900 homes currently under construction and a portion of the estimated 15,200 other vacant units in the submarket will likely satisfy some of the forecast demand.

Source: Estimates by analyst

Rental Market—Greenville Submarket

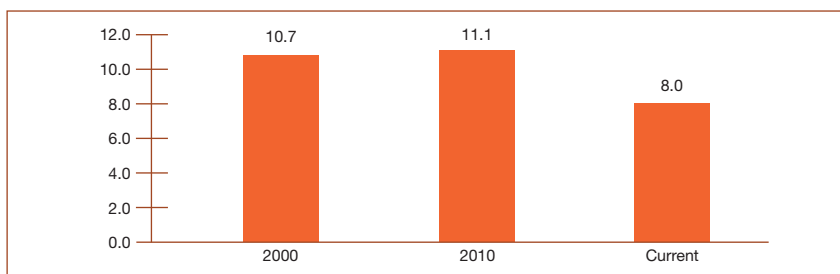
Overall rental housing market conditions in the Greenville submarket are currently soft but have improved because of job growth and low levels of apartment production since 2011. The current overall rental vacancy rate, including apartments, single-family homes, and other rental units, is estimated at 8.0 percent, down from 11.1 percent in April 2010 (Figure 9). About 14 percent of the current overall rental housing market is composed of single-family homes, unchanged from the 2010 Census. The apartment market, however, is balanced. The apartment vacancy rate during third quarter of 2012 was 5.0 percent, down from 6.8 percent during third quarter of 2011 (MPF Research). The average asking rent in the submarket was approximately \$730 during the third quarter of 2012, up 4 percent from

a year earlier. Average rents for one-, two-, and three-bedroom apartments were \$620, \$740, and \$900, respectively.

Student households account for approximately 15 percent of total households in the submarket, resulting in a tighter rental housing market near the university compared with the overall submarket. The rental housing market in Pickens County is currently tight because of low levels of apartment production since 2003. The apartment vacancy rate in the Clemson/Pickens County area, where more than 80 percent of students who attend CU live, was 1.5 percent during the third quarter of 2012, down from 2.3 percent during the same period a year earlier (MPF Research). Average rents for the surveyed units were \$510, \$800, and \$1,275 for one-, two-, and three-bedroom units.

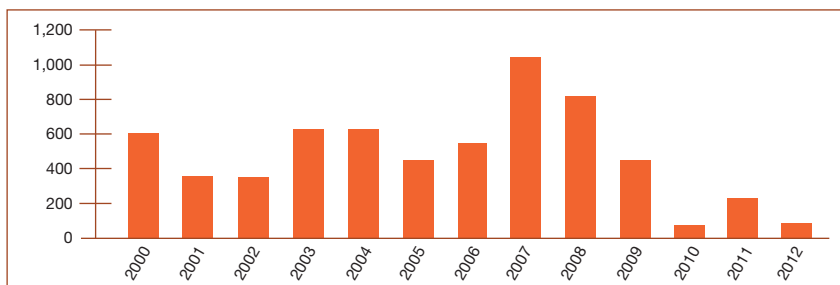
As rental housing market conditions improved during the 12 months ending September 2012, 580 multifamily units were permitted in the Greenville submarket, four times the number permitted 12 months earlier (preliminary data). The current level of activity is more than the average of 450 units permitted annually from 2008 through 2010 but 55 percent less than the peak of 1,050 units permitted in 2007 (Figure 10). In 2012, construction began at Parkside at Verdae, a 56-unit general-occupancy property located on Woodruff Road in Pickens County; 20 units are still under construction and rents are expected to start at \$720 for a one-bedroom unit. Douthit Hills, a planned apartment-style residence hall with 175 units and 700 beds, will be located on the CU campus. Construction is expected to start in mid-2013

Figure 9. Rental Vacancy Rates in the Greenville Submarket, 2000 to Current



Sources: 2000 and 2010—2000 Census and 2010 Census; current—estimates by analyst

Figure 10. Multifamily Building Permits Issued in the Greenville Submarket, 2000 to 2012



Notes: Excludes townhomes. Includes data through September 2012.

Sources: U.S. Census Bureau, Building Permits Survey; estimates by analyst

Housing Market Trends

Rental Market—Greenville Submarket *Continued*

and complete in 21 months. No public information is currently available regarding rents. Enclave at Paris Mountain, located at the former Hillandale golf course on South Parker Road, began construction on 232 units in mid-2012; approximately 100 units are still under construction.

During the 3-year forecast period, demand is estimated for 1,425 new

market-rate rental housing units in the submarket (Table 1). The 200 units currently under construction and 400 units in planning will meet a portion of this demand; additional units should begin construction during the second year of the forecast period to allow for excess vacant available units to be absorbed. Table 5 shows forecast demand by number of bedrooms and rent level.

Table 5. Estimated Demand for New Market-Rate Rental Housing in the Greenville Submarket, October 1, 2012, to October 1, 2015

Zero Bedrooms		One Bedroom		Two Bedrooms		Three or More Bedrooms	
Monthly Gross Rent (\$)	Units of Demand	Monthly Gross Rent (\$)	Units of Demand	Monthly Gross Rent (\$)	Units of Demand	Monthly Gross Rent (\$)	Units of Demand
660 or more	75	770 to 969	610	870 to 1,069	400	975 to 1,174	160
		970 or more	30	1,070 to 1,269	75	1,175 to 1,374	40
		2,100 or more		1,270 or more	25	1,375 or more	10
Total	75	Total	640	Total	500	Total	210

Notes: Numbers may not add to totals because of rounding. The 200 units currently under construction will satisfy some of the estimated demand.

Source: Estimates by analyst

Sales Market—Spartanburg Submarket

The sales housing market in the Spartanburg submarket is soft, in part because of tighter mortgage lending requirements and a slower rate of population growth since 2010 compared with the rate of growth from 2000 through 2009. As of October 1, 2012, the estimated owner vacancy rate was 2.9 percent, unchanged from April 2010. During the 12 months ending September 2012, approximately 2,250 new and existing single-family homes and townhomes were sold in the submarket, a decrease of 4 percent from the previous year, but the average sales price increased by 7 percent, to \$156,000 (Hanley Wood, LLC). By comparison, new and existing single-family home and townhome sales peaked at 6,175 homes sold in 2006, at an average

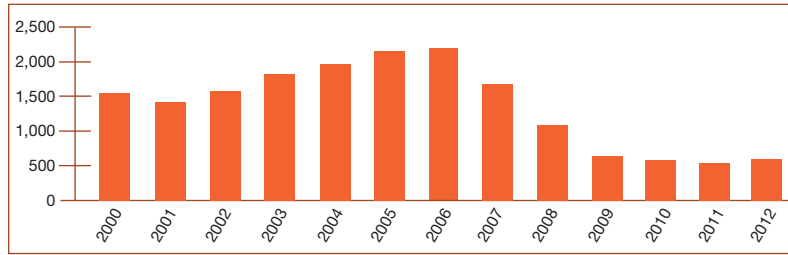
sales price of \$151,400. From 2009 through 2010, home sales averaged 5,650 annually, with an average sales price of \$148,500. During the 12 months ending September 2012, 7.7 percent of home loans in the Spartanburg submarket were 90 or more days delinquent, were in foreclosure, or transitioned into REO (Real Estate Owned), unchanged from September 2011 (LPS Applied Analytics). The current rate is slightly higher than both the national and state rates of 7.5 and 7.2 percent, respectively.

Single-family homebuilding activity, as measured by the number of homes permitted, declined 70 percent since peaking at 2,150 homes in 2006 (Figure 11). Single-family home construction averaged 970 homes annually from 2007 through 2010.

Housing Market Trends

Sales Market—Spartanburg Submarket *Continued*

Figure 11. Single-Family Building Permits Issued in the Spartanburg Submarket, 2000 to 2012



Notes: Includes townhomes. Includes data through September 2012.

Sources: U.S. Census Bureau, Building Permits Survey; estimates by analyst

Table 6. Estimated Demand for New Market-Rate Sales Housing in the Spartanburg Submarket, October 1, 2012, to October 1, 2015

Price Range (\$)		Units of Demand	Percent of Total
From	To		
95,000	119,999	420	30.0
120,000	144,999	560	40.0
145,000	169,999	280	20.0
170,000	and higher	140	10.0

Note: The 500 homes currently under construction and a portion of the estimated 6,350 other vacant units in the submarket will likely satisfy some of the forecast demand.

Source: Estimates by analyst

During the 12 months ending September 2012, permits were issued for 640 single-family homes, up 31 percent from the number of homes permitted 12 months earlier (preliminary data). New developments in the submarket include Chartwell Estates in the city of Greer, which began construction in 2012; approximately 20 homes are available for sale at an average sales price of \$142,000.

During the next 3 years, demand is expected for 1,400 new homes and 100 mobile homes in the submarket (Table 1). The 500 homes currently under construction will meet a portion of this demand. Demand is expected to be strongest for homes priced between \$95,000 and \$145,000 (Table 6). A portion of the estimated 6,350 other vacant units likely will reenter the sales housing market and satisfy some of the forecast demand.

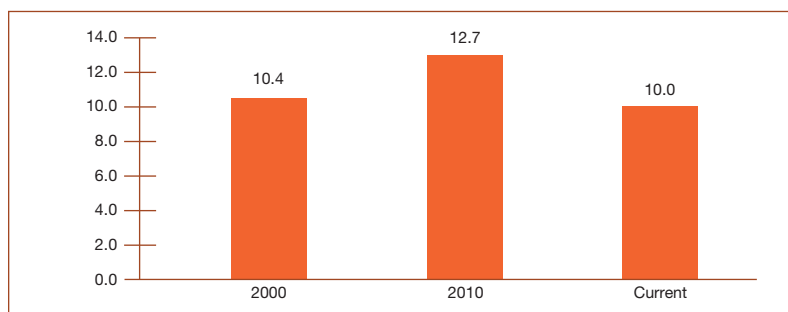
Rental Market—Spartanburg Submarket

Overall rental housing market conditions in the Spartanburg submarket are currently soft, partly because of household doubling from the weak economy. The current overall rental vacancy rate, including apartments, single-family homes, and other rental units, is estimated at 10.0 percent, down

from 12.7 percent in April 2010 (Figure 12). About 14 percent of the overall rental housing market currently is made up of single-family homes, unchanged from the 2010 Census. The apartment market in the Spartanburg submarket is soft, but it is tighter than the overall rental housing market. The apartment vacancy rate during third quarter of 2012 was 7.8 percent, down from 8.8 percent during third quarter of 2011 (MPF Research). The average asking rent in the submarket was approximately \$700 during the third quarter of 2012, up 1 percent from a year earlier.

During the 12 months ending September 2012, no multifamily units were permitted, unchanged from a year earlier (preliminary data). These

Figure 12. Rental Vacancy Rates in the Spartanburg Submarket, 2000 to Current



Sources: 2000 and 2010—2000 Census and 2010 Census; current—estimates by analyst

Housing Market Trends

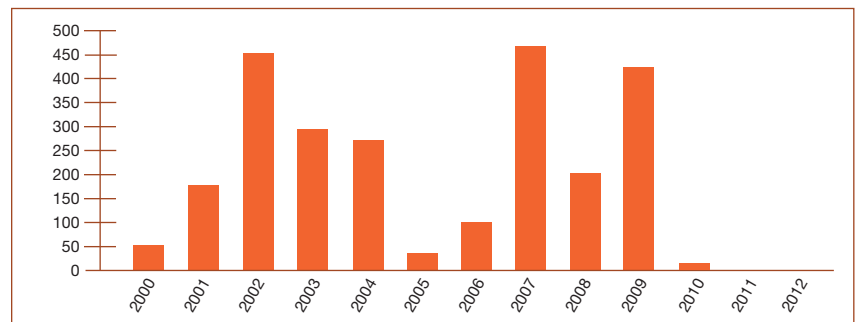
Rental Market—Spartanburg Submarket *Continued*

data compare with an average of 210 permits issued annually from 2008 through 2010 and the peak of 460 units permitted in 2007 (Figure 13).

The Spartanburg submarket has an excess supply of vacant available units for rent, which is expected to take at least 3 years to absorb. Cur-

rent excess vacant units, along with the 90 units in planning that are likely to be completed during the forecast period, will satisfy all the demand during the forecast period. To prevent prolonging the current soft housing market conditions, no additional rental units should be constructed during the 3-year forecast period.

Figure 13. Multifamily Building Permits Issued in the Spartanburg Submarket, 2000 to 2012



Notes: Excludes townhomes. Includes data through September 2012.

Sources: U.S. Census Bureau, Building Permits Survey; estimates by analyst

Data Profiles

Table DP-1. Greenville-Spartanburg HMA Data Profile, 2000 to Current

	2000	2010	Current	Average Annual Change (%)	
				2000 to 2010	2010 to Current
Total resident employment	415,554	399,333	409,300	- 0.4	1.4
Unemployment rate	3.0%	10.2%	8.2%		
Nonfarm payroll jobs	436,200	412,600	423,100	- 0.6	1.4
Total population	813,731	921,293	944,600	1.2	1.0
Total households	314,887	356,530	365,000	1.2	0.9
Owner households	223,038	244,835	246,000	0.9	0.2
Percent owner	70.8%	68.7%	67.4%		
Renter households	91,849	111,695	119,000	2.0	2.6
Percent renter	29.2%	31.3%	32.6%		
Total housing units	346,028	400,043	404,400	1.5	0.4
Owner vacancy rate	2.2%	2.8%	2.6%		
Rental vacancy rate	10.6%	11.6%	8.6%		
Median Family Income	NA	NA	NA	NA	NA

NA = data not available.

Notes: Numbers may not add to totals because of rounding. Employment data represent annual averages for 2000, 2010, and the 12 months through September 2012.

Sources: U.S. Census Bureau; U.S. Department of Housing and Urban Development; estimates by analyst

Table DP-2. Greenville Submarket Data Profile, 2000 to Current

	2000	2010	Current	Average Annual Change (%)	
				2000 to 2010	2010 to Current
Total population	559,940	636,986	655,400	1.3	1.1
Total households	217,152	247,284	254,100	1.3	1.1
Owner households	152,699	168,575	169,800	1.0	0.3
Percent owner	70.3%	68.2%	66.8%		
Rental households	64,453	78,709	84,350	2.0	2.8
Percent renter	29.7%	31.8%	33.2%		
Total housing units	239,042	277,415	281,000	1.5	0.5
Owner vacancy rate	2.2%	2.8%	2.5%		
Rental vacancy rate	10.7%	11.1%	8.0%		

Note: Numbers may not add to totals because of rounding.

Sources: U.S. Census Bureau; U.S. Department of Housing and Urban Development; estimates by analyst

Table DP-3. Spartanburg Submarket Data Profile, 2000 to Current

	2000	2010	Current	Average Annual Change (%)	
				2000 to 2010	2010 to Current
Total population	253,791	284,307	289,200	1.1	0.7
Total households	97,735	109,246	110,900	1.1	0.6
Owner households	70,339	76,260	76,250	0.8	0.0
Percent owner	72.0%	69.8%	68.7%		
Rental households	27,396	32,986	34,700	1.9	2.0
Percent renter	28.0%	30.2%	31.3%		
Total housing units	106,986	122,628	123,400	1.4	0.3
Owner vacancy rate	2.3%	2.9%	2.9%		
Rental vacancy rate	10.4%	12.7%	10.0%		

Note: Numbers may not add to totals because of rounding.

Sources: U.S. Census Bureau; U.S. Department of Housing and Urban Development; estimates by analyst

Data Definitions and Sources

2000: 4/1/2000—U.S. Decennial Census
 2010: 4/1/2010—U.S. Decennial Census
 Current date: 10/1/2012—Analyst’s estimates
 Forecast period: 10/1/2012–10/1/2015—
 Analyst’s estimates

Demand: The demand estimates in the analysis are not a forecast of building activity. They are the estimates of the total housing production needed to achieve a balanced housing market at the end of the 3-year forecast period given conditions on the as-of date of the analysis, growth, losses, and excess vacancies. The estimates do not account for units currently under construction or units in the development pipeline.

Other Vacant Units: In the U.S. Department of Housing and Urban Development’s (HUD’s) analysis, other vacant units include all vacant units that are not available for sale or for rent. The term therefore includes units rented or sold but not occupied; held for seasonal, recreational, or occasional use; used by migrant workers; and the category specified as “other” vacant by the Census Bureau.

Building Permits: Building permits do not necessarily reflect all residential building activity that occurs in an HMA. Some units are constructed or created without a building permit or are issued a different type of building permit. For example, some units classified as commercial structures are not reflected in the residential building permits. As a result, the analyst, through diligent fieldwork, makes an estimate of this additional construction activity. Some of these estimates are included in the discussions of single-family and multifamily building permits.

For additional data pertaining to the housing market for this HMA, go to www.huduser.org/publications/pdf/CMARtables_Greenville-SpartanburgSC_13.pdf.

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This analysis has been prepared for the assistance and guidance of HUD in its operations. The factual information, findings, and conclusions may also be useful to builders, mortgagees, and others concerned with local housing market conditions and trends. The analysis does not purport to make determinations regarding the acceptability of any mortgage insurance proposals that may be under consideration by the Department.

The factual framework for this analysis follows the guidelines and methods developed by HUD’s Economic and Market Analysis Division. The analysis and findings are as thorough and current as possible based on information available on the as-of date from local and national sources. As such, findings or conclusions may be modified by subsequent developments. HUD expresses its appreciation to those industry sources and state and local government officials who provided data and information on local economic and housing market conditions.

For additional reports on other market areas, please go to
www.huduser.org/publications/econdev/mkt_analysis.html.