

## FOR IMMEDIATE RELEASE

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### Greenville Named One of the Top 100 Best Places to Live in the United States

Livability Media ranked Greenville, NC in the 2026 national list, highlighting the most livable cities in the nation

GREENVILLE, N.C. (April 2, 2026) – Greenville, North Carolina has been recognized as one of the [Top 100 Best Places to Live in the United States](#) for 2026 by Livability Media, marking the second consecutive year the city has earned a spot on the prestigious national list.

“Returning to this Top 100 list reinforces that Greenville is a community on the rise and the positive stories of people who locate here to work for our major industries, university, or health care sector are growing each year,” said Josh Lewis, CEcD, president and CEO of Invest Greenville. “We’re not just growing; we’re growing with purpose, creating opportunity, investing in quality of life, and building a place where people and businesses can truly thrive.”

The annual ranking, developed in partnership with Applied Geographic Solutions, analyzes more than 2,000 cities with populations between 75,000 and 500,000 and highlights those that excel in [eight key areas](#): economy and housing; amenities and environment; safety, health, and education; and transportation. Using more than 100 data points, researchers assess cities’ overall health and fun factor. These 100 cities represent the top 5% of U.S. Cities with populations in the studied range. Greenville ranked highest for transportation, environment, and education.

“This repeat recognition showcases Greenville’s sustained growth and continued appeal as a place where residents can find opportunity, build meaningful careers, and enjoy a high quality of life,” said Maria Satira, vice president of marketing and talent programming for Invest Greenville. “Greenville-Pitt County offers a unique blend of opportunity and affordability. It’s clear that this resonates with both residents and those looking to make this area their home.”

According to Livability’s research, Greenville is affordable, with a lower cost of living than the national average, yet it also offers high-quality amenities, which make it a hot spot for young professionals.

[Invest Greenville](#) maintains the [Grow in Greenville](#) sub-brand, which focuses on talent attraction and retention in Greenville-Pitt County. Through special events, programming experiences, awareness campaigns, and digital media, the brand highlights the community’s strong balance of affordability, opportunity, and quality of life. Grow in Greenville offers free resources, including an industry-focused [job board](#), [MOVEment Kits](#), a [Community Navigator](#) program, and [day itineraries](#) for newcomers.

"National data as well as survey feedback have shown that professionals and young talent are increasingly making career location decisions based on quality of life and affordability," added Lewis. "An ever-growing list of national ranking publications shows that Greenville and Pitt County are becoming a leading small metro where economic growth, opportunity, and quality of life are all harmonious. Our community leaders are committed to ensuring that this area will remain a leader for decades to come."

Invest Greenville and Grow in Greenville partnered with Livability Media to publish annual issues of Livability: Greenville-Pitt County since 2024, highlighting community stories and the area's quality of life. The 2026 issue was recently published in March and can be accessed online by [clicking here](#).

To learn more about Grow in Greenville and its free resources for employers, talent, and prospective residents in Greenville-Pitt County, visit [www.growinggreenvillenc.com](http://www.growinggreenvillenc.com)

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