



# Greater Greenville Regional Economic Scorecard, 2011: Using Data to Determine Community Competitiveness.



**The Federal Reserve Bank of Richmond,  
Community Investment Opportunities—Unleashing  
the Power of Local Data, October 13, 2011**



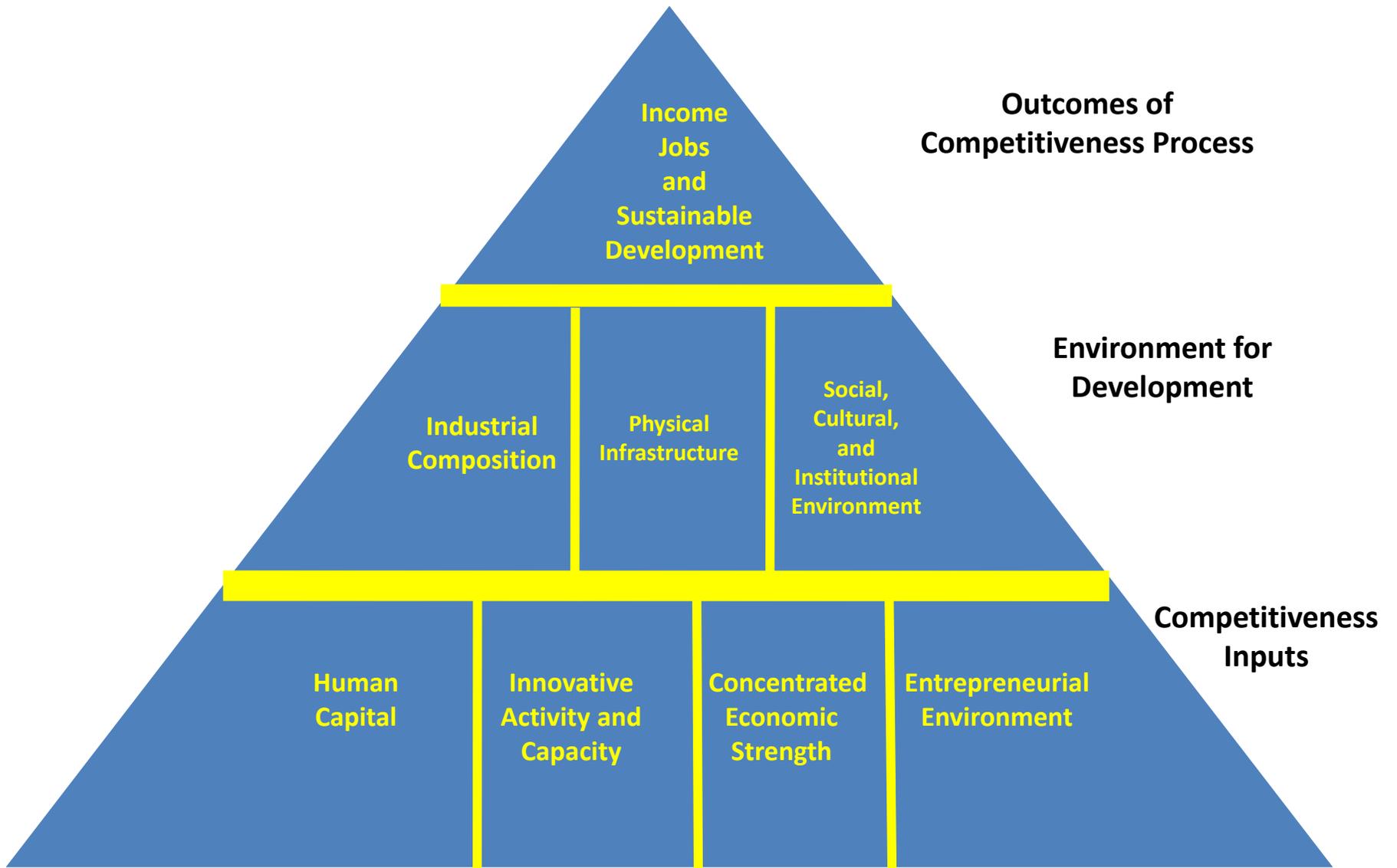
**University Center for Economic Development  
Clemson University**



**[www.clemson.edu/uced](http://www.clemson.edu/uced)**

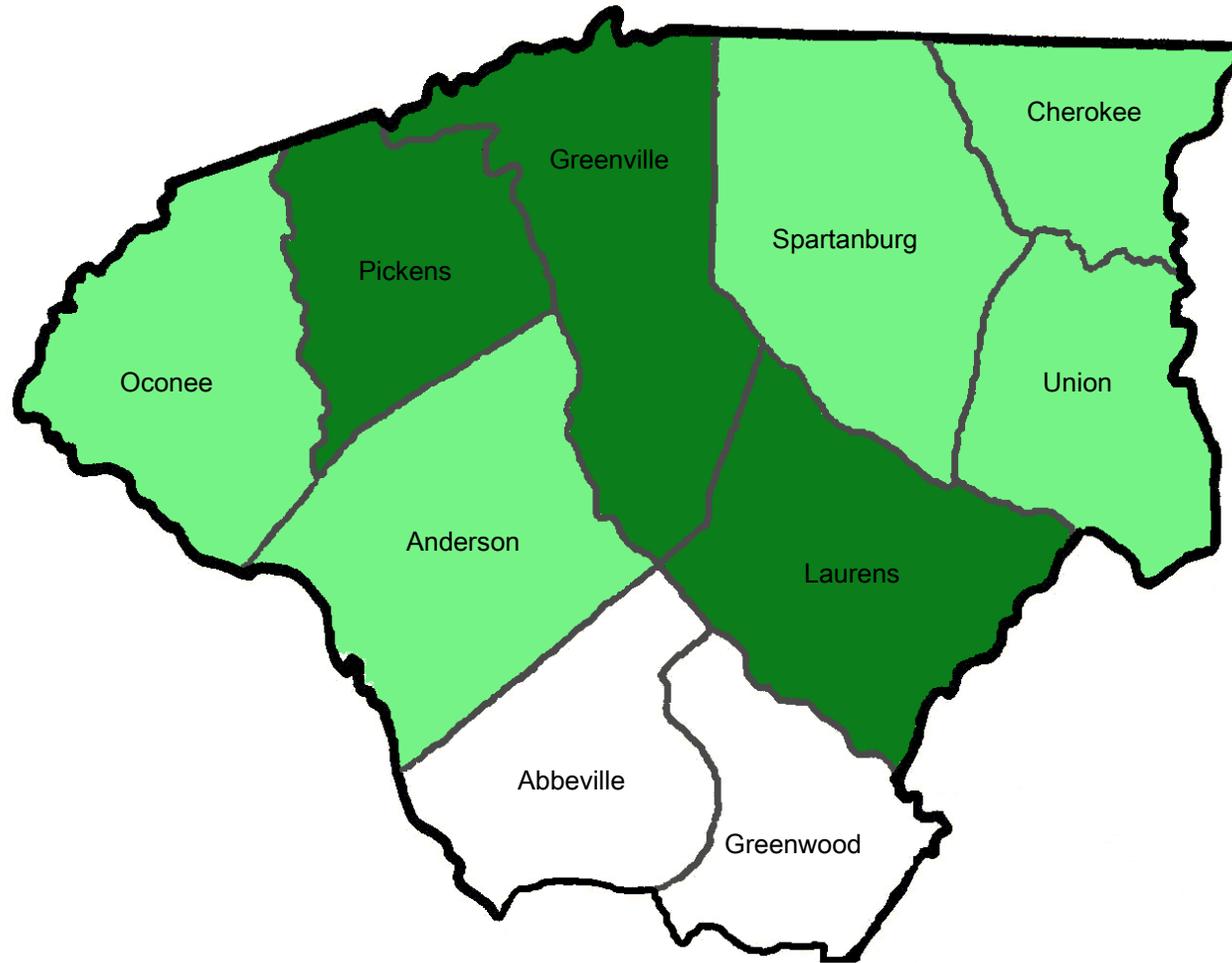
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**Regional Competitiveness Pyramid**

# South Carolina Upstate

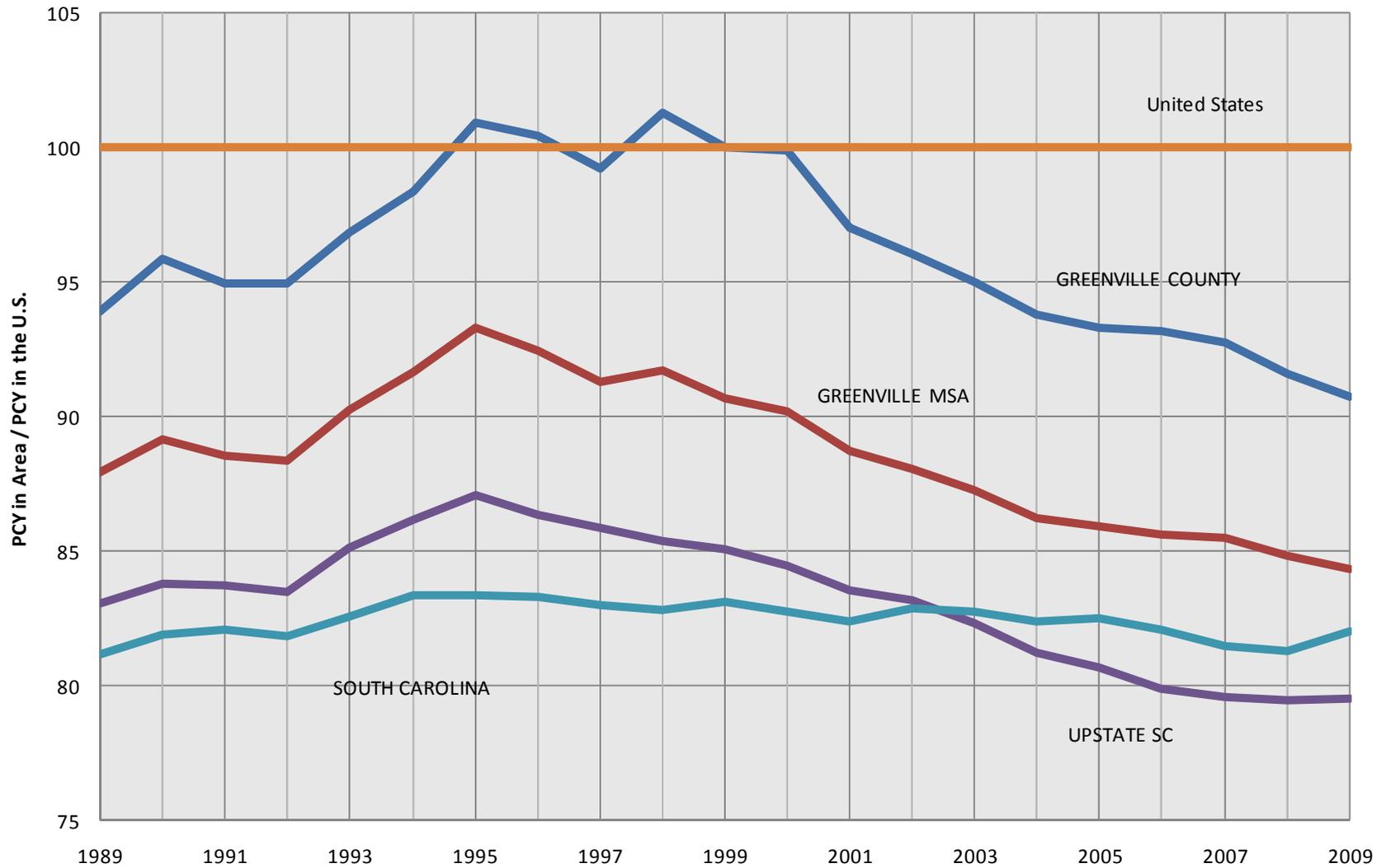


 Greenville Metropolitan Statistical Area (MSA)

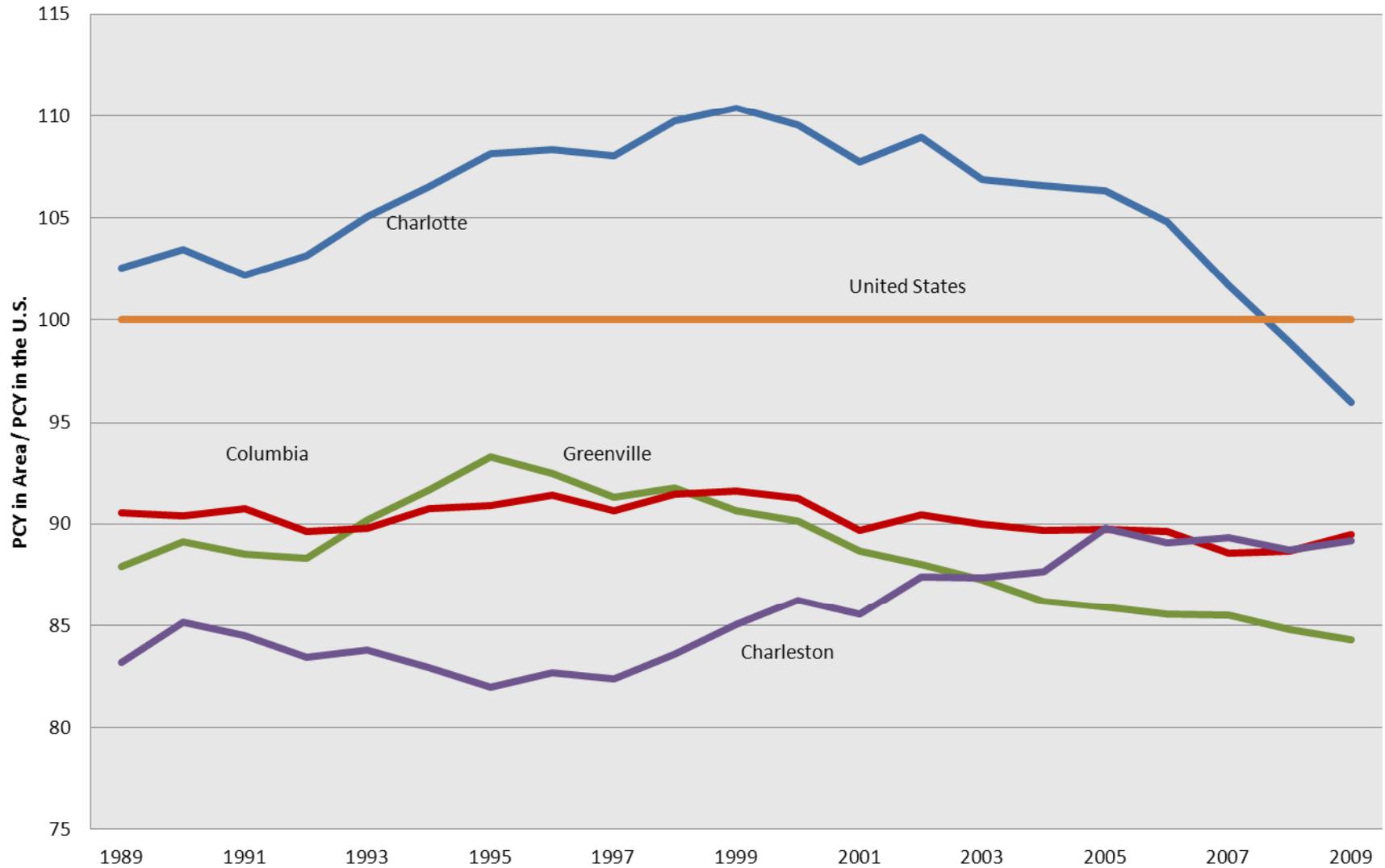
 Greenville Combined Statistical Area (CSA)

# Per Capita Income Trends Relative to the U.S.: 1989 - 2009

## Greenville County, MSA, CSA and Upstate Region



# Per Capita Income (PCY) in Greenville MSA and Proximate Metropolitan Areas (1989 to 2009)



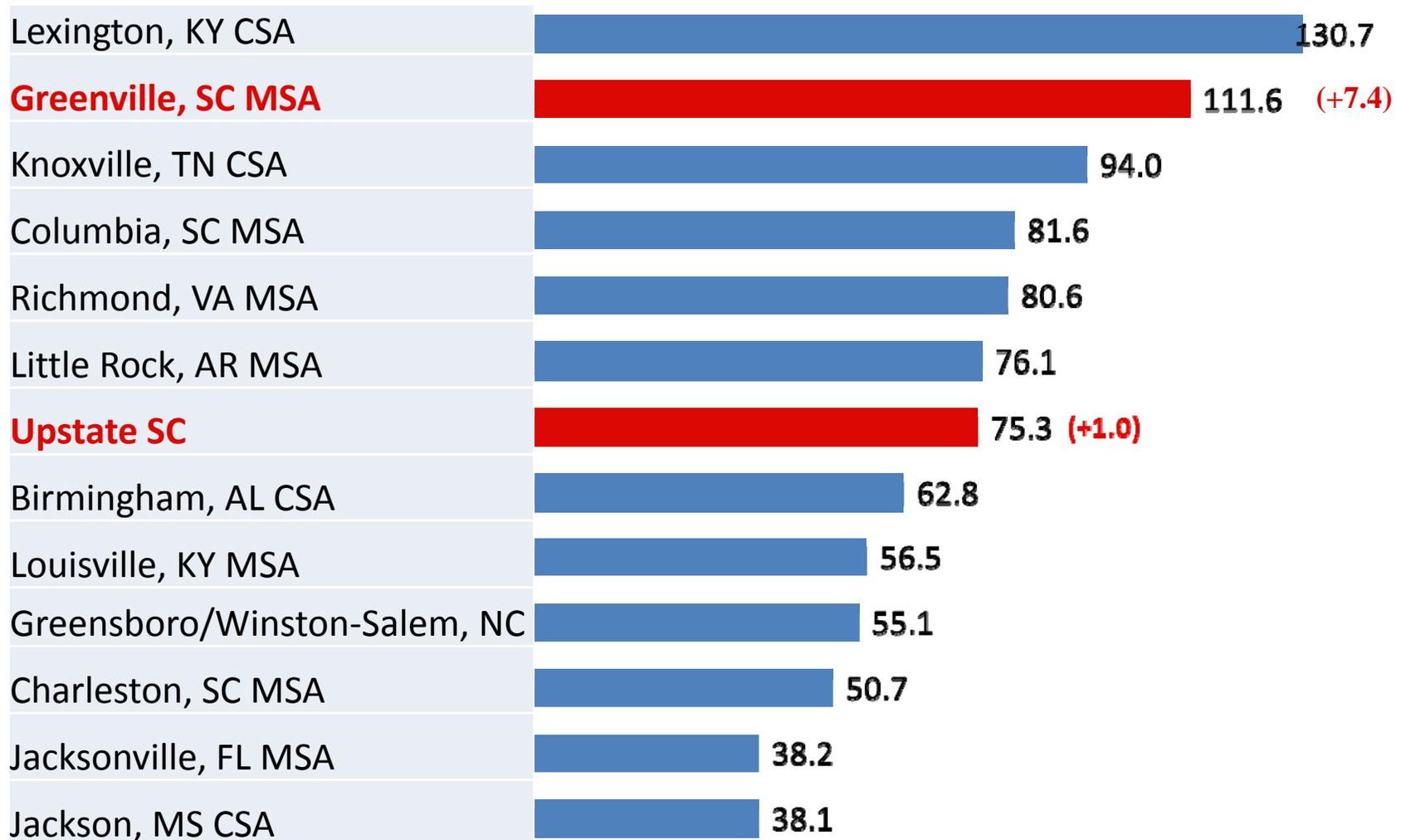
## Employment Gains by Selected Industry Cluster, Greenville-Spartanburg-Anderson Economic Area\*, 2000-2008

Leaders in Job Gains/Losses	Job Growth/Loss
Local Hospitality Establishments	9,224
Local Health Services	9,115
Transportation and Logistics	7,002
Education and Knowledge Creation	6,794
Plastics	3,409
Textiles and Apparel	-37,351
Heavy Construction Services	-10,960

Source: Cluster Mapping Project, Institute for Strategy and Competitiveness, Harvard Business School, 2011

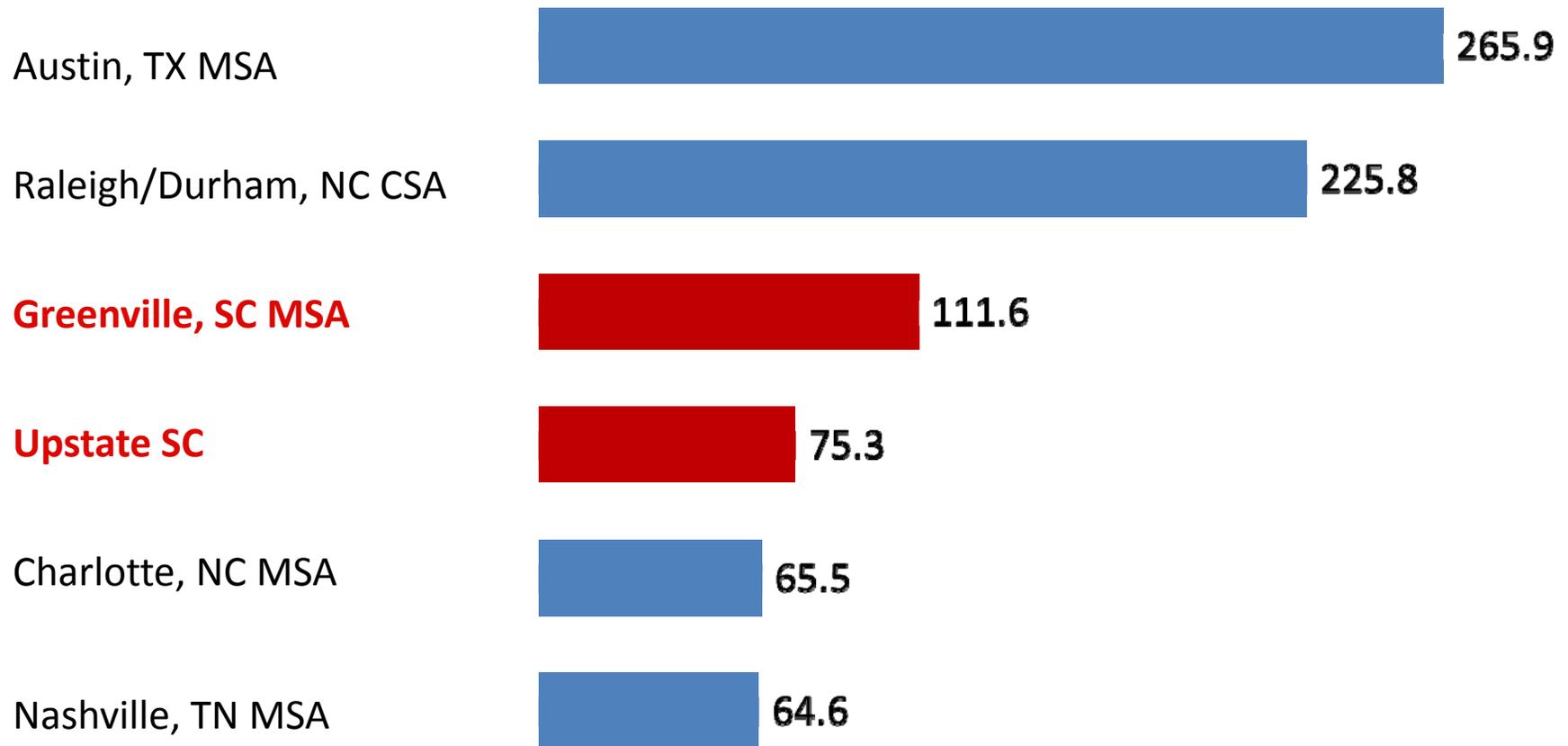
\*Greenville-Spartanburg-Anderson BEA Economic Area includes: Abbeville, Anderson, Cherokee, Greenville, Greenwood, Laurens, McCormick, Oconee, Pickens, Spartanburg, and Union Counties and Polk, NC.

## Innovative Activity and Capacity Index\*, Peer Cities



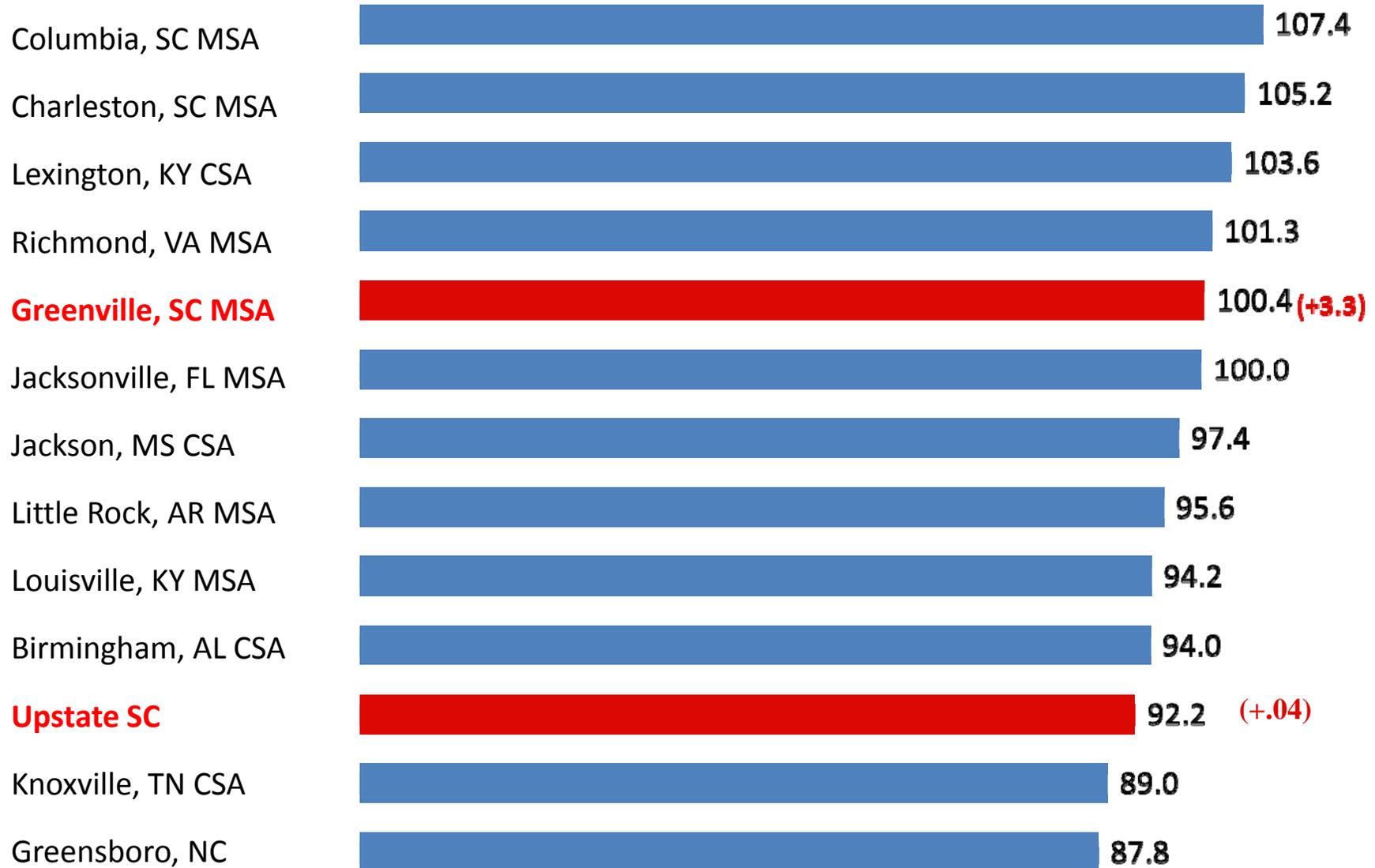
\*Number of patents issued per 1,000 population ; Graduate science, engineering, and health science students per 1,000 population ; Percentage of employment in technical professions - computer science; engineering except civil; natural, physical, and social sciences.

# Innovative Activity & Capacity Index\*, Targeted Cities



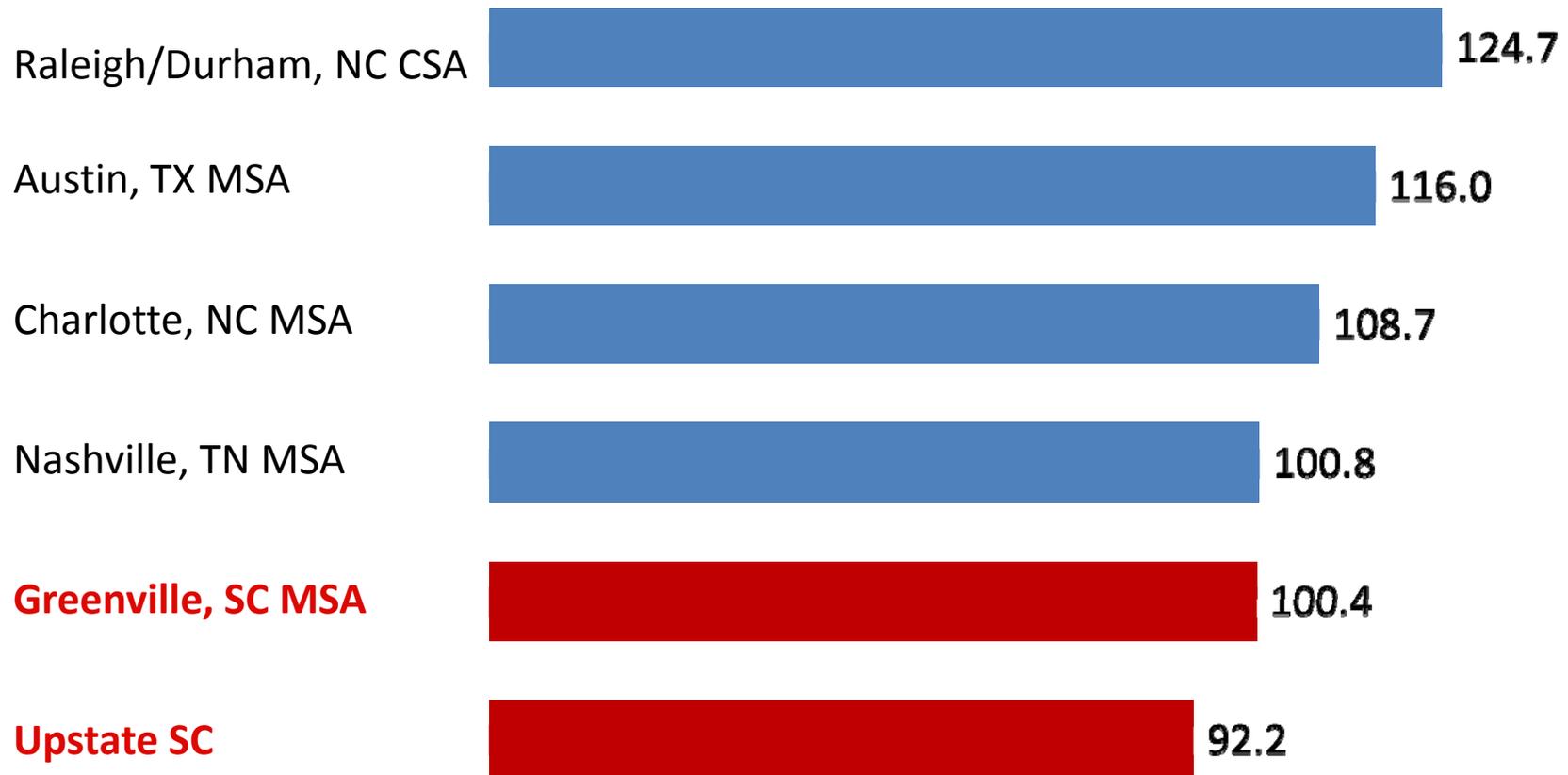
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# Human Capital Index\*, Peer Cities



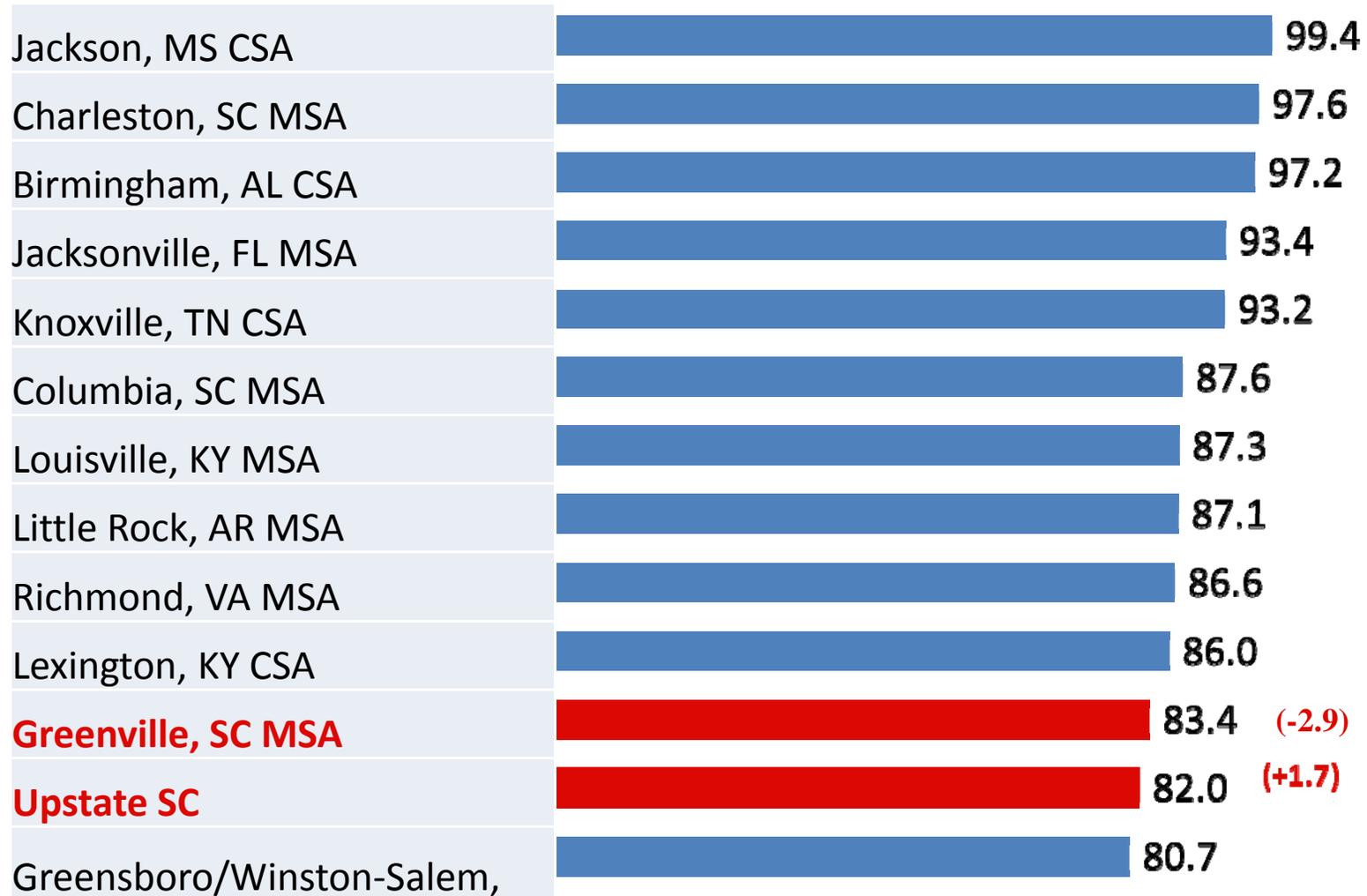
\*Percent of labor force with a high school diploma; Associate's Degree; Bachelor's degree; Graduate or professional degree; Percent of employment in occupations classified as management, business/operations, finance, computers, math, architecture, engineering, sciences, law, education, healthcare, arts, design, entertainment, and media.

# Human Capital Index\*, Target Cities



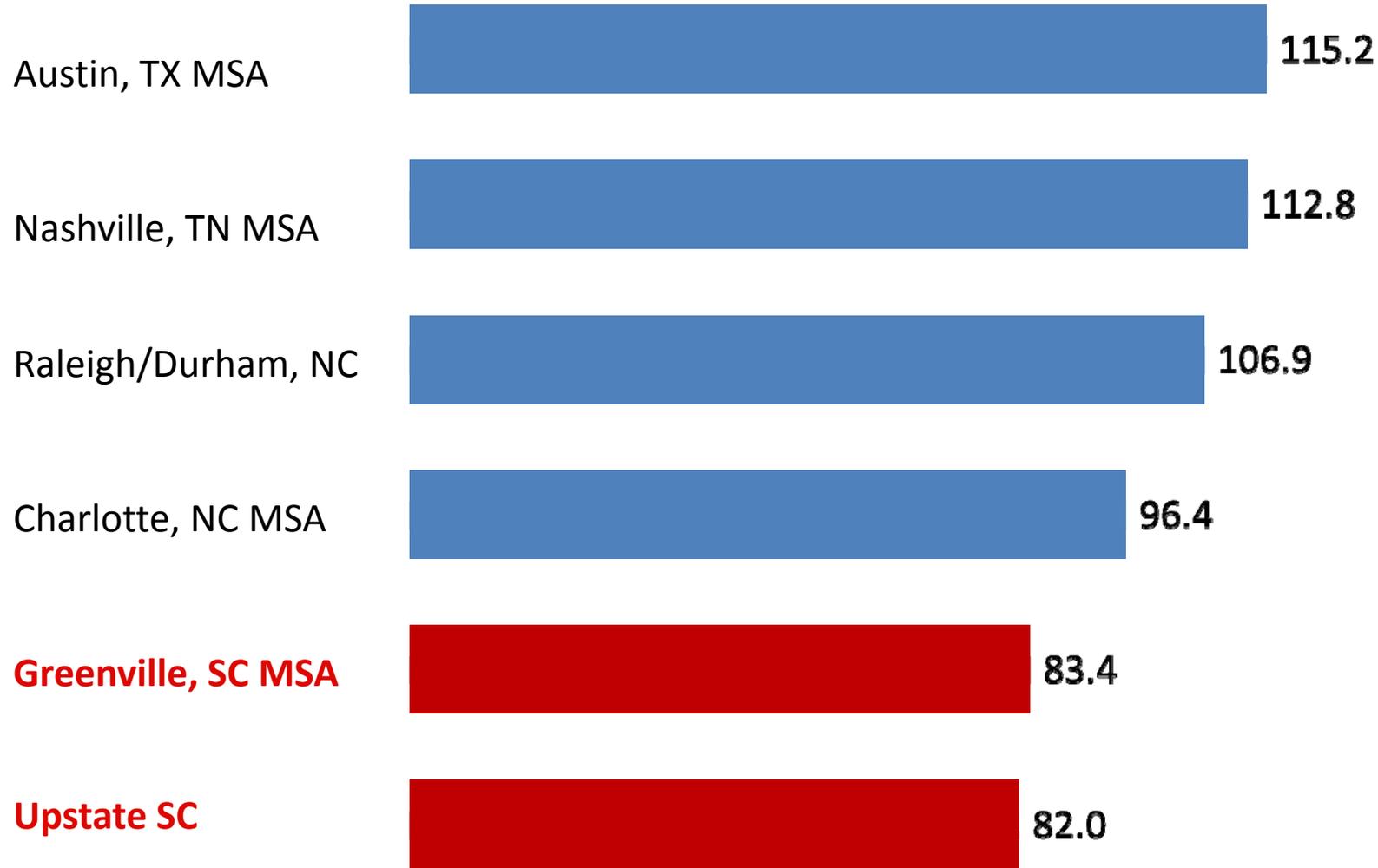
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# Entrepreneurial Environment Index\*, Peer Cities



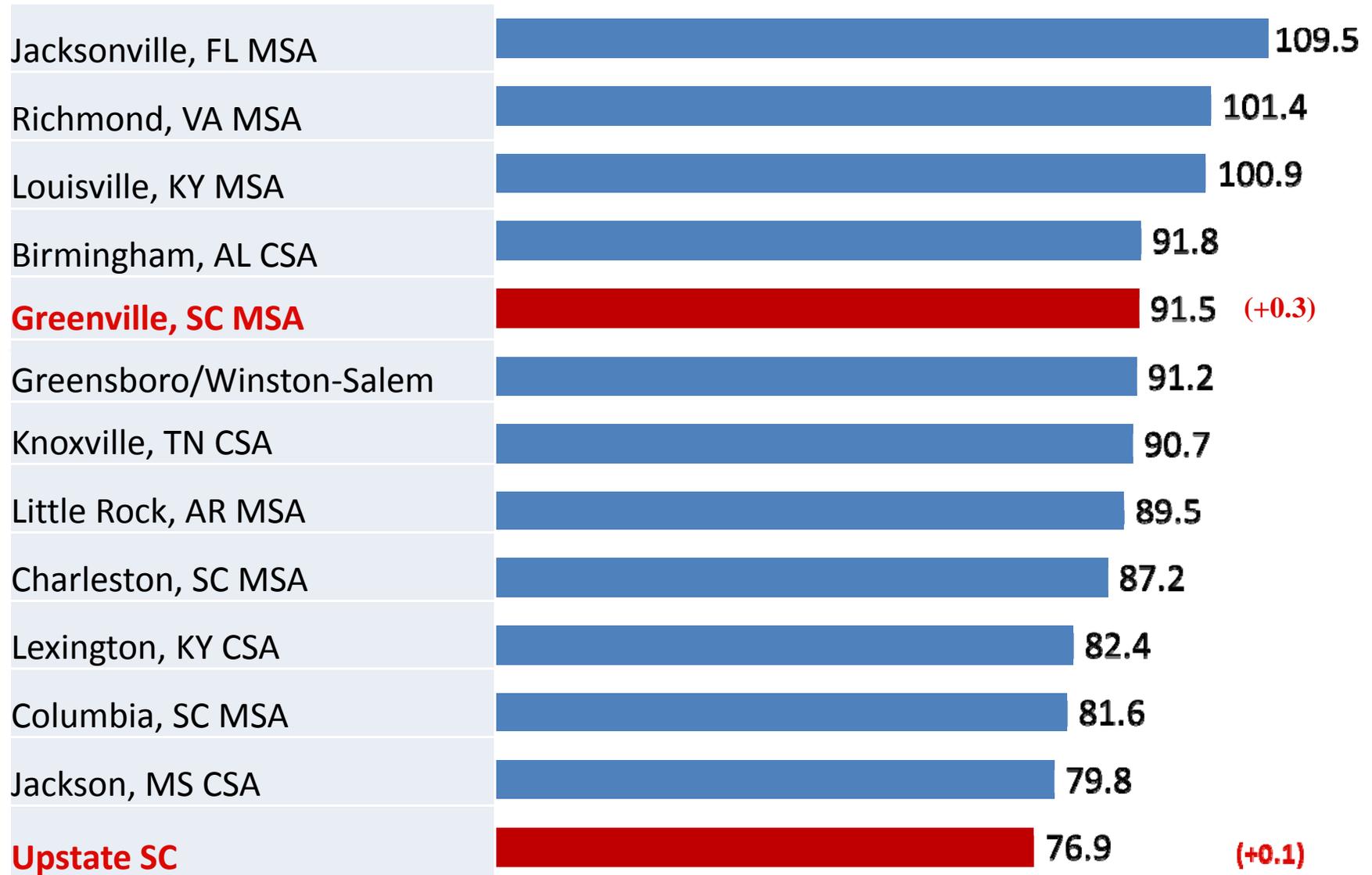
\*Business churning (Births & Deaths); Establishments per 1,000 Employees; Proprietors' Income as a share of Total Income; Percent of employment in professional, scientific, and technical services industries.

# Entrepreneurial Environment Index\*, Target Cities



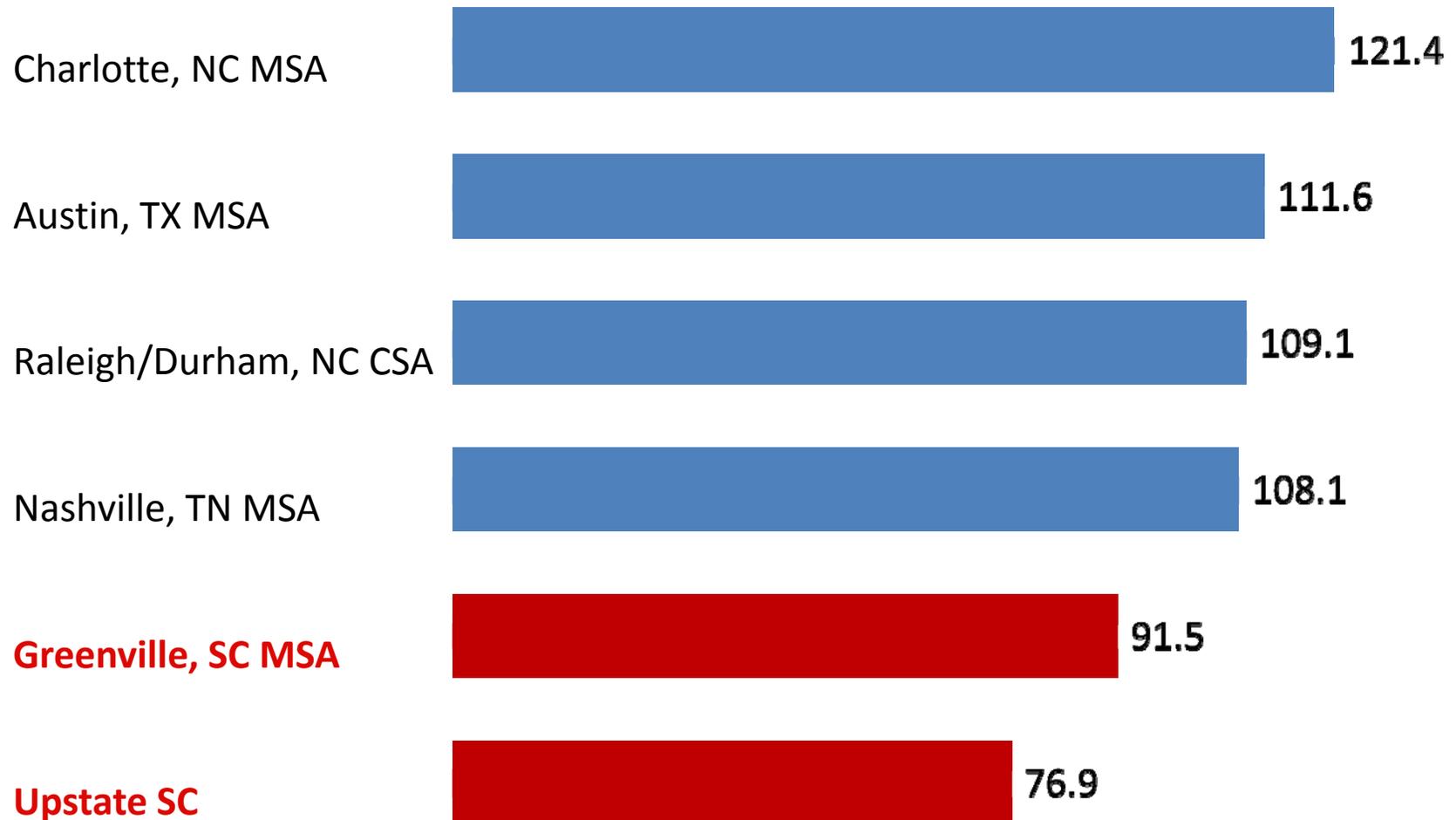
\*Business churning (Births & Deaths); Establishments per 1,000 Employees; Proprietors' Income as a share of Total Income; Percent of employment in professional, scientific, and technical services industries.

## Industry Concentrated Strength Index\*, Peer Cities



\*Concentration of jobs in high wage industries (traded industries only); Concentration of industry jobs in high wage occupations (traded industries only); Employment Diversity Index; Employment per Square Mile.

# Industry Concentrated Strength Index\*, Target Cities



\*Concentration of jobs in high wage industries (traded industries only); Concentration of industry jobs in high wage occupations (traded industries only); Employment Diversity Index; Employment per Square Mile.

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