

## CHAPTER III. POPULATION ELEMENT

### A. DEMOGRAPHIC TRENDS

The City of Clemson is located in Pickens County, the fastest growing county in the Appalachian region and one of the fastest growing counties in the State. As South Carolina’s 14<sup>th</sup> largest county in terms of population, Pickens experienced the 22<sup>nd</sup> highest growth rate during the last decade at 7.6%. The County is also one of the more densely populated with 240.2 persons per square mile, ranking 9<sup>th</sup> among South Carolina’s 46 counties. Pickens County has experienced the largest growth rate in recent decades among the counties that comprise the Appalachian region which includes Anderson, Cherokee, Greenville, Oconee, Pickens, and Spartanburg Counties. As shown in Table III-1, from 1960 to 2010 the County grew by 159.0% - more than doubling its population during that 50-year time period. As the 2<sup>nd</sup> largest municipality in Pickens County, growth in the City of Clemson is an important component of the County’s rapid population growth and increased density.

**TABLE III-1. POPULATION CHANGE, 1960 TO 2010  
APPALACHIAN REGION, COUNTIES WITHIN THE REGION AND SOUTH CAROLINA**

Jurisdiction	1960	1970	1980	1990	2000	2010	Percent Change 1960-2010
Anderson	98,478	105,474	133,235	145,196	165,740	187,126	90.0%
Cherokee	35,206	36,791	40,983	44,506	52,537	55,342	57.2%
Greenville	209,776	240,774	287,913	320,167	379,616	451,225	115.1%
Oconee	40,204	40,983	48,611	57,494	66,215	74,273	84.7%
Pickens	46,030	58,956	79,292	93,894	110,757	119,224	159.0%
Spartanburg	156,830	173,724	203,793	226,800	253,791	284,307	81.3%
Appalachian Region	586,524	656,447	793,827	888,057	1,028,656	1,171,497	99.7%
South Carolina	2,382,594	2,590,516	3,121,703	3,486,703	4,012,012	4,625,364	94.1%

Source: US Census Bureau, 1960, 1970, 1980, 1990, 2000, and 2010

With a 2010 population of 13,905 residents, the City of Clemson ranks as the State’s 28<sup>th</sup> largest municipality. The City experienced a 16.88% growth in population between 2000 and 2010, ranking among the 88 highest of South Carolina’s 394 municipalities. While the City is relatively small in terms of land area at 7.9 square miles, it ranks 32<sup>nd</sup> statewide in density with more than 1,759 persons per square mile.

Among municipalities in Pickens County, the cities of Easley and Clemson (Pickens County portion only) are the largest, with 2010 populations of 19,993 and 13,905, respectively. (Table

III-2). Although Clemson trailed both Central and Six Mile in terms of the rate of growth in the 2000s, Clemson’s rate of growth has more than doubled in the most recent decade. During the last four decades (1970 to 2010), Clemson had the second highest overall growth rate of all County municipalities, increasing by nearly 108% during the 40-year period.

**TABLE III-2. MUNICIPAL POPULATION CHANGE, 1970 TO 2010  
PICKENS COUNTY AND MUNICIPALITIES**

Municipality	1970	1980	1990	% Change 1990-2000	2000	% Change 2000-2010	2010	% Change 1970-2010
Central	1,550	1,914	2,677	31.60%	3,522	46.48%	5,159	232.84%
Clemson*	6,690	8,074	11,096	7.20%	11,897	16.88%	13,905	107.85%
Easley	11,175	14,264	15,224	16.60%	17,754	12.61%	19,993	78.91%
Liberty	2,860	3,167	3,287	-8.50%	3,009	8.64%	3,269	14.30%
Norris	757	903	884	-4.20%	847	-4.01%	813	7.40%
Pickens	2,954	3,199	3,120	-3.50%	3,012	3.78%	3,126	5.82%
Six Mile	361	470	525	5.30%	553	22.06%	675	86.98%
Pickens Co.	58,956	79,292	93,894	18.00%	110,757	7.64%	119,224	102.23%

\*Pickens County portion of Clemson only

Source: US Census Bureau, 1970, 1980, 1990, 2000 and 2010

Table III-3 provides data on population growth in the City by decade since 1950. Clemson grew by 321.6% from 1960 to 1970, which more than quadrupled the population. The rate of growth countywide during the decade was much less at 28.1% and lower statewide at only 8.7%. The City’s growth during the 80’s dropped to 21.3%, which is lower than for Pickens County at 35.5%, but consistent with growth statewide at 20.5%. In the 1990s, population growth in Clemson increased to 36.3%, which was much higher than growth countywide at 18.4% and for the State at 11.7%. From 1990 to 2000, growth within the City dropped substantially to only 7.9%, while County population growth remained consistent at 18% and growth statewide increased slightly to 15.1%. During 2000 to 2010, growth increased once again to 16.5% which was consistent with the statewide growth of 15.3% while countywide growth slowed to 7.6%.

**TABLE III-3. POPULATION CHANGE BY DECADE, 1950 TO 2010  
CITY OF CLEMSON, PICKENS COUNTY, AND SOUTH CAROLINA**

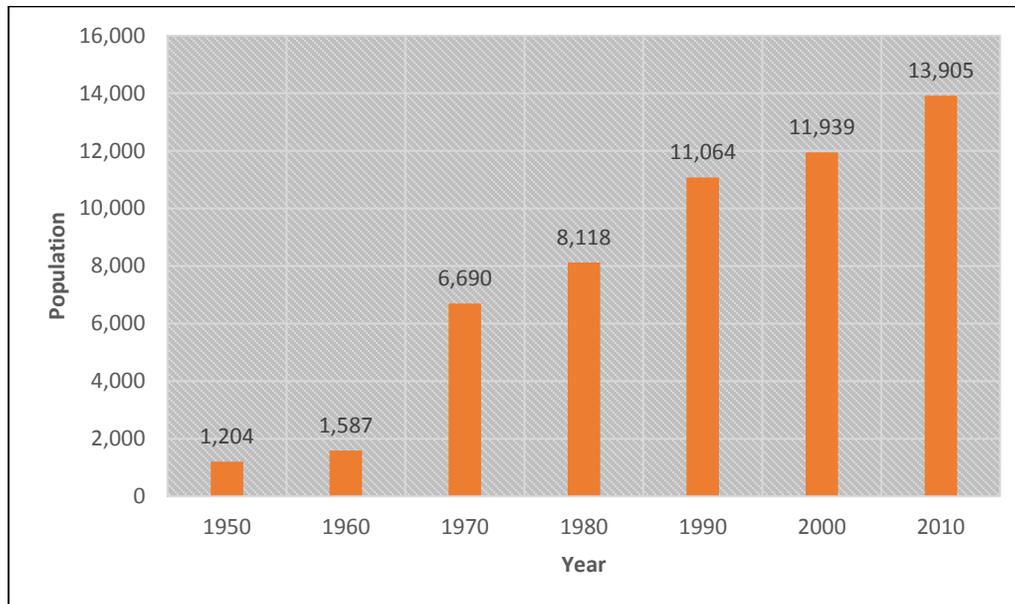
Year	City of Clemson		Pickens County		South Carolina	
	Total	% Change*	Total	% Change*	Total	% Change*
1950	1,204	---	40,958	---	2,117,027	---
1960	1,587	31.8%	46,030	12.4%	2,382,594	12.5%
1970	6,690	321.6%	58,956	28.1%	2,590,516	8.7%
1980	8,118	21.3%	79,292	34.5%	3,121,820	20.5%
1990	11,064	36.3%	93,894	18.4%	3,121,820	11.7%
2000	11,939	7.9%	110,757	18.0%	3,486,703	15.1%
2010	13,905	16.5%	119,224	7.6%	4,625,364	15.3%

\*Percentage Change from previous decade

Source: US Census Bureau, 1950, 1960, 1970, 1980, 1990, 2000, and 2010

Figure III-1 illustrates population growth trends for the City of Clemson since 1950. Growth was low from 1950 to 1960, then increased substantially in 1970 from 1,587 residents to 6,690. From 1970 to 1990, the population growth rate dropped significantly when compared to previous decades, dropping from 1990 to 2000 to a 40-year low of only 8%. From 2000 to 2010, the population growth rate doubled that of the previous decade, increasing by 16.5%.

**FIGURE III-1. POPULATION TRENDS, 1950 TO 2010  
CITY OF CLEMSON**

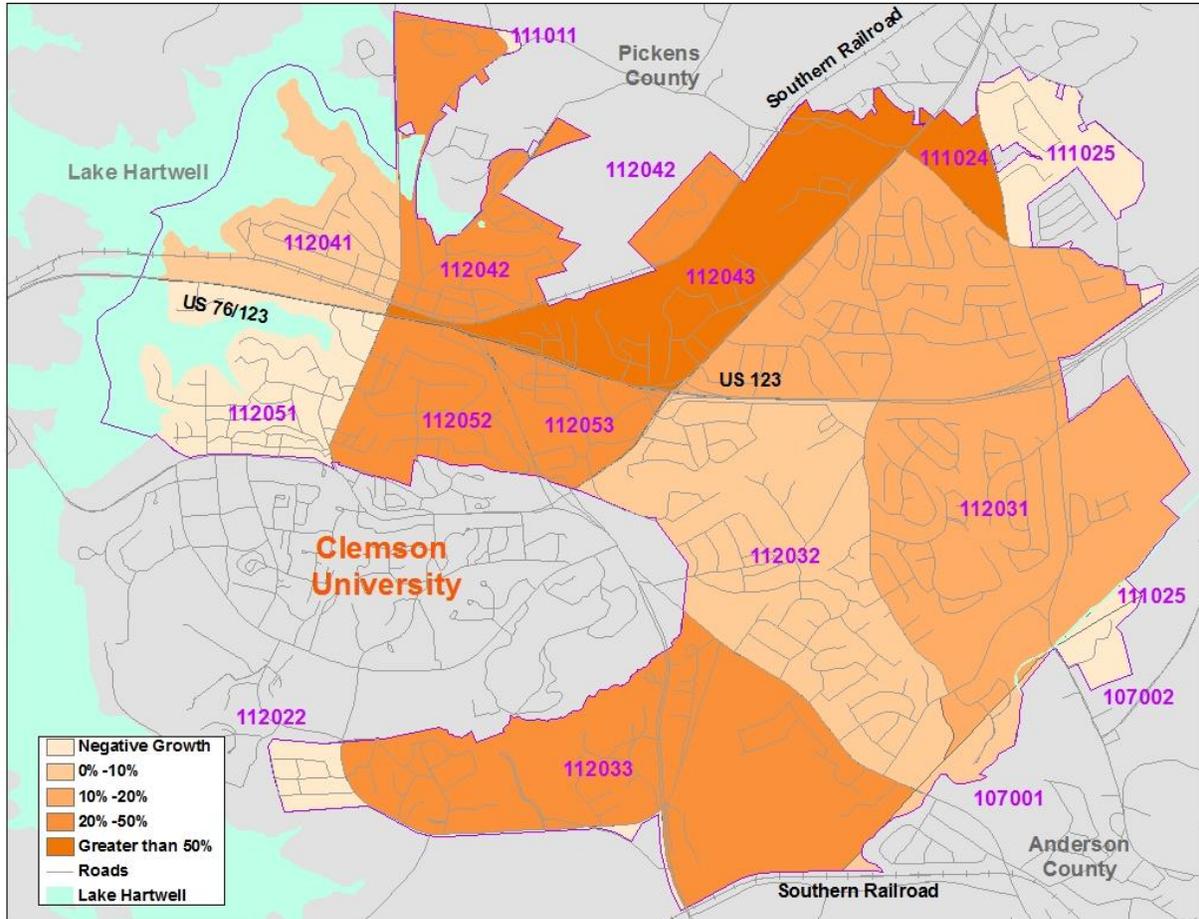


Source: US Census Bureau, 1970, 1980, 1990, 2000 and 2010

As illustrated in Map III-1, nearly all block groups in the City experienced growth from 2000 to 2010. The City of Clemson shows the highest rate of growth from 2000 to 2010 in Census block groups 112043, and 111024, located along Old Greenville Highway. Population in these block

groups, more than doubled during that time period. The growth along this corridor can be attributed to the construction of several multi-family developments including Crawford Falls, The Retreat and The Woodlands. Of the 16 block groups in Clemson, only five experienced a decline in population from 2000 to 2010, including small portions of block groups (107002 and 111205) shared with the unincorporated portion of Anderson County.

**MAP III-1. POPULATION CHANGE FROM 2000 TO 2010  
CITY OF CLEMSON BY CENSUS BLOCK GROUP**



\*Population data for Census block groups includes areas outside of the City.  
Source: U.S. Census Bureau, 2007-2011 American Community Survey

### B. DEMOGRAPHIC COMPOSITION

Information about the composition of the population of a community is essential to the planning process. Data relating to age, race, gender, educational attainment, income, and household characteristics are critical when making determinations such as where new services or facilities such as parks, schools, emergency service centers, transit routes, and senior centers should be located.

1. AGE AND GENDER

The large number of post-World War II baby-boomers, coupled with increased life expectancy, have resulted in an increasingly aging population nationwide. The Clemson population mirrors that trend, but to a lesser extent than both Pickens County and South Carolina. As shown in Table III-4, nearly 12.5% of City residents are age 65 or older - only slightly lower than the 13.6% of citizens in this age group statewide and the 13.4% countywide. The percentage of younger baby boomers age 45 to 65 years old residing in the City is notably lower at 15.9% than that of Pickens County at 24.8% and South Carolina at 27.0%.

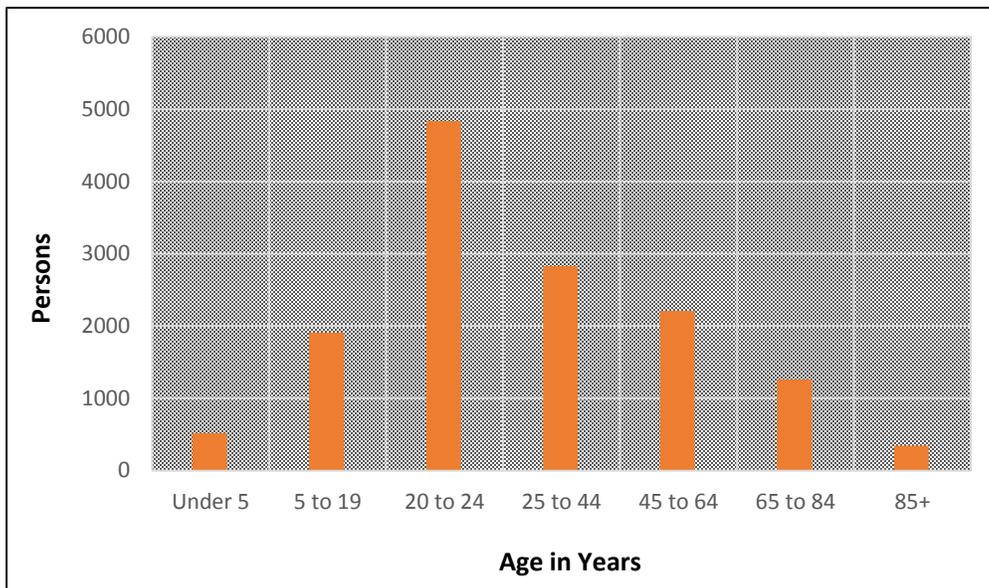
Of more significance with regard to the age of the City’s population is its close proximity to Clemson University. College age residents age 20 to 24 comprise the City’s largest age group at 46.6%, which is much higher than the 12.4% of County residents and the 7.2% of residents statewide. The largest age group for both the County and State is the 45 to 64 year olds, accounting for 24.8% and 27.0%, respectively. In contrast, the percentage of Clemson residents in that age group is much lower at only 15.9%. The City has a comparatively lower percentage of children, with only 3.7% of the population under 5 and 13.8% age 5 to 19. Children under age 5 comprise 5.4% of the Pickens County population and 6.5% of population statewide, while older children age 5 to 19 comprise 21.0% of County residents and 19.9% of State residents. The median age for Clemson residents is 24.3 years, much younger than that of the County at 34.9 years and the State at 37.9 years. Figure III-2 illustrates the age distribution of City residents.

**TABLE III-4. POPULATION BY AGE GROUP, 2010**  
**CITY OF CLEMSON, PICKENS COUNTY AND SOUTH CAROLINA**

Age Groups	Clemson		Pickens County		South Carolina	
	Number	Percent	Number	Percent	Number	Percent
<b>Total Population</b>	<b>13,905</b>	<b>100.0%</b>	<b>119,224</b>	<b>100.0%</b>	<b>4,625,364</b>	<b>100.0%</b>
<b>Under 5 yrs.</b>	517	3.7%	6,429	5.4%	302,297	6.5%
<b>5 to 19 yrs.</b>	1,908	13.8%	25,096	21.0%	922,128	19.9%
<b>20 to 24 yrs.</b>	4,835	34.8%	14,757	12.4%	332,494	7.2%
<b>25 to 44 yrs.</b>	2,830	20.3%	27,408	23.0%	1,193,348	25.8%
<b>45 to 64 yrs.</b>	2,208	15.9%	29,541	24.8%	1,243,223	27.0%
<b>65 to 84 yrs.</b>	1,262	9.0%	14,086	11.8%	561,157	12.1%
<b>85+ yrs.</b>	345	2.5%	1,907	1.6%	70,717	1.5%
<b>Total 18+ yrs.</b>	11,980	86.2%	94,937	79.6	3,544,890	76.6%
<b>Total 65+ yrs.</b>	1,607	11.6%	15,993	13.4%	631,874	13.7%
<b>Median Age</b>	24.3 yrs.		34.9 yrs.		37.9 yrs.	

Source: US Census Bureau, 2010 Census

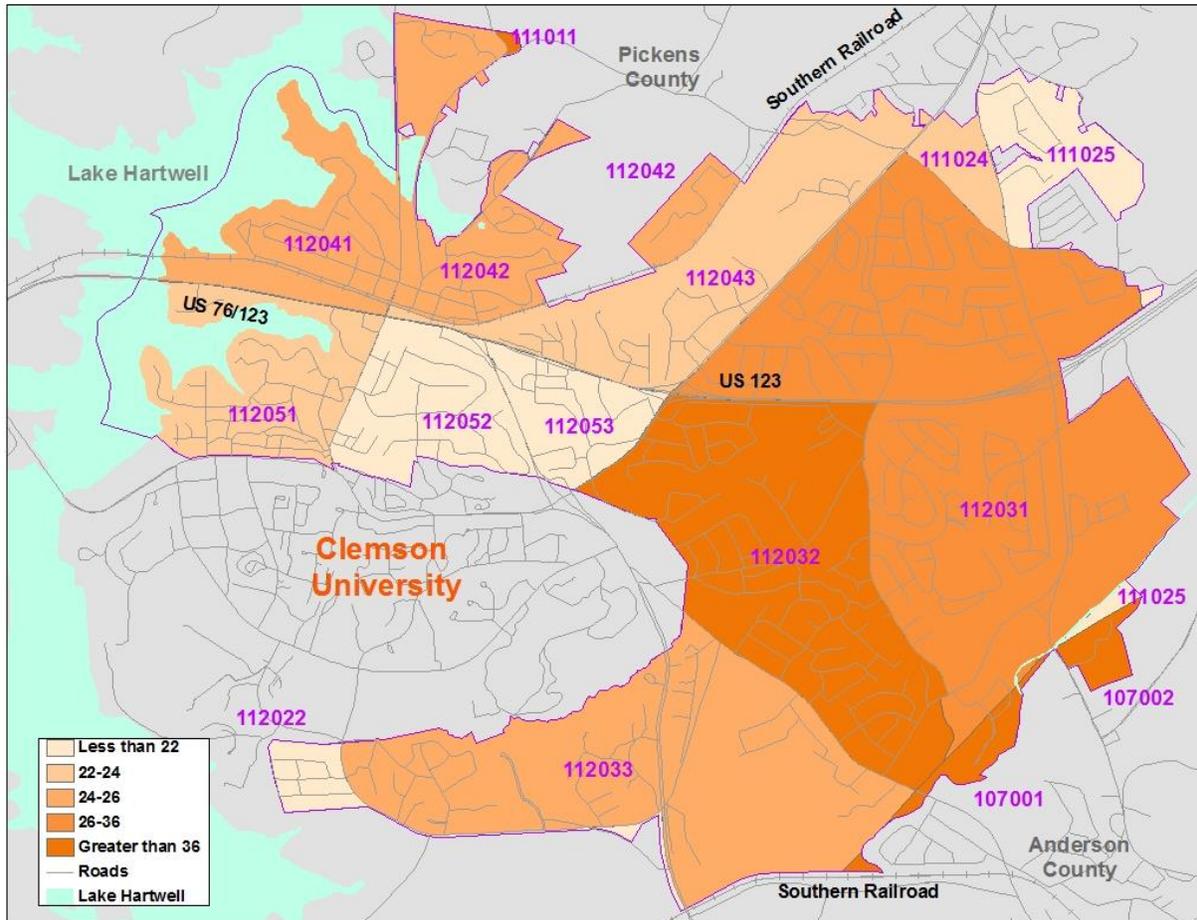
**FIGURE III-2. AGE DISTRIBUTION OF POPULATION, CITY OF CLEMSON**



Source: US Census Bureau, 2010 Census

Map III-2 illustrates median age distribution by Census block group within the City of Clemson. Areas to the immediate north of Clemson University have a comparatively low median age of less than 22 years. There are several rental complexes in these areas that primarily serve Clemson University students. There is also a mix of owner-occupied units and rental units in these neighborhoods. Block groups along Old Greenville Hwy, which have experienced a rise in population from 2000 to 2010 as illustrated in (Map III-1), also demonstrate a comparatively low median age. This can be attributed to the large number of multi-family complexes marketed primarily to students in this area. Block group 112032 has the highest median age in Clemson. The block groups east of Old Greenville Highway have a median age ranging from 26 to 36. These neighborhoods are comprised mainly of owner occupied, single-family homes in neighborhoods including Patrick Square, Camelot, Monaco, Ashley Estates, Village at Berkeley, Country Walk and other single-family subdivisions.

**MAP III-2. MEDIAN AGE OF POPULATION BY BLOCK GROUP, 2011  
CITY OF CLEMSON BY CENSUS BLOCK GROUP\***



\*Population data for Census block groups includes areas outside of the City.  
 Source: U.S. Census Bureau, 2007-2011 American Community Survey

While gender ratios are nearly equal in the City of Clemson, historically males have been in the slight majority, rising to a high of 55.1% in 1990, then dropping in 2000 to 51.5% and rising slightly in 2010 to 52.8% (Table III-5). Trends at the County and State levels are much different, with females in the slight majority countywide in all decades except for the 1970s, 1980s, and in 2010 when both the percentage of males and females were equal. Statewide, females have been in the slight majority since 1960.

**TABLE III-5. POPULATION BY GENDER, 1950-2010**  
**CITY OF CLEMSON, PICKENS COUNTY AND SOUTH CAROLINA**

Year	City of Clemson		Pickens County		South Carolina	
	Male	Female	Male	Female	Male	Female
1960	51.4%	48.6%	49.2%	50.8%	49.4%	50.6%
1970	52.2%	47.8%	51.6%	48.4%	49.1%	50.9%
1980	53.6%	46.4%	50.0%	50.0%	48.6%	51.4%
1990	55.1%	44.9%	47.8%	52.2%	48.4%	51.6%
2000	51.5%	48.5%	49.9%	50.1%	48.6%	51.4%
2010	52.8%	47.2%	50.0%	50.0%	48.6%	51.4%

Source: US Census Bureau, 1950, 1960, 1970, 1980, 1990, 2000 and 2010

As shown in Table III-6, 52.8% of Clemson residents are male and 47.2% are female. This ratio changes significantly in the age group that includes citizens over 65 years of age, where 56.0% are female and only 44.0% are male. Earlier mortality rates and casualties from major military conflicts among older men are the leading causes of the disparity between males and females among citizens in the age 65 and older category. The gender distribution of Clemson residents between the ages of 5 and 19 more closely mirrors County and State trends, with 51.5% male and 48.5% female.

**TABLE III-6. AGE AND SEX OF RESIDENTS, 2010**  
**CITY OF CLEMSON**

Age	Total Persons	Males		Females	
		Number	Percent	Number	Percent
All Persons	13,905	7,344	52.8%	6,561	47.2%
Under 5 yrs.	517	284	55.0%	233	45.0%
5 to 19 yrs.	1,908	982	51.5%	926	48.5%
20 to 64 yrs.	9,873	5,371	54.4%	4,502	45.6%
65+ yrs.	1,607	707	44.0%	900	56.0%

Source: US Census Bureau, 2010 Census

The effect of the age and gender composition of City residents on local planning is significant. An aging population requires a host of special services such as health care, specialized housing and transportation. The fact that the majority of residents aged 65 and older are female supports the need for specialized services geared to their needs. The large percentage of City residents who are college age (18 to 24 years) suggests that coordination and cooperation is needed with Clemson University to ensure that the needs of this segment of the population and the challenges of integrating them into the community are met.

**2. RACIAL COMPOSITION**

While just over 79% of Clemson residents are Caucasian, the City is comprised of 10.3% African-American, and 8.1% Asian (Table III-8). By comparison, the percentage of Clemson’s population that is Caucasian is lower than that of Pickens County at 88.7% and much higher than the State at 66.2%. Clemson’s African-American population comprises a significantly higher percentage of the population at 10.3% than countywide at 6.6% percent, but is much lower than the percentage statewide at 27.9%. The percentage of Asian residents within the City of Clemson at 8.1% is much higher than in Pickens County at only 1.6% and statewide at 1.3%. Clemson’s percentage of Hispanic residents at 2.2% is slightly below the countywide total at 3.1% and less than half the State total of 5.1%.

An individual is considered to be of Latino or Hispanic origin if the person is of Cuban, Mexican, Puerto Rican, South or Central American or other Spanish culture of origin, regardless of race. Therefore, residents of Hispanic origin are counted within the racial categories of Caucasian, African-American and Other Races as provided in Table III-7, and are also shown separately as an ethnic subcategory.

**TABLE III-7. RACIAL COMPOSITION, 2010**  
**CITY OF CLEMSON, PICKENS COUNTY AND SOUTH CAROLINA**

Race	Clemson		Pickens County		South Carolina	
	Number	Percent	Number	Percent	Number	Percent
<b>Total*</b>	<b>13,905</b>	<b>100.0%</b>	<b>119,224</b>	<b>100.0%</b>	<b>4,625,364</b>	<b>100.0%</b>
White	10,994	79.1%	105,747	88.7%	3,060,000	66.2%
African American	1,437	10.3%	7,854	6.6%	1,290,684	27.9%
Asian	1,127	8.1%	1,913	1.6%	59,051	1.3%
Other Races	110	0.8%	1,768	1.5%	123,668	2.8%
Hispanic	308	2.2%	3,743	3.1%	235,682	5.1%

\* Hispanic is an ethnic category in the Census, therefore persons of Hispanic Origin may be of any race.

Source: US Census Bureau, 2010 Census

Change in the racial composition of the City from 1990 to 2010 was subtle but significant. The percentage of the population that is Caucasian decreased slightly but steadily from 82.2% in 1990 to 80.4% in 2000 and to 79.1% in 2010. The City’s proportion of African-Americans also decreased slightly during that time period, from 12.1% to 10.3%. The Asian population increased from 4.3% of the City’s population in 1990 to 8.1% in 2010, an increase of more than 90% during two decades. The number of Hispanics citywide more than doubled from only 113 persons in 1990 to 308 persons in 2010. Table III-8 provides racial composition data for the City for 1990, 2000, and 2010.

TABLE III-8. RACIAL COMPOSITION, 1990, 2000 AND 2010

## CITY OF CLEMSON

Race	1990		2000		2010	
	Number	Percent	Number	Percent	Number	Percent
<b>Total*</b>	<b>11,096</b>	<b>100.00%</b>	<b>11,939</b>	<b>100.00%</b>	<b>13,905</b>	<b>100.00%</b>
White	9,216	83.06%	9,668	80.98%	10,994	79.07%
African American	1,356	12.22%	1,359	11.38%	1,437	10.33%
Asian	478	4.31%	684	5.73%	1,127	8.10%
Other Races	46	0.41%	103	0.86%	110	0.79%
Hispanic	113	1.02%	217	1.82%	308	2.22%

\* Hispanic is an ethnic category in the Census, therefore persons of Hispanic Origin may be of any race.

Source: US Census Bureau, 1990, 2000 and 2010

### 3. HOUSEHOLD AND FAMILY CHARACTERISTICS

Households include all persons who occupy a housing unit, including both related and unrelated occupants. Table III-9 provides data related to household type for the City of Clemson and Pickens County. There are 5,914 households in the City of Clemson, with an average household size of 2.33 persons. This statistic is lower than that of Pickens County at 2.48 persons per household. While some households consist of only one person, 42.0% of households in Clemson consist of a family – two or more persons living in the same household who are related by birth, marriage, or adoption. The percentage of family households is much higher countywide at approximately 65.3%. There are 2,485 families in Clemson, with an average family size of 2.83 persons per family. Approximately one-third (32.3%) of Clemson households consist of a married couple and more than 37% of these families (12.2% of all households) include children younger than 18 years of age. Seven percent (7.0%) of Clemson households are headed by a single female, with more than half of these households (3.9% of all households) including children younger than 18 years. By contrast, more than 65% of Pickens County households are comprised of married couples and almost 19% include children. Less than 11% of County households are headed by a single female, with approximately half including children under 18.

There are 3,429 Clemson residents living in non-family households. Non-family households represent well over half (58.0%) of all households in the City – much higher than the County average of just over one-third (34.7%). More than half of non-family households in the City, representing nearly 33.9% of total households, are headed by young adults between 15 and 24 years of age. This is extremely high when compared with the 9.7% of total households (27.9% of non-family households) in Pickens County that are headed by persons aged 15 to 24 years. This disparity is primarily due to the close proximity of Clemson University and the attraction of alternative housing within the City for students. In the City of Clemson, nearly 28% of households include a person living alone and 7.4% include a person age 65 or older. These

statistics are similar to Pickens County data for persons living alone at 25.2% and 9.4%, respectively.

**TABLE III-9. HOUSEHOLD TYPE AND SIZE, 2010**

Households (HH) by Type	Clemson		Pickens County	
	Number	% of HH	Number	% of HH
<b>Total Households</b>	<b>5,914</b>	<b>100.0%</b>	<b>45,228</b>	<b>100.0%</b>
Family Households (Families) – Total	2,485	42.0%	29,540	65.3%
Married Couple Family	1,909	32.3%	22,597	50.0%
With Own Children Under 18 yrs.	720	12.2%	8,424	18.6%
Female Household, No Husband	413	7.0%	4,879	10.8%
With Own Children Under 18 yrs.	230	3.9%	2,488	5.5%
Non-Family Households – Total	3,429	58.0%	15,688	34.7%
Householder 15 to 25 yrs. Old	2,002	33.9%	4,389	9.7%
Householder Living Alone	1,651	27.9%	11,388	25.2%
65 Years and Over	435	7.4%	4,235	9.4%
Average Household Size (persons)	2.33		2.48	
Average Family Size (persons)	2.83		2.95	

Source: US Census Bureau, 2010 Census

While nearly 99.3% of Clemson’s population lives in households, a small percentage lives in group quarters. The Census divides group quarters into two categories, 1) institutional, including correctional facilities, nursing homes and mental hospitals; and 2) non-institutional, including college dormitories, military barracks, group homes, missions and shelters. Since Clemson University is not within the City of Clemson, persons residing in group quarters on campus (dormitories) are not included in the City’s group quarters population count. As provided in Table III-10, of the 0.7% of Clemson residents who live in group quarters (100 persons), approximately 37% (37 persons) are institutionalized and 63% (63 persons) are in non-institutional quarters. This is low compared to Pickens County, where 5.9% of the population resides in group quarters. It is likely that the low percentage of Clemson residents residing in group quarters is a result of the limited availability of housing of this type within the City.

**TABLE III-10. POPULATION IN HOUSEHOLDS AND GROUP QUARTERS, 2010  
CITY OF CLEMSON AND PICKENS COUNTY**

	Clemson		Pickens County	
	Number	Percent	Number	Percent
<b>Total Population</b>	<b>13,905</b>	<b>100.0%</b>	<b>119,224</b>	<b>100.0%</b>
In Households	13,805	99.3%	112,171	94.1%
In Group Quarters	100	0.7%	7,053	5.9%
Institutionalized Population	37	0.3%	704	0.6%
Non-institutionalized Population	63	0.4%	6,349	5.3%

Source: US Census Bureau, 2010 Census

#### 4. EDUCATIONAL ATTAINMENT

Educational attainment is a key indicator of economic earnings potential. The availability of a well-trained and skilled workforce directly impacts the ability of local official to attract quality economic investment to the community and offer higher wage, higher skilled employment opportunities to residents. Clemson residents are among the most educated in the State, with overall educational attainment far exceeding both the County and State. The percentage of Clemson residents aged 25 and older with a high school education (including those who have attended college) is 96%, much higher than the 81.8% of County residents and the 83.6% of residents statewide with high school diplomas. Only 4.0% of Clemson residents did not graduate from high school and, of these, only 1.1% have less than a 9<sup>th</sup> grade education. Of particular significance is the 65.8% of Clemson residents with Bachelor’s or advanced degrees – well above the County average of only 23.1% and statewide average of 24.2%. The close proximity of Clemson University is the major factor in the high percentage of City residents with advanced degrees, with many faculty and staff members opting to live close to the University. Table III-11 profiles educational attainment data for the City of Clemson, Pickens County, and South Carolina.

**TABLE III-11. EDUCATIONAL ATTAINMENT OF PERSONS 25+ YEARS, 2010**  
**CITY OF CLEMSON, PICKENS COUNTY AND SOUTH CAROLINA**

Educational Attainment	Clemson		Pickens County		South Carolina	
	#	%	#	%	#	%
<b>Population 25 Years and Over</b>	7,370	100.0%	72,310	100.0%	3,031,432	100.0%
<b>Less Than 9<sup>th</sup> Grade</b>	81	1.1%	4,567	6.3%	175,249	5.8%
<b>9<sup>th</sup> to 12<sup>th</sup> Grade, No Diploma</b>	213	2.9%	8,537	11.8%	322,450	10.6%
<b>High School Graduate (Includes Equivalency)</b>	850	11.5%	22,228	30.7%	936,992	30.9%
<b>Some College, No Degree</b>	985	13.4%	13,778	19.1%	608,707	20.1%
<b>Associate Degree</b>	389	5.3%	6,471	8.9%	254,468	8.4%
<b>Bachelor’s Degree</b>	2,176	29.5%	9,824	13.6%	473,655	15.6%
<b>Graduate/Professional Degree</b>	2,676	36.3%	6,905	9.5%	259,911	8.6%

Source: US Census Bureau, ACS 2007-2011 Estimates

As shown in Table III-12, educational attainment has risen steadily in the City of Clemson since 1970. The percentage of residents with a Bachelors or graduate degree has increased steadily from 42.5% in 1970 to a high of 65.8% in 2010. Likewise, the percentage of persons with some college, including persons with associate degrees, consistently increased from 15.4% in 1970 to 18.0% in 2010. Between 2000 and 2010, the number of persons with associate degrees or some college decreased by 2.5%, due in part to the nationwide economic recession which took place between 2007 to 2010. During the recession jobs were more difficult to obtain for young college graduates. This likely encouraged many students to remain in school longer, which

would account for the increase in advanced degrees from 2000 to 2010. Conversely, the percentage of City residents with less than a high school education has dropped from 18.4% in 1980 to only 5.6% by 2010.

**TABLE III-12. EDUCATIONAL ATTAINMENT OF PERSONS 25+ YEARS, 1970 TO 2010**

**CITY OF CLEMSON**

Educational Attainment	1980		1990		2000		2010	
	#	%	#	%	#	%	#	%
<b>Persons 25+ Years</b>	4,257	100.0%	5,574	100.0%	5,909	100.0%	6,611	100.0%
<b>Less than 9<sup>th</sup> Grade</b>	408	9.6%	306	5.5%	224	3.8%	149	2.3%
<b>High School (1-3 yrs.)</b>	373	8.8%	353	6.3%	285	4.8%	216	3.3%
<b>High School Graduate</b>	711	16.7%	803	14.4%	757	12.8%	958	14.5%
<b>Some College, Associate or no Degree</b>	667	15.7%	947	17.0%	1,206	20.4%	1,193	18.0%
<b>Bachelor's or Graduate Degree</b>	2,098	49.3%	3,165	56.8%	3,437	58.2%	4,140	62.6%

Source: US Census Bureau, 1980, 1990, 2000 and ACS 2007-2011 Estimates

As reflected in SC Department of Education Report Card ratings, Pickens County schools rank among the State’s best and exceed the standards for the 2010 SC Performance Vision. In 2010, the Pickens County School District received a rating of “Good.” The District was one of only 18 out of 86 districts to receive either an “Excellent” or “Good” absolute rating. The District’s average Scholastic Aptitude Test (SAT) score has outranked the national average since before 2008. In 2012, the average SAT score for Pickens County School District students was 1541 compared to the national average of 1477 and the State average of 1422. The District ranks second among South Carolina districts on ACT test results with an average composite score of 23.1. This average score is higher than the national average of 21.1 and much higher than the State average of 19.9. These accomplishments were made with a relatively low per pupil expenditure of only \$7,733 – much lower than the average for similar districts in the State at \$8,189 per pupil. Although detailed achievement information is not available for Clemson residents, it is assumed that these trends and scores apply to school-age City residents as well.

**5. INCOME AND POVERTY**

Income is a measure of financial prosperity in a community. Comparisons can be made to the region and the state to determine if a community’s income measures are in line with those of its neighbors. While household incomes in the City of Clemson are lower than household incomes in Pickens County and statewide, the opposite is true when family incomes are compared. Median household income in Clemson is \$35,983 – approximately \$6,250 lower than

the County and \$8,600 lower than the State. However, median family income at \$77,016 is nearly \$23,000 higher than Pickens County and \$21,700 higher than South Carolina residents. This disparity between the City's median household and family incomes can likely be attributed to the large number of students living within the City in non-family households – many with lower incomes.

Approximately one-fifth (19.29%) of households in Clemson make less than \$10,000 a year – almost double the percentage of households statewide and in Pickens County in this income category. This wide difference is most likely explained by the large percentage of students residing within the City, most without higher paying full-time jobs. A higher percentage of Clemson households also have incomes in the lower categories – including incomes from \$10,000 to \$14,999 and from \$25,000 to \$34,999 – as compared with County and State household incomes. Compared with Pickens County and the State, Clemson has a significantly lower percentage of households in income ranges from \$50,000 to \$74,999. However, the percentage of Clemson household incomes in the \$15,000 to \$24,999 and the \$75,000 to \$99,999 range rival those same ranges in the County and the State. In contrast, Clemson has a higher percentage of households in the higher income ranges from \$100,000 to \$200,000 and greater as compared with the County and the State. The income of more than 13.2% of Clemson households is between \$35,000 to \$49,999, from \$50,000 to \$74,999 for 10.76% of households, and from \$15,000 to \$24,999 for 11.63% of households. Table III-13 profiles income information for the City of Clemson, Pickens County, and South Carolina.

**TABLE III-13. HOUSEHOLD AND FAMILY INCOME, 2011**  
CITY OF CLEMSON, PICKENS COUNTY AND SOUTH CAROLINA

Yearly Income	Clemson		Pickens County		South Carolina	
	#	%	#	%	#	%
<b>Total Households</b>	<b>5,900</b>	<b>100.00%</b>	<b>44,127</b>	<b>100.00%</b>	<b>1,758,732</b>	<b>100.00%</b>
Less than \$10,000	1,138	19.29%	4,187	9.49%	161,299	9.17%
\$10,000 to \$14,999	512	8.68%	3,080	6.98%	114,539	6.51%
\$15,000 to \$24,999	686	11.63%	6,038	13.68%	221,077	12.57%
\$25,000 to \$34,999	535	9.07%	5,421	12.28%	205,012	11.66%
\$35,000 to \$49,999	779	13.20%	6,706	15.20%	261,321	14.86%
\$50,000 to \$74,999	635	10.76%	8,090	18.33%	322,455	18.33%
\$75,000 to \$99,999	587	9.95%	5,126	11.62%	199,795	11.36%
\$100,000 to \$149,999	620	10.51%	3,682	8.34%	177,614	10.10%
\$150,000 to \$199,999	207	3.51%	916	2.08%	51,528	2.93%
\$200,000 or More	201	3.41%	881	2.00%	44,092	2.51%
Median Household Income	\$35,983		\$42,241		\$44,587	
Median Family Income	\$77,016		\$53,888		\$55,220	

Source: US Census Bureau ACS 2007-2011 Estimates

As shown in Table III-14, per capita income for Clemson residents is higher than that of Pickens County and South Carolina. Per capita income for City residents is \$24,582 – more than \$3,500 higher than for the County and nearly \$730 higher than the State. While per capita income for residents of Clemson who are Caucasian at \$26,231 is higher than that of Caucasian residents of Pickens County at \$22,021, it is lower than the per capita income for Caucasian residents statewide at \$28,590. Per capita income for Clemson’s African-American residents at \$20,470 is significantly higher than for African-Americans in Pickens County at \$15,644 and African-Americans statewide at \$15,233. This trend holds true for Clemson’s Hispanic residents, who have a per capita income of \$20,499 that is substantially higher than both the County at \$11,981 and the State at \$13,412.

**TABLE III-14. PER CAPITA INCOME BY RACE, 2011  
CITY OF CLEMSON, PICKENS COUNTY AND SOUTH CAROLINA**

Race	Clemson	Pickens County	South Carolina
All Races	\$24,582	\$21,036	\$23,854
White	\$26,231	\$22,021	\$28,590
African American	\$20,470	\$15,644	\$15,233
Hispanic	\$20,499	\$11,981	\$13,412

Source: US Census Bureau ACS 2007-2011 Estimates

An examination of household income by age reveals that Clemson’s baby-boomers have higher median incomes, with persons aged 45 to 64 having the highest median incomes at \$78,726 (Table III-15). Median household incomes are also higher for persons of retirement age (65 years and over) at \$64,907. Predictably, the lowest median household income is found among residents younger than 25 years of age at only \$9,913. Median household income is also quite low for residents aged 25 to 44 years at \$28,601 when compared with median household income in other age groups.

According to information provided in Table III-15, median household income for Clemson residents is higher in all age groups over the age of 45 than that for residents of Pickens County and South Carolina. This disparity is particularly evident among residents 65 years and over, with the median household income for Clemson residents more than \$33,000 higher than that of County residents and more than \$32,000 higher than residents statewide. Median household income is more than \$27,000 higher for Clemson residents age 45 to 64 than for residents of Pickens County and \$25,000 higher than South Carolina residents in this age group. Conversely, median family income is lower for Clemson residents in younger age groups, including persons under 44 years of age than for the County and the State.

**TABLE III-15. MEDIAN HOUSEHOLD INCOME BY AGE OF HOUSEHOLDER, 2011**  
**CITY OF CLEMSON, PICKENS COUNTY AND SOUTH CAROLINA**

Age of Householder	Clemson	Pickens County	South Carolina
All Householders	\$35,893	\$42,241	\$44,587
Under 25 years	\$9,813	\$16,004	\$23,647
25 to 44 years	\$28,601	\$49,007	\$48,887
45 to 64 years	\$78,726	\$51,680	\$52,883
65 years and over	\$64,907	\$31,217	\$32,824

Source: US Census Bureau ACS 2007-2011 Estimates

Poverty is defined as having insufficient resources to meet basic living expenses, including the costs of food, shelter, clothing, transportation and medical expenses. Nearly one-third (30.7%) of all households in Clemson live in poverty – significantly greater than the percentage of households in poverty countywide (25.8%) and more than twice the percentage of households in poverty statewide at 12.7%. However, only 3.4% of the City’s households in poverty are families. This percentage is extremely low when compared to the percentage of family households in poverty in Pickens County (10.5%). Of family households living in poverty in Clemson, nearly six out of ten include related children under 18 years old. Nearly half of the families living in poverty are headed by a female with no husband present and the majority of these families (74.75%) include children under 18 years of age.

More than 86% of the City’s households living in poverty are non-family households. This percentage is much higher than the 59.5% of non-family households countywide and the 69.1% of non-family households statewide living in poverty. Unlike the County and the State, more non-family households in the City include a single male (59.4%) than a single female (40.5%). Less than 1% of Clemson’s non-family households living in poverty include a single female aged 65 or older – compared to 13.42% of Pickens County households and 6.31% of South Carolina in this category. There are no single males age 65 years or older in non-family households living in poverty. This percentage is relatively lower than both the County (2.32%) and the State (1.01%) but is consistent with the relatively low percentage of older males living in poverty countywide and statewide.

**TABLE III-16. POVERTY STATUS BY HOUSEHOLD TYPE, 2011  
CITY OF CLEMSON, PICKENS COUNTY, AND SOUTH CAROLINA**

HOUSEHOLD TYPE	Clemson		Pickens County		South Carolina	
	#	%	#	%	#	%
<b>Total Households</b>	<b>5,900</b>	<b>100.00%</b>	<b>29,220</b>	<b>100.00%</b>	<b>1,185,868</b>	<b>100.00%</b>
Households in Poverty	1,812	30.70%	7,550	25.80%	150,683	12.70%
Family Households in Poverty	202	3.40%	3,058	10.50%	464,630	3.90%
With Related Children under 18 yrs	119	58.91%	1,029	33.65%	27,921	6.01%
Female Householder, no husband	32	15.84%	1,326	43.36%	90,869	19.56%
With Related Children under 18 yrs	32	15.84%	1,187	38.82%	77,473	16.67%
Non-Family Households in Poverty	1,562	86.20%	4,492	59.50%	104,220	69.17%
Female Householder Alone	633	40.52%	2,505	55.77%	90,869	87.19%
65 years and over	13	0.83%	603	13.42%	6,576	6.31%
Male Householder Alone	929	59.48%	1,987	44.23%	13,351	12.81%
65 Years and Over	0	0.00%	104	2.32%	1,050	1.01%

Source: US Census Bureau ACS 2007-2011 Estimates

More than one-third (34.4%) of Clemson residents live in poverty – nearly double the percentage of County residents in poverty (18.2%) and more than double the percentage of State residents living in poverty (17.0%). Nine out of ten Clemson residents in poverty are between 18 and 64 years of age. This percentage is much higher than the 68.3% of Pickens County residents and the 57.1% of South Carolina residents in this age group living in poverty. Given income data previously presented, it is likely that this high percentage can be attributed at least in part to the large number of Clemson University students with limited incomes living in the City. Children under 5 years of age represent only 1.47% of all persons living in poverty in the City – significantly lower than the 9.31% of persons under 5 living in poverty countywide and 11.73% statewide. Only 6.87% of Clemson residents living in poverty are children between the ages of 5 and 17, also low when compared to the County at 16.3% and the State at 22.5%. Percentages of persons in poverty in older age groups, including persons over 65 years of age, are significantly lower in Clemson than in Pickens County and South Carolina, with no City residents living in poverty in the 65 to 74 age group and only 0.28% of Clemson residents older than 75 years living in poverty. Data related to poverty by age groups is included in Table III-17.

**TABLE III-17. POVERTY STATUS BY AGE, 2011**  
**CITY OF CLEMSON, PICKENS COUNTY, AND SOUTH CAROLINA**

	Clemson		Pickens County		South Carolina	
	#	%	#	%	#	%
<b>Total Persons*</b>	<b>13,615</b>	<b>100.00%</b>	<b>110,248</b>	<b>100.00%</b>	<b>4,433,220</b>	<b>100.00%</b>
Persons in Poverty	4,688	34.40%	20,089	18.20%	753,705	17.00%
Under 5 years	69	1.47%	1,870	9.31%	88,409	11.73%
5 to 17 years	322	6.87%	3,277	16.31%	169,624	22.51%
18 to 64 years	4,284	91.38%	13,783	68.61%	430,454	57.11%
65 to 74 years	-	-	479	2.38%	33,153	4.40%
75 years and over	13	0.28%	680	3.38%	32,065	4.25%

\*Persons for whom poverty is determined

Source: US Census Bureau ACS 2007-2011 Estimates

Over one-third (37%) of Clemson residents (5,035 persons) live in poverty, more than double the percentage of the population living in poverty in both Pickens County and statewide. More than 20% of all children under age 18 (386 persons) and 3.2% of seniors over 65 years of age in the City live in poverty. Nearly half (46.3%) of Clemson's population age 18 to 64 years live below the poverty level. These numbers are much larger than the overall percentage of residents in Pickens County and South Carolina living below poverty within same age range. Among the City's racial groups, approximately 4,158, (38.25%) of Caucasian residents live in poverty, more than one-quarter (320 persons) of African-American residents and 36.88% (111 persons) of Hispanic residents live in poverty.

In considering poverty levels within the City it is important to consider the composition of Clemson's population. Clemson is largely comprised of students with mid to low earned incomes, which the Census defines as living in poverty. Instead, students rely on alternate funding sources including assistance from parents and student loans and grants. Clemson also has a very low percentage of persons 65 years and older living in poverty as compared to Pickens County and South Carolina. This factor can also be attributed to the population demographics of that age range. The City has experienced a rise in the number of Clemson University staff and faculty who have begun to retire in the area, whereas historically, this demographic has moved away from Clemson for their retirement years.

**TABLE III-18. PERCENT OF PEOPLE BELOW POVERTY BY AGE, GENDER, RACE AND ETHNICITY, 2012**  
**CITY OF CLEMSON, PICKENS COUNTY, AND SOUTH CAROLINA**

Race	Clemson			Pickens County			South Carolina		
	Total	Below Poverty		Total	Below Poverty		Total	Below Poverty	
		#	%		#	%		#	%
<b>Total Persons*</b>	<b>13,590</b>	<b>5,035</b>	<b>37.05%</b>	<b>110,778</b>	<b>20,369</b>	<b>18.39%</b>	<b>4,488,442</b>	<b>787,788</b>	<b>17.55%</b>
<b>Age</b>									
Under 18 years	1,907	386	<b>20.24%</b>	23,769	4,654	<b>19.58%</b>	1,062,298	268,467	<b>25.27%</b>
18 to 64 years	9,910	4,592	<b>46.34%</b>	71,299	14,435	<b>20.25%</b>	2,803,504	453,366	<b>16.17%</b>
65 years and over	1,773	57	<b>3.21%</b>	15,710	1,280	<b>8.15%</b>	622,640	65,955	<b>10.59%</b>
<b>Gender</b>									
Male	7,402	2,778	<b>37.53%</b>	55,399	9,456	<b>17.07%</b>	2,162,808	342,380	<b>15.83%</b>
Female	6,188	2,257	<b>36.47%</b>	55,379	10,913	<b>19.71%</b>	2,325,634	445,408	<b>19.15%</b>
<b>Race</b>									
White	10,870	4,158	<b>38.25%</b>	98,508	17,119	<b>17.38%</b>	3,028,717	376,537	<b>12.43%</b>
African-American	1,179	320	<b>27.14%</b>	6,751	1,628	<b>24.11%</b>	1,237,704	358,433	<b>28.96%</b>
Hispanic*	301	111	<b>36.88%</b>	3,552	1,064	<b>29.95%</b>	223,836	69,585	<b>31.09%</b>

Source: US Census Bureau ACS 2008-2012 Estimates

\* Hispanic is an ethnic category in the Census, therefore persons of Hispanic Origin may be of any race.

### C. DEMOGRAPHIC OUTLOOK

After experiencing a dramatic population surge in the 1960s, the City of Clemson’s growth rate has fluctuated from decade to decade since, dropping from 36.3% in the 1980s to 7.9% in the 1990s. More than 575 acres of vacant property in the City are zoned for residential development. Combined with redevelopment of aging housing stock, these areas will fuel the potential for future population growth. However, many factors will impact future population increases including interest rates, the economy, limited annexation potential, and an aging population.

The Nielsen Company, a global information and measurement company, provides annual estimates and five-year projections of population. Using the most recent Census figures, Nielsen estimates population based on the most recent decennial Census to the current year, and then projects population estimates forward five years. The most recent post-census data from sources such as the US Postal Service, the American Community Survey (ACS), the Nielsen master address file, and population estimates developed by the Census Bureau and state and local agencies is applied to Census 2010 data to determine current year estimates and the five-year projections. For South Carolina data, yearly estimates of population developed by the

Census Bureau, in conjunction with the SC Office of Research and Statistics, are incorporated into the Nielsen population estimate and projection process. These estimates are calculated from a components of change model that incorporates information on natural change (births and deaths) and net migration (in and out of the State) that has occurred since the April 1, 2010 Census reference date.

According to Nielsen estimates, the population of the City of Clemson is 13,982 in 2014, an increase of 77 residents from the 2010 Census count. By comparison, during the same time period Nielsen estimates that the population of Pickens County increased by 691 persons. Nielsen projects an increase of 5% (696 persons) in Clemson's population from 2010 to 2019, double the percentage projected for Pickens County at 2.5% (2,943 persons).

While projections for municipalities beyond 2019 are not available at this time, a population projection for Clemson for 2023 can be developed based on yearly growth trends over time. In developing the 2023 projections provided in Table III-19, the average growth per year from the 2010 Census population count to the population projected for 2019 by Nielsen was applied to subsequent years. Using this methodology, the population of the City of Clemson is projected to increase by 6.6% (928 persons) to 14,910 persons by 2023. The population of Pickens County is projected to increase to 123,475 persons, a growth of 3% (3,560 persons) from 2014 to 2023.

The assumption of a continued rate of growth similar to that of projections developed for 2019, while the only option currently available, will require updating over time. The future rate of growth is dependent on many factors including household and family size, availability of new housing, in and out-migration, economic activity, and the availability of a range of appropriate housing options. These base projections can be adjusted as new information provides additional insight into future population growth. Projected population growth in Clemson has been and is expected to be higher than growth countywide.

**TABLE III-19. POPULATION PROJECTIONS, 2014, 2019, AND 2023**  
**CITY OF CLEMSON AND PICKENS COUNTY**

	<b>2000<sup>1</sup></b> <b>Census</b>	<b>2010<sup>1</sup></b> <b>Census</b>	<b>2014<sup>2</sup></b> <b>Estimate</b>	<b>2019<sup>2</sup></b> <b>Projection</b>	<b>% Change</b> <b>2010-2019</b>	<b>2023</b> <b>Projection</b>	<b>% Change</b> <b>2014-2023</b>
Clemson	11,939	13,905	13,982	14,601	5.0%	<b>14,910</b>	6.6%
Pickens County	110,757	119,224	119,915	122,167	2.5%	<b>123,475</b>	3.0%

Sources: <sup>1</sup>US Census Bureau - 2000 and 2010 Census; <sup>2</sup>Nielsen SiteReports, December 17, 2013.

## D. SUMMARY OF FINDINGS

Several key findings are likely to have significant impact on the future population composition and growth of the City of Clemson.

- According to the 2010 Census, there are approximately 7,000 full time permanent residents living in the City. Of those nearly 4,500 are adults.
- The City of Clemson's population has grown at a steady rate over the last four decades and is projected to grow an additional 6.6% over the next decade.
- College aged residents aged 20-24 are the City's largest age group at nearly 34.8%.
- Median age is lowest in areas surrounding the University and higher in the outer areas of the City to the east.
- Less than half of Clemson households consist of families, compared to nearly 68% of households countywide.
- Clemson residents are almost four times as likely to have a graduate/professional degree and more than twice as likely to hold a bachelor's degree as Pickens County and State residents.
- Overall educational attainment of Clemson residents significantly exceeds State and County levels.
- Median family income of Clemson residents is substantially higher than State and County incomes, while median household income falls well below State and County income averages. Low median household income can likely be attributed to the large number of students with low or no income living in the City.
- Per capita incomes for Clemson's minority residents outpaced those of County and State minorities.
- Nearly one-third of City households are in poverty – more than that of residents in County households and more than double that of households statewide in poverty. This disparity is likely due in large part to the high number of students with low or no incomes living in the City.

## E. ISSUES AND TRENDS

- Given the large percentage of City residents of college age, coordination and cooperation with Clemson University will be critical to meet the challenges of successfully integrating these young residents into the community.

- The City of Clemson’s population growth is highly influenced by the rate of growth of Clemson University, which has historically grown at a rate of 2% to 3% annually.
- Based on locally derived data, it is very likely that 2010 Census did not provide an accurate count of City residents. The 2010 Census reports 13,905 residents, however, Clemson provides water taps to 6,969 residential units. Assuming an average of 2.33 persons per dwelling unit (Table VI-15.), a more representative count of City residents for 2010 is just over 16,000 persons. Federal and state governments use the Census as a base for grant funding. A more accurate count of City residents will product greater benefits for the Clemson area.

**F. GOALS, OBJECTIVES AND STRATEGIES FOR IMPLEMENTATION**

Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion	Completion Date
<b>Goal V.1. Utilize the 2020 Census to gather more accurate data for the City of Clemson</b>			
<b>Objective V.1.1.</b> Spread awareness and need for accurate 2020 Census counts for all of Clemson residents.			
<u>Strategy V.1.1.1.</u> In Fall of 2019 create a 2020 Census Taskforce to spread awareness and need for accurate 2020 Census counts in the City of Clemson.	City Council Administration Planning & Codes Dept.	Mid-term	
<u>Strategy V.1.1.2.</u> Utilize all forms of media to encourage completion of the 2020 Census for all Clemson households.	2020 Census Taskforce	Mid-term	
<u>Strategy V.1.1.3.</u> Use door-to-door notification to inform residents of the 2020 Census.	2020 Census Taskforce	Mid-term	
<u>Strategy V.1.1.4.</u> Work with student government to increase awareness of the importance of the 2020 Census.	2020 Census Taskforce	Mid-term	

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