

# Greater Greenville Regional Economic Scorecard, 2011



prepared by

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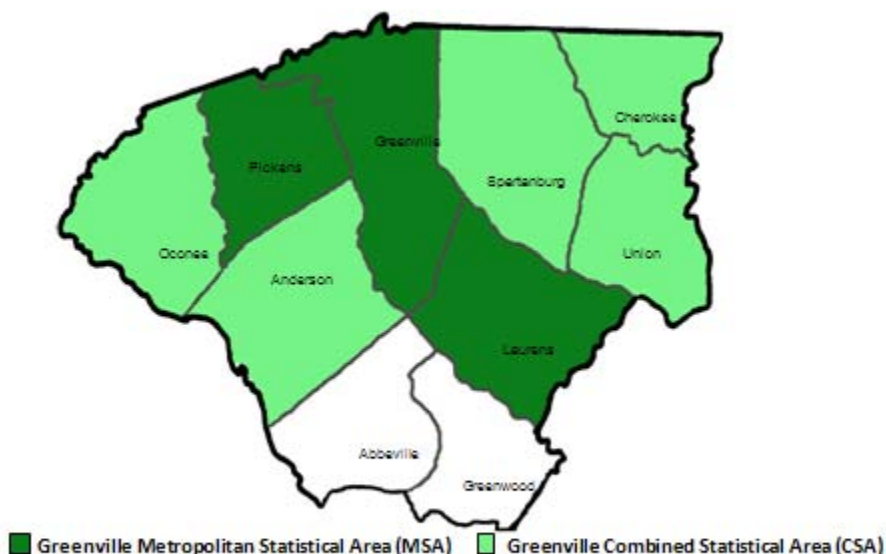
## Introduction

The Greater Greenville Chamber of Commerce has an ongoing effort to develop an economic development strategy and implementation plan. This effort builds on analyses by Market Street Services, Inc. (2006) and the Chamber's Vision 2025 plan (2004). Efforts by the Chamber, and cooperating institutions and individuals, to implement the plan require an objective basis for monitoring economic development trends. Starting in 2008, the Chamber has sponsored research to identify indicators needed to establish and maintain an effective system for monitoring economic development trends in Greenville County and the proximate region. The analysis provided in this report is the fourth annual update of these indicators. Funding for the research was provided by the Greenville Chamber of Commerce and the Upstate Alliance.

**Per capita income** is a key measure of economic progress in Greenville County and the South Carolina Upstate. As revealed in the pages of this report, real per capita income (after adjusting for inflation) has increased over the past twenty years in Greenville County and the region, but generally at rates slower than the U.S. average over the past decade. So while real per capita incomes are increasing in Greenville and the region, the increases have not been large enough to reach current levels in most "peer" cities in the South, nor in several "target cities" that are among the leading economic engines in the region. Four South Carolina Upstate regions are the focus of this report:

1. **Greenville County**
2. The **Greenville Metropolitan Statistical Area (MSA)** comprised of Greenville, Laurens and Pickens Counties, and
3. The **Greenville Combined Statistical Area (CSA)**: Greenville, Laurens, Pickens, Anderson, Spartanburg, Oconee, Union and Cherokee Counties.
4. The **South Carolina Upstate Region**: Greenville, Laurens, Pickens, Anderson, Spartanburg, Oconee, Union, Cherokee, Abbeville and Greenwood Counties.

### South Carolina Upstate



## Peer and Target Cities

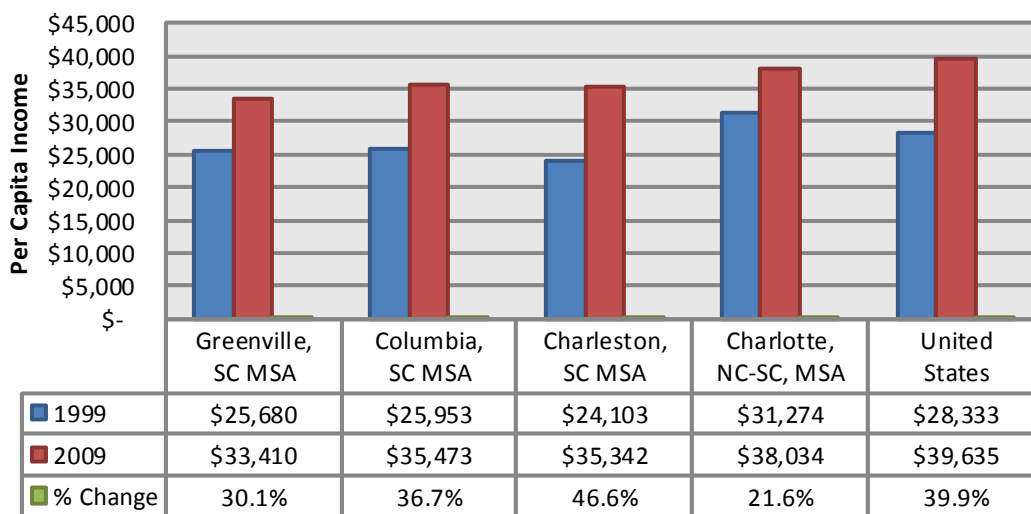
The Greenville MSA, CSA and Upstate region were compared to all other MSAs and CSAs in the South to identify Greenville's peer group of small and large cities using quantitative indicators of growth potential. Appendix A provides a list of the community characteristics used to select cities that are similar to Greenville in business environment, innovation, and growth potential. Comparison cities for the Greenville MSA are five medium-sized metro areas: Charleston and Columbia, South Carolina; Jackson, Mississippi; Lexington, Kentucky; and Little Rock, Arkansas. Comparison cities for the Greenville CSA are six larger metro areas: Birmingham, Alabama; Greensboro/Winston-Salem, North Carolina; Jacksonville, Florida; Knoxville, Tennessee; Louisville, Kentucky; and Richmond, Virginia. In addition to the peer cities, the Greenville Chamber of Commerce selected four metro areas as representative of highly competitive areas in the New Knowledge Economy: Austin, Texas; Charlotte, North Carolina; Nashville, Tennessee; and Raleigh/Durham, North Carolina.

<b>Table 1. Peer Areas Selected for the Greenville MSA and CSA Regions</b>			
<b>Geographic Area</b>	<b>Population (2000)</b>	<b>Population (2009)</b>	<b>Percent Change</b>
<b>GREENVILLE MSA COMPARISONS:</b>			
<b>Greenville, SC MSA</b>	559,940	639,617	14.2%
Jackson, MS CSA	497,197	540,866	8.8%
Lexington, KY CSA	602,733	684,415	13.6%
Charleston, SC MSA	549,033	659,191	20.1%
Little Rock, AR MSA	610,518	685,488	12.3%
Columbia, SC MSA	647,158	744,730	15.1%
<b>GREENVILLE CSA COMPARISONS:</b>			
<b>Greenville, SC CSA</b>	1,128,104	1,264,930	12.1%
<b>SC Upstate</b>	1,220,601	1,359,699	11.4%
Knoxville, TN CSA	935,659	1,053,627	12.6%
Richmond, VA MSA	1,096,956	1,238,187	12.9%
Jacksonville, FL MSA	1,122,750	1,328,144	18.3%
Birmingham, AL CSA	1,129,721	1,212,848	7.4%
Louisville, KY MSA	1,161,975	1,258,577	8.3%
Greensboro/Winston-Salem, NC CSA	1,414,656	1,581,122	11.8%
<b>GREENVILLE TARGET CITIES:</b>			
Austin, TX MSA	1,249,163	1,705,075	36.5%
Nashville, TN MSA	1,311,789	1,582,264	20.6%
Raleigh/Durham, NC MSA	1,314,589	1,742,816	32.6%
Charlotte, NC MSA	1,330,448	1,745,524	31.2%

Traditional metrics for gauging regional competitiveness often include wage rates, local tax burdens, and land costs. These factors have been important in recruiting new firms to the region and in local business retention and expansion. However there is little variation in these factors across MSAs in the South, and low wage jobs in manufacturing are increasingly moving

overseas. Accordingly, this report focuses on metrics for gauging how well the Greenville region is doing in the competition for New Economy jobs that are most likely to provide boosts to real per capita incomes of the residents of the region. These characteristics provide a set of benchmarks that Greenville can work towards in an implementation plan if Greenville is to reach and maintain top rank characteristics in innovation and growth potential.

**Figure 1. Per Capita Income Levels, Greenville MSA and Proximate MSAs (1999 and 2009)**



### Trends in Area Per Capita Income

Figure 1 displays the levels of nominal per capita income in 1999 and 2009 for the United States, the Greenville MSA (Greenville, Laurens and Pickens Counties), and in three proximate MSAs – Charlotte, Charleston and Columbia. The level of nominal per capita income increased in all regions by more than 20% since 1999. However, Charleston and Columbia have grown their local economies over the past two decades in ways that have resulted in per capita incomes in Charleston and Columbia surpassing income in Greenville by about \$2000 per person by 2009. In contrast, 1999 per capita income was about \$1500 higher in Greenville than in Charleston and trailed Columbia's per capita income by only about \$270.

From 1999 to 2009, per capita income in the Greenville MSA grew substantially slower than both the national average and the Charleston MSA. While lagging growth in Columbia by a smaller margin, the Greenville MSA per capita income grew about 10 percentage points *faster* than Charlotte. Per capita income in the Greenville MSA remains about \$6,200 below the national average. Part of this difference may be the result of cost of living differences, but the ACCRA cost of living index (Appendix B) indicates that an income gap between the US average and the Greenville area continues to exist after adjusting for cost of living differences.

**Figure 2: Per Capita Income Trends  
Greenville County, MSA, CSA and Upstate Region  
(1989 to 2009)**

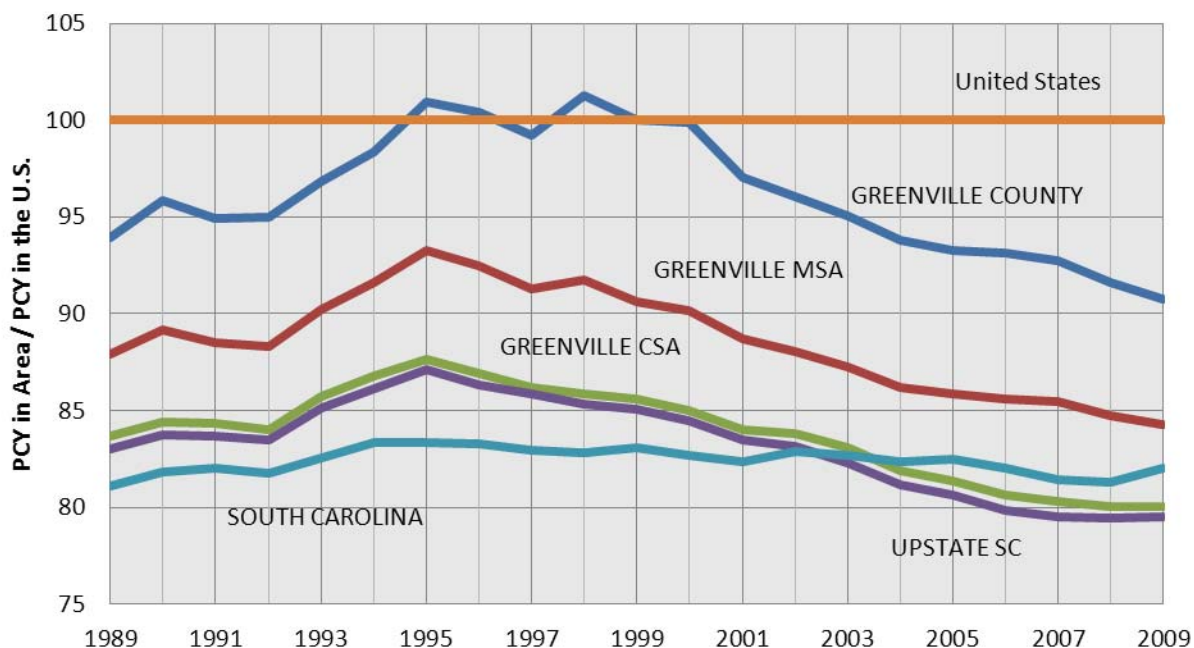


Figure 2 presents a snapshot of how per capita income in the Greenville region has trended over the most recent twenty year period for which data are available in the region compared to the national average. The per capita incomes are converted to ratios of the U.S. average from 1989 onward. As shown on the top blue line, the per capita income of Greenville County rose from about 94% of the U.S. average in 1989 to 101% of the U.S. per capita income in 1998. However, Greenville County per capita income fell to about 91% of the U.S. average by 2009.

Despite falling behind national average incomes since 2001, Greenville County continues to maintain high per capita income relative to the larger areas in the Upstate region. The second message from Figure 2 is that the larger the Greenville region considered, the lower is the average per capita income level. The Greenville MSA (Greenville, Laurens and Pickens Counties) had a per capita income that was 84% of the U.S. average in 2009. The Greenville CSA per capita income (add Anderson, Spartanburg, Oconee, Cherokee and Union counties to the MSA) was 80% of the national average in 2009 – slightly below the SC (82%) per capita income level. Finally, the Upstate region per capita income in 2009 was 79.5% of the national average, a bit less than the CSA average.

**Figure 3: Per Capita Income Trends:  
Greenville MSA versus Proximate MSAs  
(1989 to 2009)**

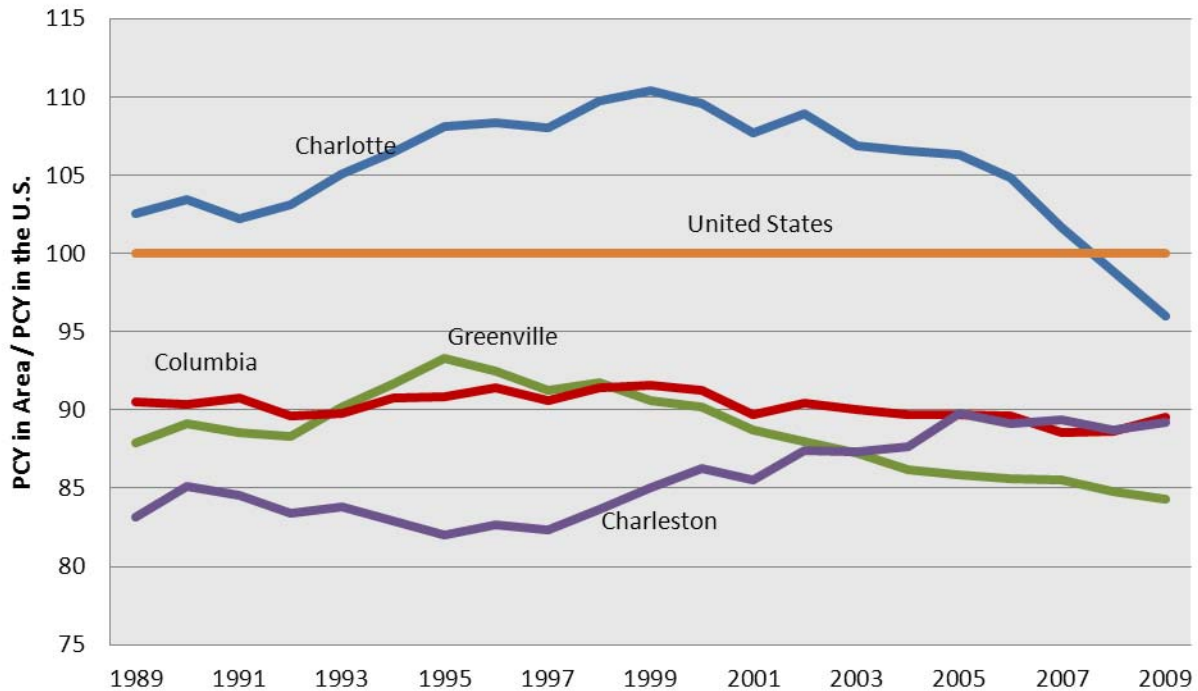


Figure 3 compares per capita income trends in selected MSAs in South Carolina and North Carolina. The Charlotte MSA, shown in blue, has a per capita income level substantially higher than Greenville's MSA level, at 96% of the national average, but the gap has declined since 2006 as the recession slowed growth in the Charlotte region more than in the Greenville MSA. Since 2004, the Greenville MSA per capita income has fallen behind that of both Columbia and Charleston. By 2009, the Charleston and Columbia MSAs have settled in at about 89% of the U.S. average while the Greenville MSA's per capita income is 84% of the national level. The contrast is striking between the steady increase in the Charleston MSA's per capita income relative to the national average since 1998 and Greenville's per capita income decline relative to the national average over the past decade.

**Figure 4: Per Capita Income Trends:  
Greenville MSA versus Target MSAs  
(1989 to 2009)**

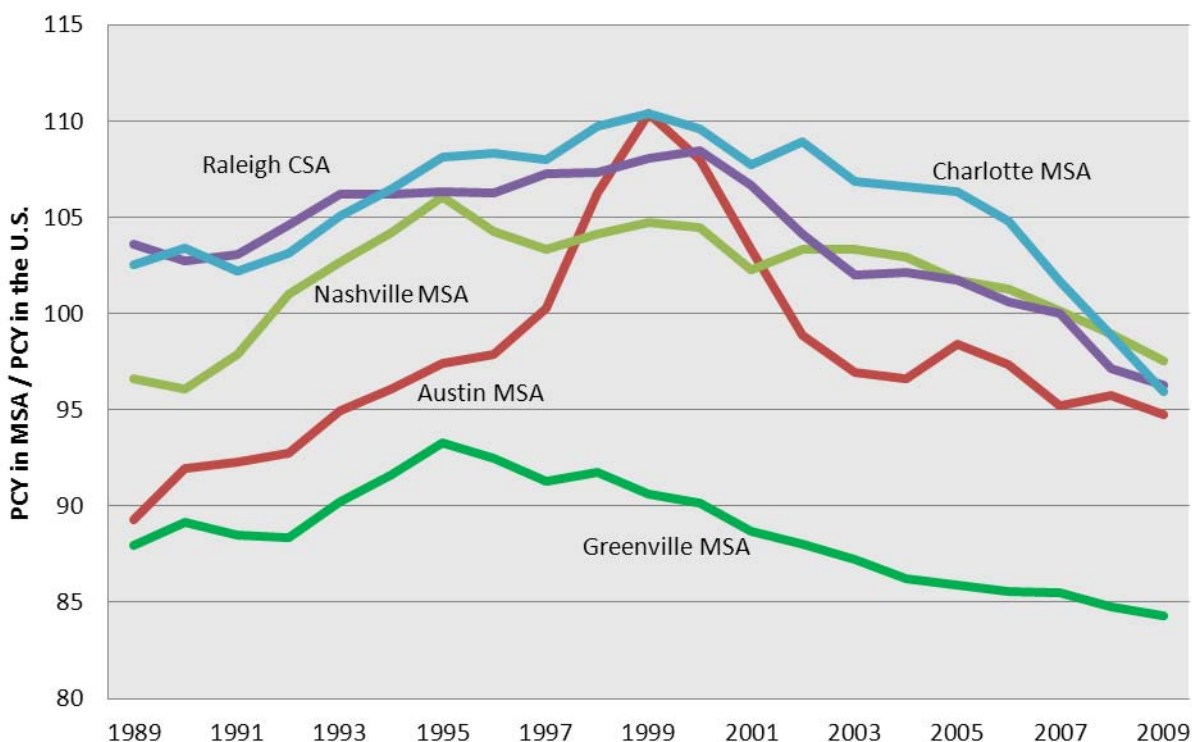


Figure 4 highlights how per capita income has trended over time in the Greenville MSA compared to its “Target Cities.” From 1997 to 2002, the four target MSAs (Austin, Raleigh, Nashville and Charlotte) generally have had per capita incomes near or above the national average. The relative incomes of the four target cities have trended downward since about 2002, perhaps reflecting the impacts of the recent downturns in the IT and financial sectors.

The major theme of this figure is that the Greenville MSA per capita income remained about 15% below its Target Cities throughout the ten-year period, with the exception of Austin. In 1999, Austin’s per capita income was about 110% of the US average. It has fallen to about 95% of the US average in 2009. During the same period, Greenville’s per capita income fell from 91% of the national average in 1999 to 84% in 2009. So the gap with Austin was 19% in 1999 but only 11% in 2009. It is noteworthy that the target cities have had substantial aggregate income growth over the past decade. However by 2009, on a per capita basis, the target cities have converged to between 95% and 97% of the national average.

**Employment in the Region**

**Table 2. Employment in Greenville MSA and Proximate MSAs (thousands)**

Area	December- 2003	December - 2007	March - 2011
Greenville MSA	297.1	322.2	298.0
Charleston MSA	267.4	301.6	285.1
Columbia MSA	344.5	370.1	343.8
Charlotte MSA	774.2	879.4	804.3
Greenville CSA*	533.8	566.5	544.0
Upstate SC*	573.2	605.8	580.2

Source: Bureau of Labor Statistics, US Department of Labor, Current Employment Statistics

\*Source: BLS, Local Area Unemployment Statistics

Note: December 2003-December 2007 was an expansion period for the US economy. December 2007-March 2011 is the recent recession and rebound period.

Employment levels for the Greenville MSA, Upstate SC and proximate MSAs are shown in Table 2 for the beginning of the expansion period (Dec. 2003), the beginning of the recession (Dec. 2007) and the most recent data available (March 2011) which reflects both the recession and recovery periods since December 2007. Note that the Greenville MSA employment levels declined from December 2007 to March 2011 to a level not seen since 2003. The Greenville CSA and Upstate regions still lag some 22,000 – 25,000 employees behind their December 2007 levels. However, the 2011 employment levels in the Greenville CSA and Upstate remain approximately 10,000 employees above the December, 2003 level. Like the Greenville MSA,, the Columbia MSA has only been able to return to employment it had in December 2003 while it is remains about 26,000 jobs below its pre-recession employment. In contrast to Greenville and Columbia, employment in the Charleston MSA exceeds its 2003 level by about 18,000 jobs.

### Employment Growth Rates

Employment growth rates in recent years provides an alternative “outcome” perspective on the performance of the Greenville economy.

**Greenville Regions.** As shown in Table 3, from December 2003 to the beginning of the recession in December 2007, employment growth in the Greenville MSA, CSA, and Upstate region all exceeded the national average of 5.4%, led by MSA growth of 8.3%. During the recession and recovery period, December 2007 to March 2011, the Greenville MSA outperformed the national growth rate in employment while the Upstate region as a whole grew a bit less robustly. Over the most recent annual period, March 2010 to March 2011, employment growth in the Greenville MSA, CSA, and Upstate region have each exceeded both the national and South Carolina averages.

**Table 3. Percentage Change in Nonfarm Employment in Upstate SC Regions\***

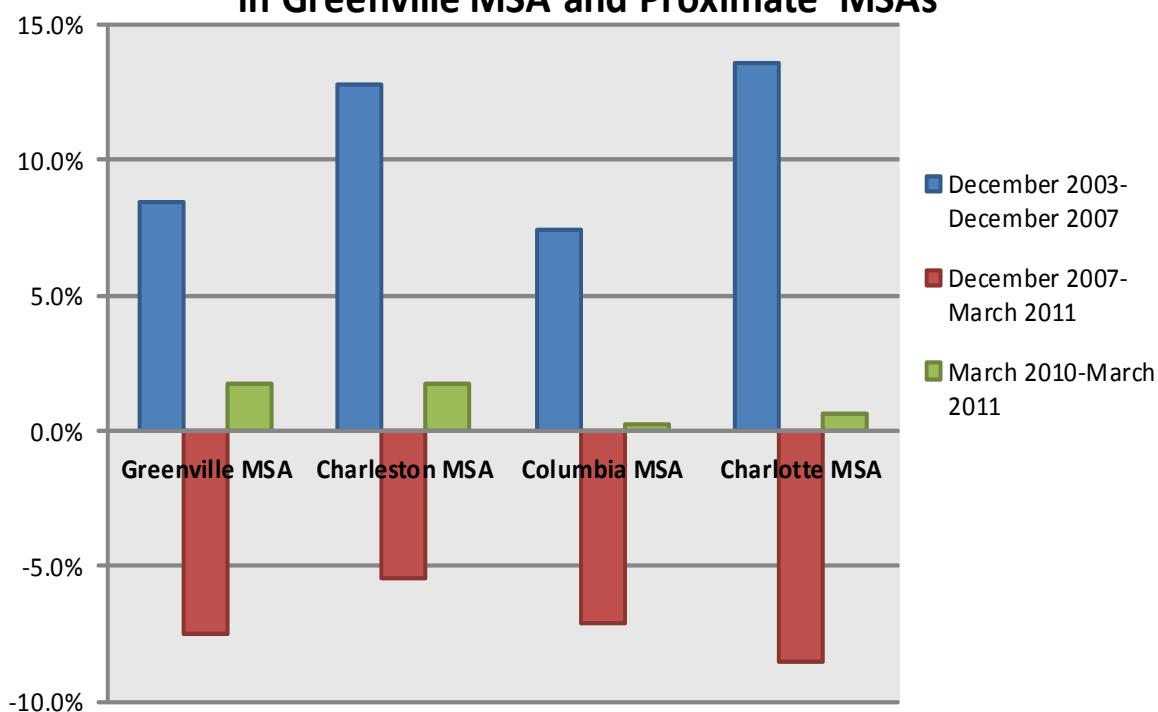
Area	December 2003 to December 2007	December 2007 to March 2011	March 2010 to March 2011
Greenville MSA	8.4%	-7.5%	1.7%
Greenville CSA	6.1%	-5.6%	1.7%
Upstate SC	5.7%	-5.7%	1.5%
South Carolina	7.5%	-4.3%	0.9%
United States	5.4%	-5.2%	0.8%

Source: Bureau of Labor Statistics, US Department of Labor, Local Area Unemployment Statistics

\*December 2003-December 2007 was an expansion period for the US economy. December 2007-March 2011 is the recent recession and rebound period.

**Proximate MSAs.** Over the 2003 to 2007 period, in the proximate cities group shown in Figure 5, Charleston and Charlotte are the leaders, adding jobs at a 13% rate – more than double the US average. The Greenville MSA and Columbia MSA also exceeded national growth with 8% employment growth. However, per capita incomes in the Greenville MSA were falling, *relative to the US average*, during this period (2003-2007) despite employment growth in Greenville that outpaced the national average. Charleston’s employment has fared better than the rest of the regional MSAs, both during the downturn and in the most recent year for which data were available at the time of this report. Still, the Greenville MSA outperformed both Columbia and Charlotte over the past year in adding jobs.

**Figure 5. Percentage Change in Nonfarm Employment in Greenville MSA and Proximate MSAs**



**Target MSAs.** Target cities Austin and Raleigh led the way with 18.9% and 17.3% employment growth, about 13% points above the national average of 5.4% from December 2003 to December 2007, (see Table 4). Charlotte added jobs at a 13.3% pace, more than double the US average gain. Nashville and Greenville had comparable employment gains, 9.6 % and 8.4% respectively during this expansion period. The Greenville CSA and Upstate, with 6.1% and 5.7% employment growth during the expansion, both added employment at a slower pace than the other areas, but still at a rate a bit above the national average (5.4% from December 2003 to December 2007).

Employment in the Charlotte MSA declined more during the recession and recovered at a slower pace than each of the Greenville regions, as well as other target MSAs. This is likely attributable to the rapid decline in the financial services sector that was a dominant sector in the Charlotte economy during the expansion years. At the other end of spectrum, Austin outperformed all the other areas, both during the expansion and the recession, with employment growth of 0.5% during the recession and recovery period from December 2007 to March 2011.

**Table 4. Percentage Change in Nonfarm Employment in Greenville MSA, CSA and Target MSAs**

Area	December 2003- December 2007	December 2007- March 2011	March 2010- March 2011
Greenville MSA	8.4%	-7.5%	1.7%
Greenville CSA*	6.1%	-5.6%	1.7%
Upstate SC*	5.7%	-5.7%	1.5%
Charlotte MSA	13.6%	-8.5%	0.6%
Raleigh MSA	18.9%	-4.1%	3.1%
Nashville MSA	9.6%	-5.6%	1.6%
Austin MSA	17.3%	0.5%	1.8%

Source: Bureau of Labor Statistics, US Department of Labor; Current Employment Statistics.

\*Source: Bureau of Labor Statistics, US Department of Labor; Local Area Unemployment.

Note: December 2003-December 2007 was an expansion period for the US economy. December 2007-March 2011 is the recent recession and rebound period.

## Summary

Two “outcome” metrics, per capita income and employment growth, are examined to gauge the performance of the Greenville area compared to proximate cities, target cities and US averages. Since 1999, the Greenville MSA has continued to fall behind the US average per capita income and is now (2009) some 20 percentage points below national per capita income levels. The Greenville regions also lag behind per capita income levels in SC, target cities and proximate cities.

The Greenville MSA had strong employment growth from 2003 to 2007 compared to the US average. However, over the December 2007 to March 2011 period, which encompasses both the recent recessionary period and nascent recovery, employment growth in the Greenville MSA lagged the national average by more than 2% while the Greenville Upstate and CSA regions fell only a bit behind the national average. In the most recent period, March 2010 to March 2011, employment growth was faster in the Greenville MSA, CSA and Upstate than both the SC average and national average. This may reflect the “manufacturing sector renaissance” many analysts tout as one of the more positive trends in the recovery of the US economy.

## **Development of an Economic Competitiveness Scorecard**

Four steps were used to develop a scorecard for the Greenville economy. First, we identified the key characteristics of a competitive economy. Second, we selected a set of peer cities and target cities for comparisons with the Greenville MSA, CSA, and Upstate. Third, we developed sets of indices and benchmarks for Greenville and the peer and target cities. The indices were derived from data on the selected key characteristics of a competitive economy. Fourth, we identified strengths and weaknesses of the Greenville economy based on Greenville's relative rankings in characteristics that affect economic progress. An in-depth overview of the four steps is provided in the 2008 Greater Greenville Regional Economic Scorecard ([www.clemson.edu/uced](http://www.clemson.edu/uced)). The following discussion focuses on changes in Greenville's rankings from 2008 to 2009 in the four indices that reflect regional competitiveness in the New Economy.

### **Indices of Competitiveness**

#### **Human Capital Innovative Activity and Capacity Entrepreneurial Environment Strength of Industry Concentrations**

The four principal inputs of regional competitiveness (human capital, innovation, entrepreneurial environment, and industrial composition) have multiple components. (See Table 5 on following page). Thus, an index was developed for each competitiveness component that incorporated the multiple measures for the principal category and expressed the benchmark relative to the national average. The indices for the Greenville MSA and CSA permit ready comparisons with peer cities in the South as well as with the nation as a whole. The data used for the calculation of the six indices are provided in Appendix C. The index values represent how the metro area and Upstate compare to the national average for a specific component of competitiveness. For example, an index value of 100 represents the national average and an index value of 90 means that the metro area is 10% below the national average. Alternatively, a metro index of 105 means the metro area is 5% above the national average.

The 2008 and 2009 values for the indices of competitiveness are provided in tabular and graphic forms. The tables provide the index values for 2008 and 2009, the change in these values over time, and a listing of the measures used to construct the indices. The figures provide a visual representation of "how well" Greenville and the Upstate are doing relative to peer and target metropolitan areas.

Table 5. Components of Four Indices of Competitiveness

<b>Human Capital Index</b>
Percent of labor force with a high school diploma, 2008 and 2009
Percent of labor force with an associate's degree, 2008 and 2009.
Percent of labor force with a bachelor's degree, 2008 and 2009
Percent of labor force with a graduate or professional degree, 2008 and 2009
Percent of employment in occupations classified as management, business/operations, finance, computers, math, architecture, engineering, sciences, law, education, healthcare, arts, design, entertainment, and media, 2008 and 2009
<b>Innovative Activity and Capacity Index</b>
Patents per 10,000 workers, 2007 and 2008
Percent of employment in computer, science, and engineering occupations, 2008 and 2009
Graduate Students in Science, Engineering, and health Sciences per 10,000 Residents, 2007 and 2008
<b>Entrepreneurial Environment Index</b>
Business churning (Births + Deaths / Initial Estab.), 2006 and 2007
Establishments per 1,000 Employees, 2007 and 2008
Proprietors' Income as a share of Total income, 2008 and 2009
Percent of employment in professional, scientific, and technical services industries, 2007 and 2008
<b>Index of Strength of Industry Concentrations</b>
Concentration of jobs in high wage industries (traded industries only): 100 equals US average, 2007 and 2008
Concentration of industry jobs in high wage occupations (traded industries only): 100 equals US average, 2007 and 2008
Employment Diversity Index, 2008 and 2009
Employment per Square Mile, 2008 and 2009

## Benchmarking the Quality of Human Capital

Index values for human capital are based on the percentages of the labor force that have attained specific educational levels (high school diploma, associate's degree, bachelor's degree, and graduate or professional degree) and the percent of employment in "knowledge" occupations. The findings indicate that the Greenville MSA ranks fourth among the six small peer cities while the Greenville CSA ranks fifth among the seven large peer cities. Additionally, the Greenville MSA has an index value similar to the national average while the Greenville CSA and the Upstate lag the national average by approximately eight percent. However, the Greenville MSA and CSA showed improvement in index values of +3.3 and +0.3, respectively, from 2008 to 2009.

### Human Capital Index

2006 Census Region	2008	2009	Index Point Change 2008-2009
<b>Small Peer Cities</b>			
Columbia, SC MSA	109.4	107.4	-2.0
Charleston, SC MSA	106.7	105.2	-1.5
Lexington, KY CSA	105.5	103.6	-1.9
<b>Greenville, SC MSA</b>	<b>97.2</b>	<b>100.4</b>	<b>3.3</b>
Jackson, MS CSA	102.4	97.4	-4.9
Little Rock, AR MSA	93.2	95.6	2.4
<b>Large Peer Cities</b>			
Richmond, VA MSA	101.2	101.3	0.1
Jacksonville, FL MSA	97.5	100.0	2.5
Louisville, KY MSA	94.4	94.2	-0.2
Birmingham, AL CSA	93.7	94.0	0.3
<b>Greenville, SC CSA</b>	<b>92.1</b>	<b>92.4</b>	<b>0.2</b>
<b>Upstate SC</b>	<b>91.8</b>	<b>92.2</b>	<b>-0.1</b>
Knoxville, TN CSA	89.7	89.0	-0.7
Greensboro/Winston-Salem, NC CSA	87.1	87.8	0.7
<b>Target Cities</b>			
Raleigh/Durham, NC CSA	124.7	124.7	0.0
Austin, TX MSA	118.1	116.0	-2.1
Charlotte, NC MSA	104.7	108.7	4.1
Nashville, TN MSA	97.2	100.8	3.7
<b>Greenville, SC MSA</b>	<b>97.2</b>	<b>100.4</b>	<b>3.3</b>
<b>State and United States</b>			
United States	100.0	100.0	0.0
South Carolina	94.1	93.8	-0.3

Percent of labor force with a high school diploma, 2008 and 2009.

Percent of labor force with an associate's degree, 2008 and 2009.

Percent of labor force with a bachelor's degree, 2008 2009.

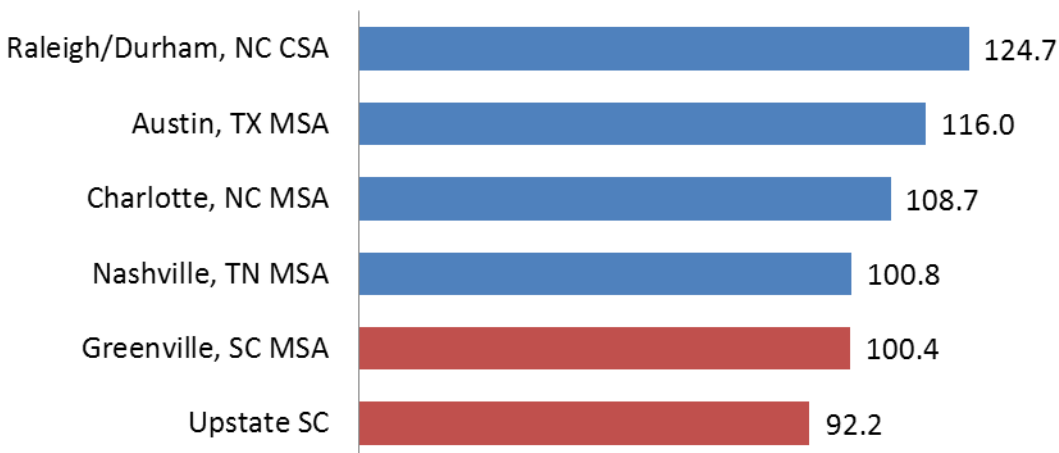
Percent of labor force with a graduate or professional degree, 2008 and 2009.

Percent of employment in occupations classified as management, business/operations, finance, computers, math, architecture, engineering, sciences, law, education, healthcare, arts, design, entertainment, and media, 2008 and 2009.

### Human Capital Index, Greenville Versus Peer Cities



### Human Capital Index, Greenville Versus Target Cities





## Benchmarking Innovative Activity

Innovative activity and capacity in the metro areas are represented by patents per 10,000 workers; employment in computer, science, and engineering occupations (measure of industry R&D); and graduate students in health sciences, science, and engineering per 10,000 residents (measure of university R&D). Between 2008 and 2009 the Greenville MSA index increased by 7.4 points to 111.6, and the MSA maintained its ranking of second among the six small peer cities. The Greenville CSA index increased from 75.9 to 77.7. The index value for the Upstate (75.3) was slightly lower than the value for the CSA (77.7), and the CSA remained in its third place ranking among large peer cities. The Greenville MSA had a higher innovation index than two of the target cities (Nashville 65.5) and Charlotte (64.6); however, the Greenville MSA innovation index was approximately 40% of index values for Austin, TX and Raleigh/Durham, NC.

### Innovative Activity and Capacity Index

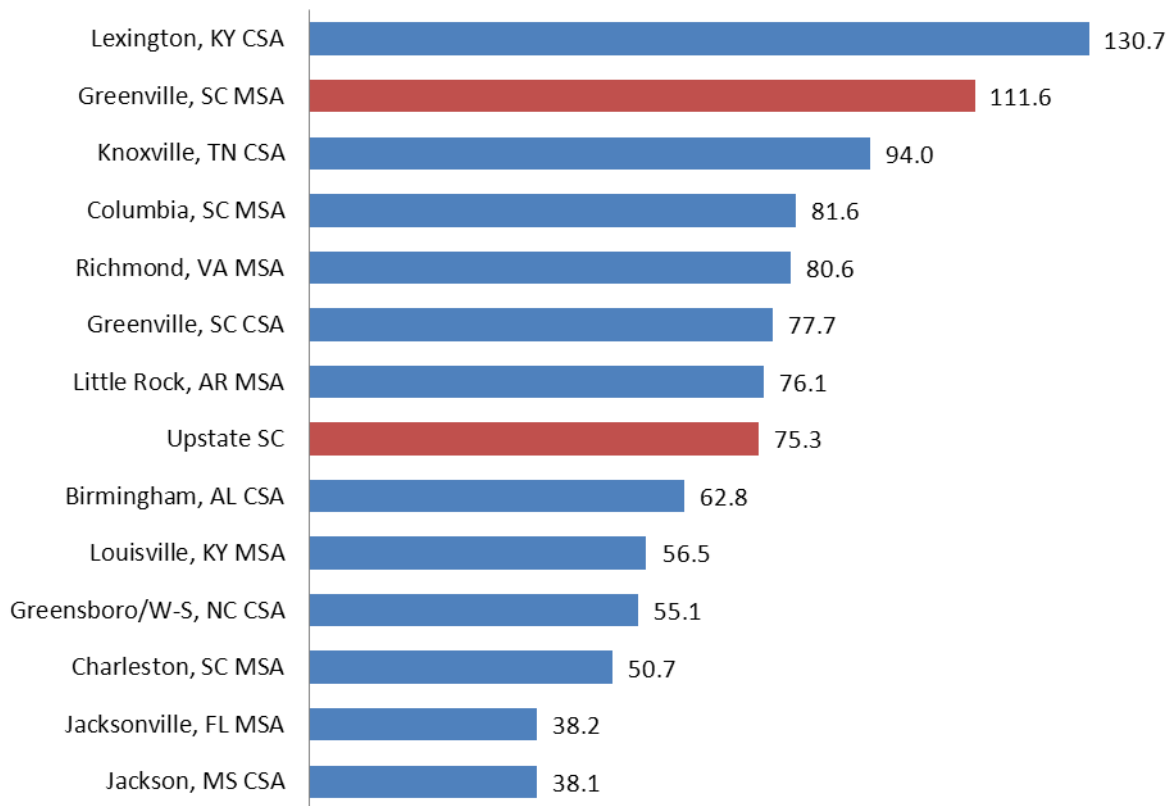
2006 Census Region	2008	2009	Index Point Change 2008-2009
<b>Small Peer Cities</b>			
Lexington, KY CSA	133.7	130.7	-3.0
<b>Greenville, SC MSA</b>	<b>104.2</b>	<b>111.6</b>	<b>7.4</b>
Columbia, SC MSA	84.4	81.6	-2.8
Little Rock, AR MSA	71.7	76.1	4.4
Charleston, SC MSA	46.8	50.7	3.9
Jackson, MS CSA	41.5	38.1	-3.4
<b>Large Peer Cities</b>			
Knoxville, TN CSA	97.1	94.0	-3.1
Richmond, VA MSA	78.8	80.6	1.8
<b>Greenville, SC CSA</b>	<b>75.9</b>	<b>77.7</b>	<b>1.8</b>
<b>Upstate SC</b>	<b>74.3</b>	<b>75.3</b>	<b>1.0</b>
Birmingham, AL CSA	62.0	62.8	0.8
Louisville, KY MSA	58.3	56.5	-1.8
Greensboro/Winston-Salem, NC CSA	59.0	55.1	-3.9
Jacksonville, FL MSA	35.8	38.2	2.4
<b>Target Cities</b>			
Austin, TX MSA	261.5	265.9	4.4
Raleigh/Durham, NC CSA	214.1	225.8	11.7
<b>Greenville, SC MSA</b>	<b>104.2</b>	<b>111.6</b>	<b>7.4</b>
Charlotte, NC MSA	61.7	65.5	3.8
Nashville, TN MSA	63.9	64.6	0.7
<b>State and United States</b>			
United States	100.0	100.0	0.0
South Carolina	53.9	55.0	1.1

Patents per 10,000 workers, 2007 and 2008.

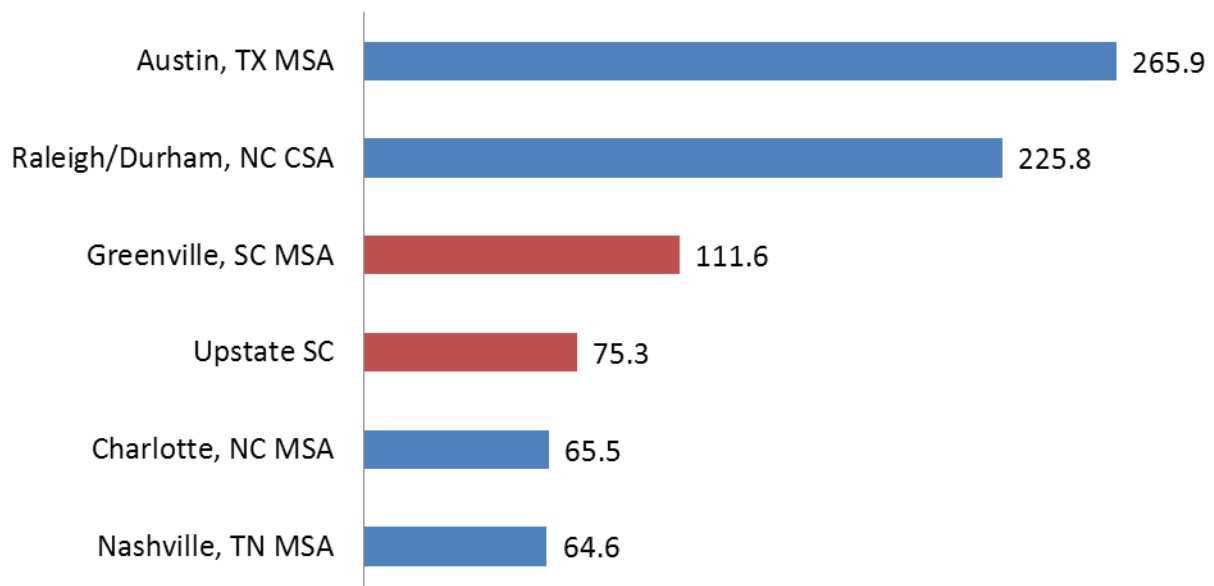
Percent of employment in computer, science, and engineering occupations, 2008 and 2009.

Graduate Students in Science, Engineering, and Health Sciences per 10,000 Residents, 2007 & 2008.

## Innovative Activity and Capacity Index, Greenville Versus Peer Cities



## Innovative Activity and Capacity Index, Greenville Versus Target Cities



## Benchmarking the Index of Entrepreneurial Environment

Creative workers and innovative activity are most likely to result in new businesses and jobs if the community has a supportive entrepreneurial environment. The entrepreneurial environment index for the Greenville MSA (83.4) and CSA (82.2) ranked low compared to the small and large peer cities, representing fourth and sixth positions, respectively. The Greenville MSA index declined by – 2.9 from 2008 to 2009. As a result, the Greenville index values remain well below the four target cities and the U.S. Average.

### Entrepreneurial Environment Index

2006 Census Region	2008	2009	Index Point Change 2008-2009
<b>Small Peer Cities</b>			
Jackson, MS CSA	97.6	99.4	0.0
Charleston, SC MSA	95.3	97.6	2.4
Columbia, SC MSA	84.7	87.6	2.9
Little Rock, AR MSA	90.0	87.1	-2.9
Lexington, KY CSA	83.6	86.0	2.4
<b>Greenville, SC MSA</b>	<b>86.3</b>	<b>83.4</b>	<b>-2.9</b>
<b>Large Peer Cities</b>			
Birmingham, AL CSA	98.5	97.2	-1.3
Jacksonville, FL MSA	95.4	93.4	-2.0
Knoxville, TN CSA	93.8	93.2	-0.5
Louisville, KY MSA	88.8	87.3	-1.5
Richmond, VA MSA	87.8	86.6	-1.2
<b>Greenville, SC CSA</b>	<b>80.9</b>	<b>82.2</b>	<b>1.3</b>
<b>Upstate SC</b>	<b>80.3</b>	<b>82.0</b>	<b>1.7</b>
Greensboro/Winston-Salem, NC CSA	80.0	80.7	0.7
<b>Target Cities</b>			
Austin, TX MSA	112.2	115.2	3.0
Nashville, TN MSA	112.8	112.8	-0.1
Raleigh/Durham, NC CSA	109.9	106.9	-3.0
Charlotte, NC MSA	96.9	96.4	-0.5
<b>Greenville, SC MSA</b>	<b>86.3</b>	<b>83.4</b>	<b>-2.9</b>
<b>State and United States</b>			
United States	100.0	100.0	0.0
South Carolina	85.0	87.7	2.6

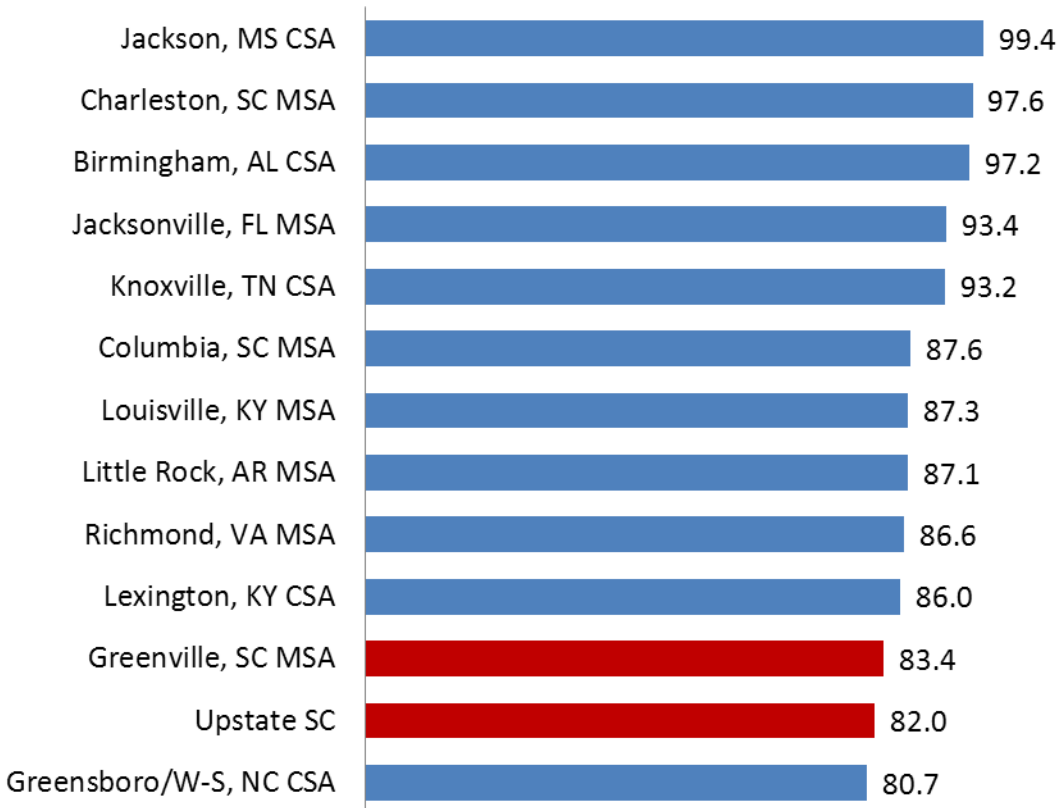
Business churning (Births + Deaths / Initial Estab.), 2006 and 2007

Establishments per 1,000 Employees, 2007 and 2008

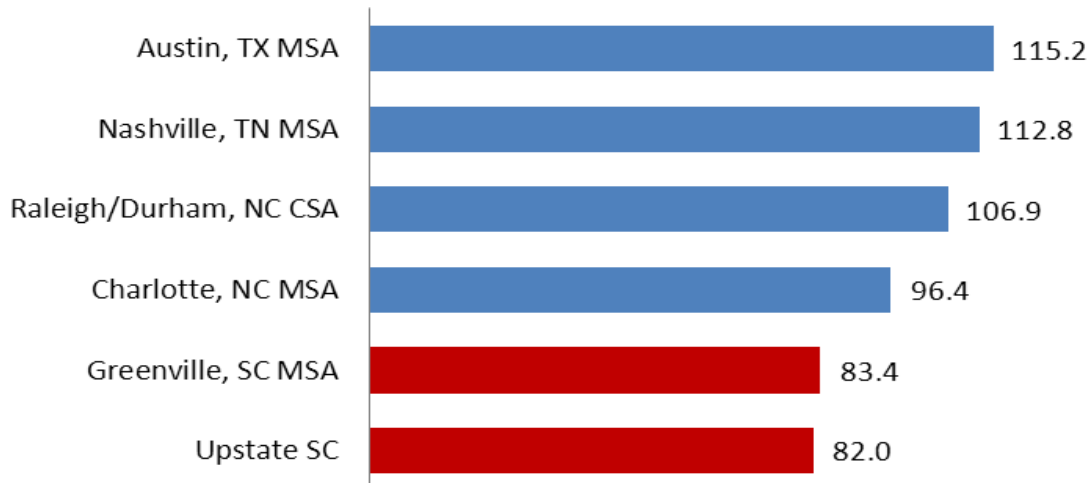
Proprietors' Income as a share of Total Income, 2008 and 2009

Percent of employment in professional, scientific, and technical services industries, 2007 and 2008

## Entrepreneurial Environment, Greenville Versus Peer Cities



## Entrepreneurial Environment, Greenville Versus Target Cities



## Benchmarking Industry Concentrated Strength

A diverse industrial base and high employment density (employees per square mile) are beneficial to regional economic growth because diversity and density facilitate the development and exchange of ideas and information among area businesses. In addition, an industrial base with high productivity occupations and high wage industries have competitive advantages in the global economy. The Greenville MSA (91.5) has a favorable industrial structure when compared to its small peer cities. The region experienced little change between 2008 and 2009 and maintained its first place ranking. The Greenville CSA (78.6) and the SC Upstate (76.9) rank low in comparison to large peer cities and the target cities. The CSA and Upstate region experienced small increases in their industrial composition indices from 2008 to 2009.

### Strength of Cluster Index

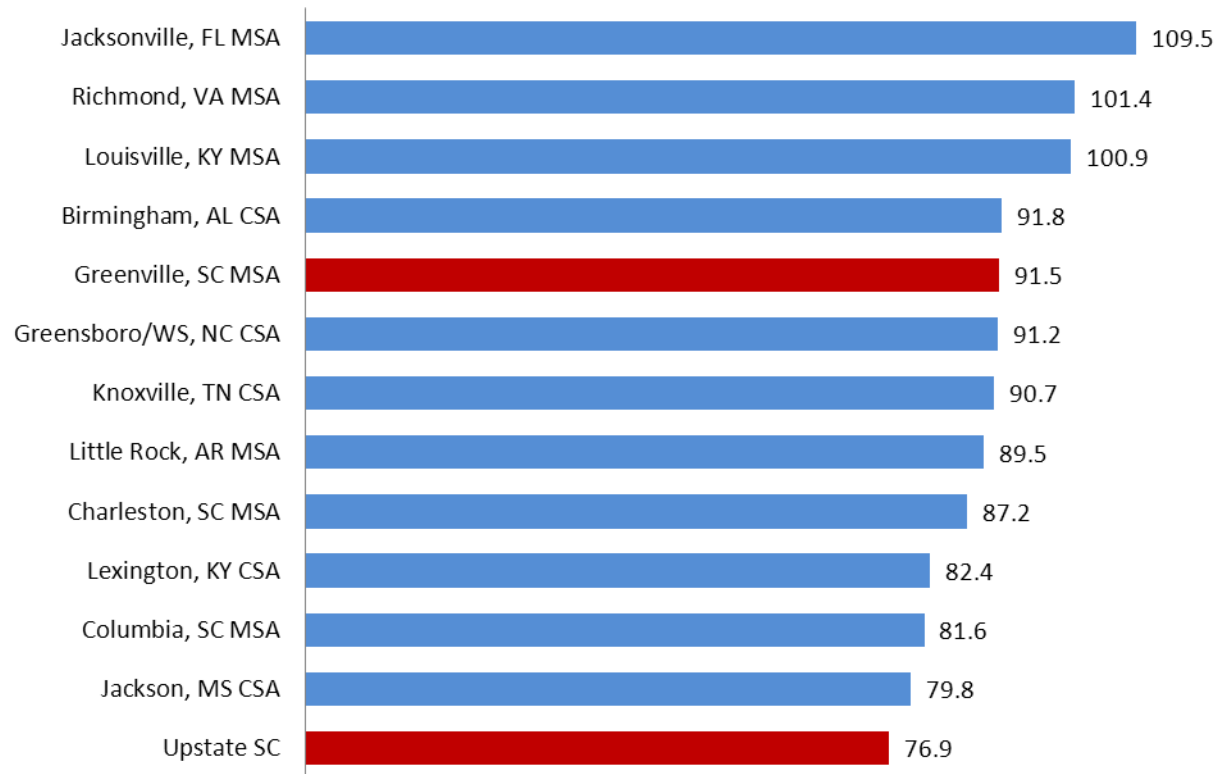
2006 Census Region	2008	2009	Index Point Change 2008-2009
<b>Small Peer Cities</b>			
<b>Greenville, SC MSA</b>	<b>91.2</b>	<b>91.5</b>	<b>0.3</b>
Little Rock, AR MSA	86.5	89.5	3.0
Charleston, SC MSA	86.2	87.2	1.0
Lexington, KY CSA	83.1	82.4	-0.7
Columbia, SC MSA	83.8	81.6	-2.2
Jackson, MS CSA	81.9	79.8	-2.1
<b>Large Peer Cities</b>			
Jacksonville, FL MSA	105.9	109.5	3.6
Richmond, VA MSA	98.9	101.4	2.5
Louisville, KY MSA	100.6	100.9	0.3
Birmingham, AL CSA	93.5	91.8	-1.7
Greensboro/Winston-Salem, NC CSA	92.4	91.2	-1.2
Knoxville, TN CSA	94.9	90.7	-4.2
<b>Greenville, SC CSA</b>	<b>78.4</b>	<b>78.6</b>	<b>0.2</b>
<b>Upstate SC</b>	<b>76.8</b>	<b>76.9</b>	<b>0.1</b>
<b>Target Cities</b>			
Charlotte, NC MSA	121.7	121.4	-0.3
Austin, TX MSA	110.6	111.6	1.0
Raleigh/Durham, NC CSA	115.4	109.1	-6.3
Nashville, TN MSA	107.7	108.1	0.4
<b>Greenville, SC MSA</b>	<b>91.2</b>	<b>91.5</b>	<b>0.3</b>
<b>State and United States</b>			
United States	100.0	100.0	0.0
South Carolina	75.6	74.8	-0.8

Concentration of jobs in high wage industries (traded industries only): 100 equals US average, 2007 and 2008  
 Concentration of industry jobs in high wage occupations (traded industries only): 100 equals US average, 2007 and 2008

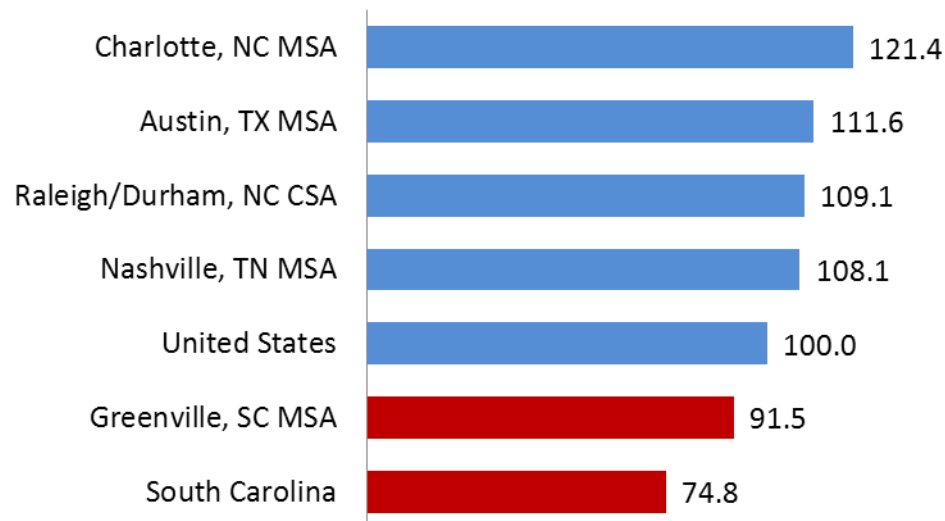
Employment Diversity Index, 2008 and 2009

Employment per Square Mile, 2008 and 2009

## Industry Concentrated Strength, Greenville versus Peer Cities



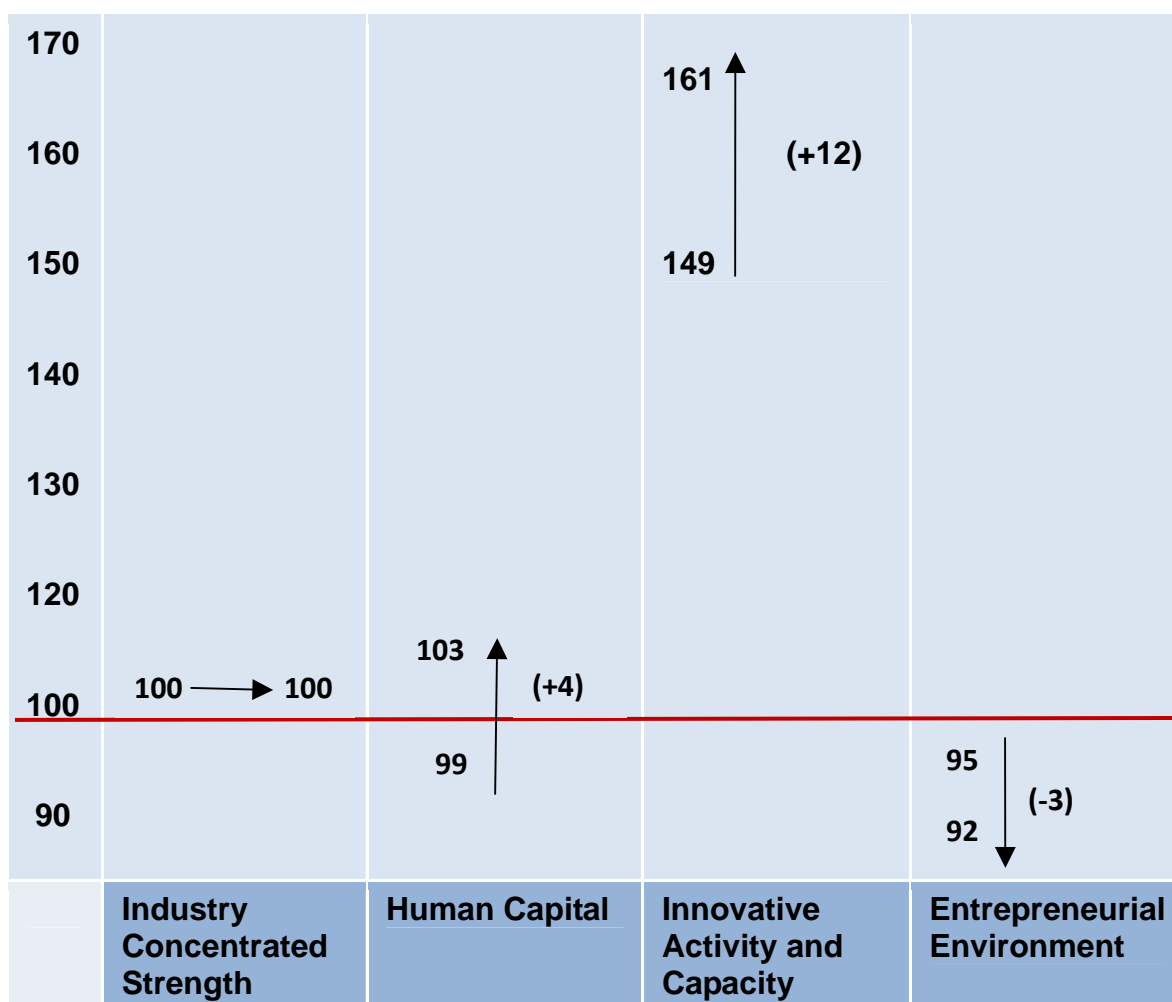
## Industry Concentrated Strength, Greenville versus Target Cities



## **Economic Scorecard Summary, Part 1 (Greenville MSA vs. Peer Cities)**

The economic scorecards summary compares the index values for the Greenville area relative to the averages for the small and large peer cities combined. The Greenville MSA and CSA values in the scorecards are derived by dividing the Greenville index value (for example, 111.6 for the MSA for innovative activity) by the average index value for the eleven peer cities (for example, 69.5 for innovative activity). The resulting scorecard value ( $111.6/69.5 = 1.61 \times 100 = 161$ ) indicates the extent to which Greenville is "above" or "below" average relative to its peer cities. The 2008 and 2009 scorecard values are provided for each benchmarking category, and the direction of the arrow indicates if Greenville's relative score increased or decreased from one year to the next. The Economic Scorecard, Part 1 indicates that the Greenville MSA had marked improvements in human capital and innovative activity but experienced a decline in the entrepreneurial environment.

### **Economic Scorecard Summary: Benchmarking Greenville MSA Versus Small and Large Peer Cities**



**Economic Scorecard Summary, Part 2 (Greenville CSA vs. Peer Cities)**

Scorecard 2 compares the Greenville CSA index values to the 11 peer city average. The Greenville CSA and Upstate SC index values are similar, thus the following comparisons are representative of the Upstate. The Greenville MSA gained on the peer cities in labor force education and innovative activity. Alternatively the Greenville CSA experienced gains in its relative position in entrepreneurial environment, and innovative activity while no relative change was observed for human capital or industrial composition.

**Economic Scorecard Summary:  
Benchmarking Greenville CSA Versus Small and Large Peer Cities**

120			112 ↑ 109 (↑+3)	
100	<hr style="border: 1px solid red;"/>			
80	86 → 86	94 → 94		91 ↑ 89 (↑+2)
	<b>Industrial Composition and Structure</b>	<b>Human Capital</b>	<b>Innovative Activity and Capacity</b>	<b>Entrepreneurial Environment</b>

**Economic Scorecard Summary, Part 3 (Greenville MSA vs. Target Cities)**

Scorecard 3 compares the Greenville MSA with the average index values for the four target cities (Austin, TX; Charlotte, NC; Nashville, TN; and Raleigh/Durham, NC). The scorecard indicates that the Greenville MSA experienced improvements in all indices except entrepreneurial environment. However, the MSA remains 10% to 30% behind the target cities' average in the four indices values.

**Economic Scorecard Summary:  
Benchmarking Greenville MSA Versus Target Cities**

100				
90				
80	81 ↑ (+1) 80	89 ↑ (+2) 87		80 ↓ (-3) 77
70			72 ↑ (+3) 69	
60				
	<b>Industrial Composition and Structure</b>	<b>Human Capital</b>	<b>Innovative Activity and Capacity</b>	<b>Entrepreneurial Environment</b>

**Economic Scorecard Summary, Part 4 (Greenville CSA vs. Target Cities)**

Scorecard part 4 compares the Greenville CSA with the average index values for the four target cities. Lower scores are provided for the Greenville CSA region than for the Greenville MSA region (see part 3). However, the Greenville CSA (as with the MSA) gained on the target cities in two of the competitiveness categories (Entrepreneurial Environment and Industry Concentrated Strength). Relative scores remained static or declined in Human Capital and Innovative Activity.

**Economic Scorecard Summary:  
Benchmarking Greenville CSA Versus Small and Large Peer Cities**

100				
80		83 ↓ (-1) 82		
60	70 ↑ (+1) 69			76 ↑ (+1) 75
40			50 → 50	
	<b>Industrial Composition and Structure</b>	<b>Human Capital</b>	<b>Innovative Activity and Capacity</b>	<b>Entrepreneurial Environment</b>

## Appendix A

Metropolitan Area Characteristics Used in Cluster Analysis to Group 118 Southern Metro Areas According to New Economy Environment

### A. Innovative Activity

Number of patents issued per 1000 population (USPTO, 1990-99)\*  
 Academic R&D expenditures per capita (NSF, 1998-2000)  
 Doctorates awarded in science and engineering per 1000 population (NSF, 1998-2000)  
 Graduate science and engineering students per 1000 population (NSF, 1998-2000)  
 Percentage of employment in technical professions - computer science; engineering except civil; natural, physical, and social science (BLS, 2000)

### B. Labor Force Quality

Percentage of adult population (25+) that were high school graduates (Census, 2000)  
 Percentage of adult population (25+) that were college graduates (Census, 2000)  
 Percentage of population (age 16-64) that were employed (Census, 2000)

### C. Entrepreneurial Environment

Percentage change in number of establishments (CBP, 1990-2000)  
 Percentage of establishments with fewer than 20 employees (BLS, 2000)  
 Number of Inc. 500 companies per 100,000 population (www.inc500.com, 1990-2000)  
 Venture capital investments (\$) per capita (Price Waterhouse Coopers, 2000)  
 Percentage of employment in managerial and business professions (BLS, 2000)  
 Percentage of employment in SIC 73, business services (CBP, 2000)  
 Percentage of establishments in SIC 73, business services (CBP, 2000)

### D. Localization Economics

Percentage of employment in high-technology industries (CBP, 2000)  
 Percentage of establishments in high-technology industries (CBP, 2000)  
 Percentage of employment in information technology industries (CBP, 2000)  
 Percentage of establishments in information technology industries (CBP, 2000)  
 Percentage of employment in the largest 3 manufacturing industries (2-digit SIC, CBP, 2000)  
 Percentage of establishments in largest 3 manufacturing industries (2 digit SIC, CBP, 1997)  
 Population Density (Census, 2000)

### E. Competitiveness in Global Economy

Exports as a percent of gross metropolitan product, metro areas ranked in quantiles (DOC, 1999)

\*CBP = County Business Patterns; DOC = U.S Department of Commerce; BLS = U.S. Bureau of Labor Statistics; NSF = National Science Foundation; USPTO = U.S. Patent and Trademark Office.

## Appendix B

### ACCRA Cost of Living Index in Peer and Target Cities

“C2ER, founded in 1961 as the American Chamber of Commerce Researchers Association (ACCRA), is a nonprofit professional organization comprising research staff of chambers of commerce, economic development organizations and agencies, and related organizations throughout the United States and Canada. In its dedication to improving business information through research, C2ER developed the ACCRA Cost of Living Index to meet the need for a measure of living cost differentials among urban areas. Originally titled Inter-City Cost of Living Indicators Project, the ACCRA Cost of Living Index has been published quarterly since 1968. The ACCRA Cost of Living Index is based on nearly 100,000 data points gathered primarily by C2ER members located in 400 cities.” From: C2ER P.O. Box 100217, Arlington VA 22210 data download.

ACCRA Cost of Living Index, First Quarter 2011		
Urban Area	Composite Index	Housing
Richmond, VA	102.6	101.1
Charleston, SC	99.6	93.1
Columbia, SC	97.1	84.0
Jackson, MS	95.1	89.9
Raleigh/Durham, NC	95.1	82.2
Jacksonville, FL	94.0	82.8
Greensboro/Winston-Salem, NC	93.2	78.8
Charlotte, NC	93.0	84.1
<b>Greenville, SC</b>	<b>91.6</b>	<b>71.9</b>
Louisville, KY	91.1	84.6
Austin, TX	91.0	81.5
Little Rock, AR	90.8	83.2
Knoxville, TN	89.7	84.7
Birmingham, AL	89.6	73.3
Nashville, TN	89.3	75.0
Lexington, KY	89.1	81.2

## Appendix C

### Labor Force Education (High School Diploma)

2006 Census Region	2008	2009	Index Value		Change 2008-2009
			2008	2009	
<b>Small Peer Cities</b>					
Columbia, SC MSA	88.2%	88.3%	103.8	103.5	-0.3
Little Rock, AR MSA	88.1%	88.2%	103.6	103.4	-0.2
Charleston, SC MSA	87.5%	87.1%	102.9	102.1	-0.8
Lexington, KY CSA	86.1%	84.9%	101.3	99.5	-1.8
Jackson, MS CSA	85.7%	83.8%	100.8	98.2	-2.6
<b>Greenville, SC MSA</b>	<b>81.6%</b>	<b>83.6%</b>	<b>96.0</b>	<b>98.0</b>	<b>2.0</b>
<b>Large Peer Cities</b>					
Jacksonville, FL MSA	87.6%	88.2%	103.1	103.4	0.3
Louisville, KY MSA	87.0%	86.6%	102.4	101.5	-0.9
Richmond, VA MSA	85.2%	85.4%	100.2	100.1	-0.1
Birmingham, AL CSA	84.7%	85.0%	99.6	99.6	0.0
Knoxville, TN CSA	83.2%	84.1%	97.9	98.6	0.7
Greensboro/Winston-Salem, NC CSA	81.9%	83.4%	96.4	97.8	1.4
<b>Greenville, SC CSA</b>	<b>80.7%</b>	<b>81.9%</b>	<b>94.9</b>	<b>96.0</b>	<b>1.1</b>
<b>Upstate SC</b>	<b>80.7%</b>	<b>81.9%</b>	<b>94.9</b>	<b>96.0</b>	<b>1.1</b>
<b>Target Cities</b>					
Raleigh/Durham, NC CSA	88.4%	88.2%	104.0	103.4	-0.6
Nashville, TN MSA	85.7%	86.9%	100.8	101.9	1.1
Austin, TX MSA	86.5%	86.6%	101.8	101.5	-0.3
Charlotte, NC MSA	86.4%	86.2%	101.6	101.1	-0.5
<b>Greenville, SC MSA</b>	<b>81.6%</b>	<b>83.6%</b>	<b>96.0</b>	<b>98.0</b>	<b>2.0</b>
<b>State and United States</b>					
United States	85.0%	85.3%	100.0	100.0	0.0
South Carolina	83.2%	83.6%	97.9	98.0	0.1

Percent of labor force with a high school diploma, 2008 and 2009.

Source: U.S. Census Bureau, 2009 American Community Survey.  
<http://www.census.gov/acs/www/>

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**Labor Force Education (Associate's Degree)**


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2006 Census Region	2008	2009	Index Value		Change 2008-2009
			2008	2009	
<b>Small Peer Cities</b>					
<b>Greenville, SC MSA</b>	<b>8.2%</b>	<b>8.5%</b>	<b>109.3</b>	<b>113.3</b>	<b>4.0</b>
Columbia, SC MSA	9.0%	8.2%	120.0	109.3	-10.7
Charleston, SC MSA	8.8%	8.1%	117.3	108.0	-9.3
Jackson, MS CSA	8.4%	6.9%	112.0	92.0	-20.0
Little Rock, AR MSA	6.2%	6.9%	82.7	92.0	9.3
Lexington, KY CSA	6.9%	6.4%	92.0	85.3	-6.7
<b>Large Peer Cities</b>					
<b>Upstate SC</b>	<b>8.5%</b>	<b>9.0%</b>	<b>113.3</b>	<b>119.8</b>	<b>6.4</b>
<b>Greenville, SC CSA</b>	<b>8.5%</b>	<b>8.8%</b>	<b>113.3</b>	<b>117.3</b>	<b>4.0</b>
Jacksonville, FL MSA	8.5%	8.4%	113.3	112.0	-1.3
Louisville, KY MSA	7.1%	7.1%	94.7	94.7	0.0
Birmingham, AL CSA	7.1%	7.0%	94.7	93.3	-1.3
Greensboro/Winston-Salem, NC CSA	7.2%	7.0%	96.0	93.3	-2.7
Knoxville, TN CSA	6.6%	6.8%	88.0	90.7	2.7
Richmond, VA MSA	6.1%	5.8%	81.3	77.3	-4.0
<b>Target Cities</b>					
Charlotte, NC MSA	7.9%	8.9%	105.3	118.7	13.3
<b>Greenville, SC MSA</b>	<b>8.2%</b>	<b>8.5%</b>	<b>109.3</b>	<b>113.3</b>	<b>4.0</b>
Raleigh/Durham, NC CSA	7.6%	7.8%	101.3	104.0	2.7
Nashville, TN MSA	6.0%	6.5%	80.0	86.7	6.7
Austin, TX MSA	6.8%	6.1%	90.7	81.3	-9.3
<b>State and United States</b>					
United States	7.5%	7.5%	100.0	100.0	0.0
South Carolina	8.5%	8.4%	113.3	112.0	-1.3

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Percent of labor force with an associate's degree, 2008 and 2009.

Source: U.S. Census Bureau, 2009 American Community Survey.

<http://www.census.gov/acs/www/>

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**Labor Force Education (Bachelor's Degree)**


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2006 Census Region			Index Value		Change 2008- 2009
	2008	2009	2008	2009	
<b>Small Peer Cities</b>					
Charleston, SC MSA	28.7%	31.1%	103.6	111.5	7.9
Columbia, SC MSA	30.2%	30.8%	109.0	110.4	1.4
Lexington, KY CSA	29.6%	30.7%	106.9	110.0	3.1
<b>Greenville, SC MSA</b>	<b>26.8%</b>	<b>27.9%</b>	<b>96.8</b>	<b>100.0</b>	<b>3.2</b>
Jackson, MS CSA	28.5%	27.8%	102.9	99.6	-3.3
Little Rock, AR MSA	25.9%	26.0%	93.5	93.2	-0.3
<b>Large Peer Cities</b>					
Richmond, VA MSA	30.6%	31.5%	110.5	112.7	2.2
Jacksonville, FL MSA	24.6%	27.3%	88.8	97.8	9.0
Birmingham, AL CSA	25.3%	26.4%	91.3	94.6	3.3
Louisville, KY MSA	24.0%	24.9%	86.6	89.2	2.6
Greensboro/Winston-Salem, NC CSA	23.5%	24.0%	84.8	86.0	1.2
Knoxville, TN CSA	23.7%	23.7%	85.6	84.9	-0.6
<b>Greenville, SC CSA</b>	<b>23.0%</b>	<b>23.1%</b>	<b>83.0</b>	<b>82.8</b>	<b>-0.2</b>
<b>Upstate SC</b>	<b>22.8%</b>	<b>22.8%</b>	<b>82.5</b>	<b>81.6</b>	<b>-0.9</b>
<b>Target Cities</b>					
Raleigh/Durham, NC CSA	40.3%	41.3%	145.5	148.0	2.5
Austin, TX MSA	38.2%	38.7%	137.9	138.7	0.8
Charlotte, NC MSA	32.0%	32.4%	115.5	116.1	0.6
Nashville, TN MSA	29.4%	31.0%	106.1	111.1	5.0
<b>Greenville, SC MSA</b>	<b>26.8%</b>	<b>27.9%</b>	<b>96.8</b>	<b>100.0</b>	<b>3.2</b>
<b>State and United States</b>					
United States	27.7%	27.9%	100.0	100.0	0.0
South Carolina	23.7%	24.3%	85.6	87.1	1.5

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Percent of labor force with a bachelor's degree, 2008 and 2009.

Source: U.S. Census Bureau, 2009 American Community Survey.  
<http://www.census.gov/acs/www/>

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**Labor Force Education (Graduate or Professional Degree)**


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2006 Census Region	2008	2009	Index Value		Change 2008-2009
			2008	2009	
<b>Small Peer Cities</b>					
Lexington, KY CSA	12.4%	12.4%	121.6	120.4	-1.2
Columbia, SC MSA	11.4%	11.6%	111.8	112.6	0.9
Charleston, SC MSA	11.1%	10.3%	108.8	100.0	-8.8
Jackson, MS CSA	9.9%	10.1%	97.1	98.1	1.0
<b>Greenville, SC MSA</b>	<b>9.2%</b>	<b>9.8%</b>	<b>90.2</b>	<b>95.1</b>	<b>4.9</b>
Little Rock, AR MSA	9.3%	9.0%	91.2	87.4	-3.8
<b>Large Peer Cities</b>					
Richmond, VA MSA	10.8%	11.2%	105.9	108.7	2.9
Louisville, KY MSA	9.5%	9.6%	93.1	93.2	0.1
Jacksonville, FL MSA	8.4%	9.0%	82.4	87.4	5.0
Birmingham, AL CSA	8.9%	8.9%	87.3	86.4	-0.8
Knoxville, TN CSA	8.6%	8.2%	84.3	79.6	-4.7
<b>Greenville, SC CSA</b>	<b>8.1%</b>	<b>7.8%</b>	<b>79.4</b>	<b>75.7</b>	<b>-3.7</b>
<b>Upstate SC</b>	<b>8.0%</b>	<b>7.7%</b>	<b>78.1</b>	<b>74.6</b>	<b>-3.5</b>
Greensboro/Winston-Salem, NC CSA	7.0%	7.3%	68.6	70.9	2.2
<b>Target Cities</b>					
Raleigh/Durham, NC CSA	15.3%	15.3%	150.0	148.5	-1.5
Austin, TX MSA	13.7%	13.1%	134.3	127.2	-7.1
Charlotte, NC MSA	9.9%	10.1%	97.1	98.1	1.0
Nashville, TN MSA	9.8%	10.1%	96.1	98.1	2.0
<b>Greenville, SC MSA</b>	<b>9.2%</b>	<b>9.8%</b>	<b>90.2</b>	<b>95.1</b>	<b>4.9</b>
<b>State and United States</b>					
United States	10.2%	10.3%	100.0	100.0	0.0
South Carolina	8.5%	8.4%	83.3	81.6	-1.8

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Percent of labor force with a graduate or professional, 2008 and 2009.

Source: U.S. Census Bureau, 2009 American Community Survey.  
<http://www.census.gov/acs/www/>

### Knowledge Workers

2006 Census Region	2008	2009	Index Value		Change 2008-2009
			2008	2009	
<b>Small Peer Cities</b>					
Charleston, SC MSA	33.6%	35.5%	100.8	104.4	3.6
Lexington, KY CSA	35.2%	35.0%	105.7	102.7	-3.0
Little Rock, AR MSA	31.7%	34.7%	95.2	102.0	6.8
Columbia, SC MSA	34.1%	34.4%	102.4	101.1	-1.3
Jackson, MS CSA	33.0%	33.8%	99.1	99.3	0.2
<b>Greenville, SC MSA</b>	<b>31.1%</b>	<b>32.6%</b>	<b>93.5</b>	<b>95.8</b>	<b>2.3</b>
<b>Large Peer Cities</b>					
Richmond, VA MSA	36.0%	36.6%	108.0	107.5	-0.5
Jacksonville, FL MSA	33.3%	33.9%	100.0	99.6	-0.4
Birmingham, AL CSA	31.9%	32.7%	95.7	96.1	0.4
Louisville, KY MSA	31.7%	31.4%	95.1	92.4	-2.7
Greensboro/Winston-Salem, NC CSA	29.9%	31.0%	89.7	91.1	1.4
Knoxville, TN CSA	30.9%	31.0%	92.8	91.1	-1.7
<b>Greenville, SC CSA</b>	<b>30.0%</b>	<b>30.6%</b>	<b>90.0</b>	<b>90.0</b>	<b>0.0</b>
<b>Upstate SC</b>	<b>30.0%</b>	<b>30.3%</b>	<b>90.0</b>	<b>89.2</b>	<b>-0.8</b>
<b>Target Cities</b>					
Austin, TX MSA	41.9%	44.7%	125.8	131.3	5.5
Raleigh/Durham, NC CSA	40.8%	40.7%	122.6	119.5	-3.1
Charlotte, NC MSA	34.6%	37.3%	103.8	109.7	5.9
Nashville, TN MSA	34.3%	36.2%	102.9	106.5	3.6
<b>Greenville, SC MSA</b>	<b>31.1%</b>	<b>32.6%</b>	<b>93.5</b>	<b>95.8</b>	<b>2.3</b>
<b>State and United States</b>					
United States	33.3%	34.0%	100.0	100.0	0.0
South Carolina	30.1%	30.7%	90.4	90.3	-0.1

Percent of employment in occupations classified as management, business/operations, finance, computers, math, architecture, engineering, sciences, law, education, healthcare, arts, design, entertainment, and media, 2008 and 2009.

Source: U.S. Census Bureau, 2009 American Community Survey.  
<http://www.census.gov/acs/www/>

**Patents per 10,000 Workers**

<b>2006 Census Region</b>			<b>Index Value</b>		<b>Change</b>
	<b>2007</b>	<b>2008</b>	<b>2007</b>	<b>2008</b>	<b>2007-2008</b>
<b>Small Peer Cities</b>					
Lexington, KY CSA	5.0	5.0	78.7	79.7	1.0
<b>Greenville, SC MSA</b>	<b>4.9</b>	<b>4.3</b>	<b>77.6</b>	<b>68.6</b>	<b>-9.0</b>
Columbia, SC MSA	1.7	1.6	26.5	25.3	-1.2
Charleston, SC MSA	1.5	1.4	24.0	22.8	-1.2
Little Rock, AR MSA	1.3	1.1	19.6	17.2	-2.4
Jackson, MS CSA	1.2	0.8	18.6	13.3	-5.3
<b>Large Peer Cities</b>					
<b>Greenville, SC CSA</b>	<b>4.3</b>	<b>3.8</b>	<b>67.6</b>	<b>61.6</b>	<b>-6.0</b>
<b>Upstate SC</b>	<b>4.3</b>	<b>3.8</b>	<b>67.6</b>	<b>61.6</b>	<b>-6.0</b>
Knoxville, TN CSA	3.6	3.3	56.4	52.2	-4.2
Richmond, VA MSA	2.6	2.4	40.1	38.3	-1.8
Greensboro/Winston-Salem, NC CSA	2.4	2.2	38.2	35.1	-3.1
Louisville, KY MSA	1.9	1.8	30.4	28.2	-2.2
Jacksonville, FL MSA	1.9	1.5	29.8	24.4	-5.4
Birmingham, AL CSA	1.6	1.4	24.9	23.1	-1.8
<b>Target Cities</b>					
Austin, TX MSA	27.2	28.9	426.9	463.7	36.8
Raleigh/Durham, NC CSA	9.6	10.9	150.5	175.2	24.7
<b>Greenville, SC MSA</b>	<b>4.9</b>	<b>4.3</b>	<b>77.6</b>	<b>68.6</b>	<b>-9.0</b>
Charlotte, NC MSA	2.2	2.3	34.5	37.7	3.2
Nashville, TN MSA	1.5	1.6	23.7	26.3	2.6
<b>State and United States</b>					
United States	6.4	6.2	100.0	100.0	0.0
South Carolina	2.5	2.3	38.9	36.5	-2.3

Patents per 10,000 workers, 2007 and 2008.

Source: Prof. Michael E. Porter, Cluster Mapping Project, Institute for Strategy and Competitiveness, Harvard Business School; Richard Bryden, Project Director. 2010 by the President and Fellows of Harvard College.

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**Graduate Students in Science, Engineering, and Health Sciences per 10,000 Residents**


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2006 Census Region			Index Value		Change
	2007	2008	2007	2008	2007-2008
<b>Small Peer Cities</b>					
Lexington, KY CSA	46.1	45.7	224.0	220.0	-4.0
<b>Greenville, SC MSA</b>	<b>28.1</b>	<b>30.3</b>	<b>136.6</b>	<b>145.7</b>	<b>9.1</b>
Little Rock, AR MSA	23.9	26.4	116.2	127.3	11.1
Columbia, SC MSA	25.6	24.7	124.3	118.7	-5.6
Charleston, SC MSA	7.5	7.6	36.4	36.7	0.3
Jackson, MS CSA	6.5	7.2	31.6	34.8	3.2
<b>Large Peer Cities</b>					
Knoxville, TN CSA	28.4	29.3	138.3	141.1	2.8
Richmond, VA MSA	18.6	18.7	90.6	90.2	-0.4
Birmingham, AL CSA	18.8	17.0	91.5	81.6	-9.9
<b>Greenville, SC CSA</b>	<b>14.1</b>	<b>15.2</b>	<b>68.6</b>	<b>73.3</b>	<b>4.7</b>
<b>Upstate SC</b>	<b>13.1</b>	<b>14.2</b>	<b>63.7</b>	<b>68.2</b>	<b>4.5</b>
Louisville, KY MSA	13.7	13.0	66.6	62.7	-3.9
Greensboro/Winston-Salem, NC CSA	13.5	10.8	65.7	51.9	-13.8
Jacksonville, FL MSA	0.0	0.0	0.0	0.0	0.0
<b>Target Cities</b>					
Raleigh/Durham, NC CSA	65.5	65.9	318.8	317.4	-1.4
Austin, TX MSA	37.4	36.2	181.9	174.1	-7.8
<b>Greenville, SC MSA</b>	<b>28.1</b>	<b>30.3</b>	<b>136.6</b>	<b>145.7</b>	<b>9.1</b>
Nashville, TN MSA	16.9	17.6	82.2	84.9	2.7
Charlotte, NC MSA	9.5	10.3	46.4	49.4	3.0
<b>State and United States</b>					
United States	20.6	20.8	100.0	100.0	0.0
South Carolina	9.3	9.5	45.3	45.6	0.3

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Graduate Students in Science, Engineering, and Health Sciences per 10,000 Residents, 2007 & 2008.

Source: NSF-NIH Survey of Graduate Students & Postdoctorates in S&E. National Science Foundation WebCASPAR Database.

<https://webcaspar.nsf.gov/index.jsp?subHeader=WebCASPARHome>

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**Percent Employment in Computer, Science, and Engineering Occupations**


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2006 Census Region			Index Value		Change
	2008	2009	2008	2009	2008-2009
<b>Small Peer Cities</b>					
<b>Greenville, SC MSA</b>	<b>5.2%</b>	<b>6.4%</b>	<b>98.4</b>	<b>120.3</b>	<b>21.9</b>
Columbia, SC MSA	5.4%	5.3%	102.3	100.8	-1.5
Charleston, SC MSA	4.2%	4.9%	79.9	92.8	12.9
Lexington, KY CSA	5.2%	4.9%	98.3	92.3	-6.0
Little Rock, AR MSA	4.2%	4.4%	79.3	83.9	4.6
Jackson, MS CSA	3.9%	3.5%	74.3	66.3	-8.0
<b>Large Peer Cities</b>					
Richmond, VA MSA	5.5%	6.0%	105.6	113.2	7.6
<b>Greenville, SC CSA</b>	<b>4.8%</b>	<b>5.2%</b>	<b>91.7</b>	<b>98.3</b>	<b>6.6</b>
<b>Upstate SC</b>	<b>4.8%*</b>	<b>5.1%</b>	<b>91.7</b>	<b>96.2</b>	<b>4.5</b>
Jacksonville, FL MSA	4.1%	4.8%	77.6	90.2	12.6
Knoxville, TN CSA	5.1%	4.7%	96.8	88.8	-8.0
Birmingham, AL CSA	3.7%	4.4%	69.6	83.6	14.0
Louisville, KY MSA	4.1%	4.1%	77.7	78.5	0.8
Greensboro/Winston-Salem, NC CSA	3.8%	4.1%	73.1	78.3	5.2
<b>Target Cities</b>					
Raleigh/Durham, NC CSA	9.1%	9.8%	173.0	184.9	11.9
Austin, TX MSA	9.2%	8.4%	175.6	159.9	-15.7
<b>Greenville, SC MSA</b>	<b>5.2%</b>	<b>6.4%</b>	<b>98.4</b>	<b>120.3</b>	<b>21.9</b>
Charlotte, NC MSA	5.5%	5.8%	104.1	109.3	5.2
Nashville, TN MSA	4.5%	4.4%	86.0	82.7	-3.3
<b>State and United States</b>					
United States	5.3%	5.3%	100.0	100.0	0.0
South Carolina	4.1%	4.4%	77.5	82.9	5.4

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Percent of employment in computer, science, and engineering occupations, 2008 and 2009.

\*Abbeville and Greenwood county data not available.

Source: U.S. Census Bureau, 2009 American Community Survey.

<http://www.census.gov/acs/www/>

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**Employment in Professional, Scientific, and Technical Industries**


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2006 Census Region			Index Value		Change 2007- 2008
	2007	2008	2007	2008	
<b>Small Peer Cities</b>					
Charleston, SC MSA	4.5%	6.5%	88.2	97.1	9.0
Lexington, KY CSA	4.1%	5.8%	80.3	87.9	7.5
Columbia, SC MSA	4.0%	5.7%	78.9	85.9	7.0
<b>Greenville, SC MSA</b>	<b>4.9%</b>	<b>5.4%</b>	<b>96.7</b>	<b>81.3</b>	<b>-15.4</b>
Jackson, MS CSA	3.5%	5.1%	69.2	76.3	7.1
Little Rock, AR MSA	3.9%	4.7%	76.6	71.3	-5.3
<b>Large Peer Cities</b>					
Richmond, VA MSA	4.6%	5.8%	89.9	87.1	-2.7
Jacksonville, FL MSA	4.7%	5.6%	92.6	83.9	-8.7
Knoxville, TN CSA	4.4%	5.5%	86.3	83.0	-3.3
Birmingham, AL CSA	4.6%	5.1%	89.2	77.4	-11.8
Louisville, KY MSA	3.8%	4.8%	74.3	72.2	-2.2
<b>Greenville, SC CSA</b>	<b>3.5%</b>	<b>4.6%</b>	<b>68.6</b>	<b>69.2</b>	<b>0.7</b>
<b>Upstate SC</b>	<b>3.4%</b>	<b>4.5%</b>	<b>66.8</b>	<b>68.2</b>	<b>1.4</b>
Greensboro/Winston-Salem, NC CSA	2.8%	3.6%	55.7	53.6	-2.2
<b>Target Cities</b>					
Raleigh/Durham, NC CSA	8.7%	10.7%	170.1	160.6	-9.5
Austin, TX MSA	7.0%	9.8%	136.7	147.2	10.5
Nashville, TN MSA	4.8%	6.0%	93.6	89.9	-3.8
Charlotte, NC MSA	5.1%	5.8%	99.3	87.7	-11.6
<b>Greenville, SC MSA</b>	<b>4.9%</b>	<b>5.4%</b>	<b>96.7</b>	<b>81.3</b>	<b>-15.4</b>
<b>State and United States</b>					
United States	5.1%	6.6%	100.0	100.0	0.0
South Carolina	3.3%	4.8%	65.4	72.9	7.5

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Percent of employment in professional, scientific, and technical services industries, 2007 and 2008

Source: U.S. Census Bureau, County Business Patterns.

<http://www.census.gov/econ/cbp/index.html>

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**Proprietors' Income as a Percent of Total Income**


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2006 Census Region	2008	2009	Index Value		Change 2008-2009
			2008	2009	
<b>Small Peer Cities</b>					
Jackson, MS CSA	14.9%	13.9%	128.2	123.7	-4.5
Little Rock, AR MSA	10.4%	9.6%	89.6	85.3	-4.3
Charleston, SC MSA	9.0%	8.7%	77.7	77.7	0.0
Columbia, SC MSA	8.5%	8.1%	73.2	72.5	-0.7
Lexington, KY CSA	8.5%	8.0%	73.4	71.1	-2.2
<b>Greenville, SC MSA</b>	<b>7.6%</b>	<b>7.4%</b>	<b>65.3</b>	<b>66.3</b>	<b>1.0</b>
<b>Large Peer Cities</b>					
Birmingham, AL CSA	14.0%	13.7%	121.1	121.7	0.7
Knoxville, TN CSA	12.6%	11.9%	108.5	106.2	-2.3
Louisville, KY MSA	11.7%	11.0%	100.9	97.9	-3.0
Greensboro/Winston-Salem, NC CSA	9.6%	9.5%	83.1	84.3	1.1
<b>Upstate SC</b>	<b>8.2%</b>	<b>8.1%</b>	<b>71.0</b>	<b>72.2</b>	<b>1.2</b>
<b>Greenville, SC CSA</b>	<b>8.2%</b>	<b>8.1%</b>	<b>70.5</b>	<b>71.8</b>	<b>1.3</b>
Richmond, VA MSA	7.7%	7.5%	66.6	67.1	0.5
Jacksonville, FL MSA	7.1%	7.1%	61.7	62.9	1.1
<b>Target Cities</b>					
Nashville, TN MSA	19.4%	19.1%	167.0	170.4	3.4
Austin, TX MSA	11.7%	11.1%	101.0	98.9	-2.1
Charlotte, NC MSA	10.6%	10.4%	91.2	93.1	1.9
<b>Greenville, SC MSA</b>	<b>7.6%</b>	<b>7.4%</b>	<b>65.3</b>	<b>66.3</b>	<b>1.0</b>
Raleigh/Durham, NC CSA	7.3%	7.0%	63.1	62.4	-0.7
<b>State and United States</b>					
United States	11.6%	11.2%	100.0	100.0	0.0
South Carolina	8.8%	8.6%	76.2	76.3	0.0

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 Proprietors' Income as a share of Total Income, 2008 and 2009

Source: Bureau of Economic Analysis, Regional Economic Accounts.  
<http://www.bea.gov/regional/reis/>

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**Establishments per 1,000 Employees**


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2006 Census Region			Index Value		Change 2007- 2008
	2007	2008	2007	2008	
<b>Small Peer Cities</b>					
Charleston, SC MSA	69.6	69.4	108.9	110.4	1.5
Jackson, MS CSA	63.3	62.0	99.1	98.6	-0.5
Columbia, SC MSA	61.3	60.2	95.9	95.8	-0.1
Little Rock, AR MSA	61.1	60.0	95.6	95.4	-0.2
Lexington, KY CSA	58.4	59.2	91.4	94.2	2.8
<b>Greenville, SC MSA</b>	<b>57.1</b>	<b>56.3</b>	<b>89.4</b>	<b>89.6</b>	<b>0.2</b>
<b>Large Peer Cities</b>					
Jacksonville, FL MSA	67.5	65.4	105.7	104.1	-1.7
Richmond, VA MSA	61.5	60.4	96.3	96.1	-0.2
<b>Upstate SC</b>	<b>59.8</b>	<b>58.6</b>	<b>93.5</b>	<b>93.2</b>	<b>-0.3</b>
<b>Greenville, SC CSA</b>	<b>59.7</b>	<b>58.5</b>	<b>93.5</b>	<b>93.1</b>	<b>-0.4</b>
Birmingham, AL CSA	58.3	57.7	91.2	91.8	0.5
Knoxville, TN CSA	58.7	57.7	91.9	91.7	-0.2
Greensboro/Winston-Salem, NC CSA	57.7	57.1	90.3	90.8	0.5
Louisville, KY MSA	56.1	54.6	87.9	86.9	-1.0
<b>Target Cities</b>					
Austin, TX MSA	61.8	61.2	96.7	97.3	0.6
Raleigh/Durham, NC CSA	62.3	61.2	97.5	97.3	-0.2
Charlotte, NC MSA	56.5	56.4	88.4	89.7	1.3
<b>Greenville, SC MSA</b>	<b>57.1</b>	<b>56.3</b>	<b>89.4</b>	<b>89.6</b>	<b>0.2</b>
Nashville, TN MSA	54.4	53.4	85.2	84.9	-0.3
<b>State and United States</b>					
United States	63.9	62.9	100.0	100.0	0.0
South Carolina	65.5	64.5	102.5	102.6	0.1

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 Establishments per 1,000 Employees, 2007 and 2008

Source: U.S. Census Bureau, County Business Patterns.

<http://www.census.gov/econ/cbp/index.html>

### Business Churning 2006-2007

2006 Census Region			Index Value		Change 2006- 2007
	2006	2007	2006	2007	
<b>Small Peer Cities</b>					
Charleston, SC MSA	24.5%	25.8%	106.4	105.3	-1.0
Jackson, MS CSA	21.6%	24.3%	94.0	99.0	5.0
Little Rock, AR MSA	22.6%	23.7%	98.3	96.5	-1.8
<b>Greenville, SC MSA</b>	<b>21.6%</b>	<b>23.6%</b>	<b>93.7</b>	<b>96.3</b>	<b>2.5</b>
Columbia, SC MSA	20.9%	23.6%	90.8	96.3	5.5
Lexington, KY CSA	20.5%	22.2%	89.3	90.6	1.3
<b>Large Peer Cities</b>					
Jacksonville, FL MSA	27.9%	30.1%	121.5	122.7	1.3
Birmingham, AL CSA	21.3%	24.0%	92.6	97.8	5.2
Richmond, VA MSA	22.6%	23.5%	98.4	95.9	-2.5
<b>Greenville, SC CSA</b>	<b>20.9%</b>	<b>23.2%</b>	<b>91.1</b>	<b>94.6</b>	<b>3.5</b>
<b>Upstate SC</b>	<b>20.7%</b>	<b>23.1%</b>	<b>89.8</b>	<b>94.3</b>	<b>4.5</b>
Greensboro/Winston-Salem, NC CSA	20.9%	23.1%	91.1	94.4	3.3
Louisville, KY MSA	21.2%	22.6%	92.0	92.1	0.1
Knoxville, TN CSA	20.3%	22.6%	88.3	92.0	3.7
<b>Target Cities</b>					
Austin, TX MSA	26.3%	28.8%	114.4	117.6	3.2
Charlotte, NC MSA	25.0%	28.2%	108.8	115.1	6.3
Raleigh/Durham, NC CSA	25.0%	26.3%	108.8	107.2	-1.6
Nashville, TN MSA	24.3%	26.0%	105.5	105.9	0.4
<b>Greenville, SC MSA</b>	<b>21.6%</b>	<b>23.6%</b>	<b>93.7</b>	<b>96.3</b>	<b>2.5</b>
<b>State and United States</b>					
United States	23.0%	24.5%	100.0	100.0	0.0
South Carolina	22.1%	24.3%	96.1	99.0	2.9

Business churning (Births + Deaths / Initial Estab.), 2006 and 2007

Source: U.S. Census Bureau, Statistics of U.S. Businesses (SUSB)

<http://www.census.gov/econ/susb/>

### High Productivity Employment Opportunities

2006 Census Region			Index Value		Change 2007-2008
	2007	2008	2007	2008	
<b>Small Peer Cities</b>					
Charleston, SC MSA	88.5%	88.6%	88.5	88.6	0.2
<b>Greenville, SC MSA</b>	<b>79.2%</b>	<b>82.0%</b>	<b>79.2</b>	<b>82.0</b>	<b>2.8</b>
Jackson, MS CSA	75.2%	79.8%	75.2	79.8	4.6
Little Rock, AR MSA	74.4%	79.3%	74.4	79.3	4.9
Columbia, SC MSA	84.7%	78.9%	84.7	78.9	-5.8
Lexington, KY CSA	79.6%	72.8%	79.6	72.8	-6.8
<b>Large Peer Cities</b>					
Richmond, VA MSA	86.4%	89.3%	86.4	89.3	2.9
Birmingham, AL CSA	87.4%	86.6%	87.4	86.6	-0.8
<b>Greenville, SC CSA</b>	<b>79.1%</b>	<b>81.1%</b>	<b>79.1</b>	<b>81.1</b>	<b>2.1</b>
<b>Upstate SC</b>	<b>79.1%</b>	<b>81.1%</b>	<b>79.1</b>	<b>81.1</b>	<b>2.1</b>
Greensboro/Winston-Salem, NC CSA	82.3%	80.6%	82.3	80.6	-1.7
Jacksonville, FL MSA	79.5%	78.4%	79.5	78.4	-1.0
Louisville, KY MSA	81.7%	77.9%	81.7	77.9	-3.8
Knoxville, TN CSA	89.3%	73.3%	89.3	73.3	-16.0
<b>Target Cities</b>					
Raleigh/Durham, NC CSA	99.9%	106.6%	99.9	106.6	6.7
Austin, TX MSA	100.4%	103.4%	100.4	103.4	3.0
Charlotte, NC MSA	93.9%	94.1%	93.9	94.1	0.2
Nashville, TN MSA	86.4%	86.6%	86.4	86.6	0.3
<b>Greenville, SC MSA</b>	<b>79.2%</b>	<b>82.0%</b>	<b>79.2</b>	<b>82.0</b>	<b>2.8</b>
<b>State and United States</b>					
United States	100.0%	100.0%	100.0	100.0	0.0
South Carolina	85.0%	83.6%	85.0	83.6	-1.5

High Productivity Employment Opportunities (traded industries only): 100 equals US average, 2007 and 2008.

Source: Prof. Michael E. Porter, Cluster Mapping Project, Institute for Strategy and Competitiveness, Harvard Business School; Richard Bryden, Project Director. 2010 by the President and Fellows of Harvard College.

### High Wage Industries Employment Opportunities

2006 Census Region	2007	2008	Index Value		Change 2007-2008
			2007	2008	
<b>Small Peer Cities</b>					
Little Rock, AR MSA	101.5%	103.8%	101.5	103.8	2.2
Lexington, KY CSA	93.0%	96.2%	93.0	96.2	3.2
Columbia, SC MSA	95.5%	95.5%	95.5	95.5	0.0
<b>Greenville, SC MSA</b>	<b>95.3%</b>	<b>94.5%</b>	<b>95.3</b>	<b>94.5</b>	<b>-0.8</b>
Jackson, MS CSA	100.3%	94.3%	100.3	94.3	-6.0
Charleston, SC MSA	93.6%	94.1%	93.6	94.1	0.5
<b>Large Peer Cities</b>					
Jacksonville, FL MSA	106.8%	113.8%	106.8	113.8	7.0
Richmond, VA MSA	111.6%	108.7%	111.6	108.7	-3.0
Louisville, KY MSA	95.4%	94.6%	95.4	94.6	-0.8
Birmingham, AL CSA	97.3%	94.0%	97.3	94.0	-3.4
<b>Greenville, SC CSA</b>	<b>90.3%</b>	<b>89.9%</b>	<b>90.3</b>	<b>89.9</b>	<b>-0.3</b>
<b>Upstate SC</b>	<b>90.3%</b>	<b>89.9%</b>	<b>90.3</b>	<b>89.9</b>	<b>-0.3</b>
Greensboro/Winston-Salem, NC CSA	94.0%	88.7%	94.0	88.7	-5.2
Knoxville, TN CSA	89.2%	87.9%	89.2	87.9	-1.2
<b>Target Cities</b>					
Austin, TX MSA	108.6%	108.8%	108.6	108.8	0.2
Charlotte, NC MSA	100.1%	98.9%	100.1	98.9	-1.2
Nashville, TN MSA	98.4%	97.8%	98.4	97.8	-0.6
<b>Greenville, SC MSA</b>	<b>95.3%</b>	<b>94.5%</b>	<b>95.3</b>	<b>94.5</b>	<b>-0.8</b>
Raleigh/Durham, NC CSA	102.0%	94.3%	102.0	94.3	-7.6
<b>State and United States</b>					
United States	100.0%	100.0%	100.0	100.0	0.0
South Carolina	90.1%	90.1%	90.1	90.1	0.0

High Wage Industries Employment Opportunities (traded industries only): 100 equals US average, 2007 and 2008.

Source: Prof. Michael E. Porter, Cluster Mapping Project, Institute for Strategy and Competitiveness, Harvard Business School; Richard Bryden, Project Director. 2010 by the President and Fellows of Harvard College.

### Employment Diversity

2006 Census Region			Index Value		Change
	2008	2009	2008	2009	2008-2009
<b>Small Peer Cities</b>					
Little Rock, AR MSA	7.1	7.3	110.4	114.0	3.5
Jackson, MS CSA	7.0	6.5	109.6	101.8	-7.8
Lexington, KY CSA	5.6	5.6	88.2	88.5	0.3
Columbia, SC MSA	5.3	5.0	82.3	79.1	-3.2
<b>Greenville, SC MSA</b>	<b>4.9</b>	<b>5.0</b>	<b>77.3</b>	<b>78.4</b>	<b>1.1</b>
Charleston, SC MSA	4.7	4.9	74.1	77.1	3.1
<b>Large Peer Cities</b>					
Richmond, VA MSA	7.7	8.3	120.5	130.2	9.7
Louisville, KY MSA	7.7	8.0	120.3	125.4	5.2
Knoxville, TN CSA	7.8	7.9	122.4	123.7	1.3
Birmingham, AL CSA	7.8	7.6	121.7	119.4	-2.3
Jacksonville, FL MSA	5.9	6.5	92.6	102.1	9.5
Greensboro/Winston-Salem, NC CSA	5.6	5.9	88.0	91.9	3.8
<b>Greenville, SC CSA</b>	<b>4.1</b>	<b>4.1</b>	<b>64.6</b>	<b>65.1</b>	<b>0.5</b>
<b>Upstate SC</b>	<b>4.0</b>	<b>4.0</b>	<b>62.1</b>	<b>62.3</b>	<b>0.3</b>
<b>Target Cities</b>					
Nashville, TN MSA	9.3	9.3	144.5	146.3	1.8
Raleigh/Durham, NC CSA	7.9	6.2	123.0	97.6	-25.3
Charlotte, NC MSA	5.9	5.9	91.5	92.0	0.5
Austin, TX MSA	5.9	5.7	91.7	89.0	-2.7
<b>Greenville, SC MSA</b>	<b>4.9</b>	<b>5.0</b>	<b>77.3</b>	<b>78.4</b>	<b>1.1</b>
<b>State and United States</b>					
United States	6.4	6.4	100.0	100.0	0.0
South Carolina	5.1	5.0	79.0	77.7	-1.4

Employment Diversity Index, 2008 and 2009.

Source: Bureau of Economic Analysis, Regional Economic Accounts.

<http://www.bea.gov/regional/reis/>

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**Employment per Square Mile**


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2006 Census Region			Index Value		Change
	2008	2009	2008	2009	2008-2009
<b>Small Peer Cities</b>					
<b>Greenville, SC MSA</b>	<b>198.0</b>	<b>187.6</b>	<b>113.0</b>	<b>111.3</b>	<b>-1.7</b>
Charleston, SC MSA	155.6	150.0	88.8	89.0	0.2
Columbia, SC MSA	127.2	122.7	72.6	72.8	0.2
Lexington, KY CSA	125.7	121.3	71.8	72.0	0.2
Little Rock, AR MSA	104.4	102.5	59.6	60.8	1.2
Jackson, MS CSA	74.3	72.9	42.4	43.3	0.9
<b>Large Peer Cities</b>					
Jacksonville, FL MSA	253.3	242.4	144.6	143.8	-0.8
Louisville, KY MSA	183.8	177.8	104.9	105.5	0.5
Greensboro/Winston-Salem, NC CSA	184.1	174.8	105.1	103.7	-1.4
<b>Greenville, SC CSA</b>	<b>139.5</b>	<b>131.9</b>	<b>79.6</b>	<b>78.3</b>	<b>-1.3</b>
Knoxville, TN CSA	137.6	131.5	78.6	78.0	-0.5
Richmond, VA MSA	135.0	130.7	77.1	77.6	0.5
<b>Upstate SC</b>	<b>134.4</b>	<b>127.2</b>	<b>75.6</b>	<b>74.2</b>	<b>-1.3</b>
Birmingham, AL CSA	118.4	113.3	67.6	67.3	-0.4
<b>Target Cities</b>					
Charlotte, NC MSA	352.7	337.8	201.4	200.4	-0.9
Austin, TX MSA	247.8	244.7	141.5	145.2	3.7
Raleigh/Durham, NC CSA	239.6	232.6	136.8	138.0	1.2
<b>Greenville, SC MSA</b>	<b>198.0</b>	<b>187.6</b>	<b>113.0</b>	<b>111.3</b>	<b>-1.7</b>
Nashville, TN MSA	177.8	171.4	101.5	101.7	0.2
<b>State and United States</b>					
MSA Average	175.2	168.5	100.0	100.0	0.0
South Carolina	84.1	80.5	48.0	47.8	-0.3

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Employment per Square Mile, 2008 and 2009

U.S. Census Bureau, State and County Quick Facts.

<http://www.bea.gov/regional/reis/>

<http://quickfacts.census.gov/qfd/index.html>

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