



DEMOGRAPHIC AND ECONOMIC TRENDS IN THE CAROLINAS

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Carolinas CRA Resource Collaborative – October 26, 2022

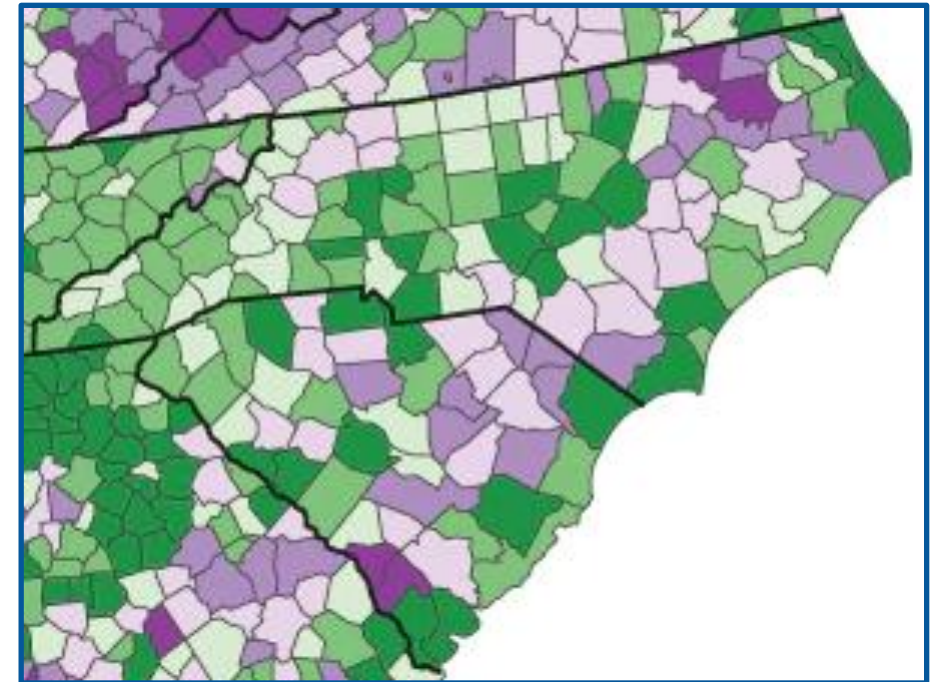
POPULATION BY STATE

- ▶ The Carolinas are growing far faster than the national population, according to the most recent U.S. Census Bureau estimates.
 - These reflect changes between July 1, 2020, and July 1, 2021.
- ▶ South Carolina was the fastest growing state east of the Rockies.
- ▶ However, both states had more deaths than births in that time.

State	2020 Pop.	2021 Pop.	# Change	% Change	% Rank
NC	10,457,177	10,551,162	+93,985	+0.90%	11th
SC	5,130,729	5,190,705	+59,976	+1.17%	5th

POPULATION BY COUNTY

- ▶ Counties in green gained people in the 12 months ending 7/1/2021, while those in purple lost people.
- ▶ In both states, the Interstate 95 corridor continues to experience substantial distress.
- ▶ 20 of 46 SC counties lost people; pre-covid, most counties did so.



POPULATION PROJECTIONS BY STATE

- ▶ Population projections are generated by the U.S. Census Bureau in conjunction with state-level partners:
 - NC Office of State Budget and Management (<https://osbm.nc.gov>)
 - SC Revenue and Fiscal Affairs Office (<https://rfa.sc.gov>)
- ▶ North Carolina is expected to have 12.1 million residents by 2035, an increase of 15.7 percent from 2020 levels.
- ▶ South Carolina is expected to have 5.8 million residents by 2035, an increase of 13.6 percent from 2020 levels.

POPULATION PROJECTIONS BY COUNTY, 2020-2035

NC County	% Change
Currituck	+53.4%
Brunswick	+35.8%
Franklin	+35.7%
Union	+35.6%
Johnston	+35.3%
...	...
Northampton	-18.9%
Hertford	-22.8%
Bladen	-23.4%
Duplin	-26.5%
Columbus	-26.6%

SC County	% Change
Horry	+43.7%
Berkeley	+41.2%
York	+41.0%
Spartanburg	+34.5%
Lancaster	+32.7%
...	...
Marlboro	-26.5%
Clarendon	-28.1%
Bamberg	-28.9%
Fairfield	-29.3%
Allendale	-39.1%

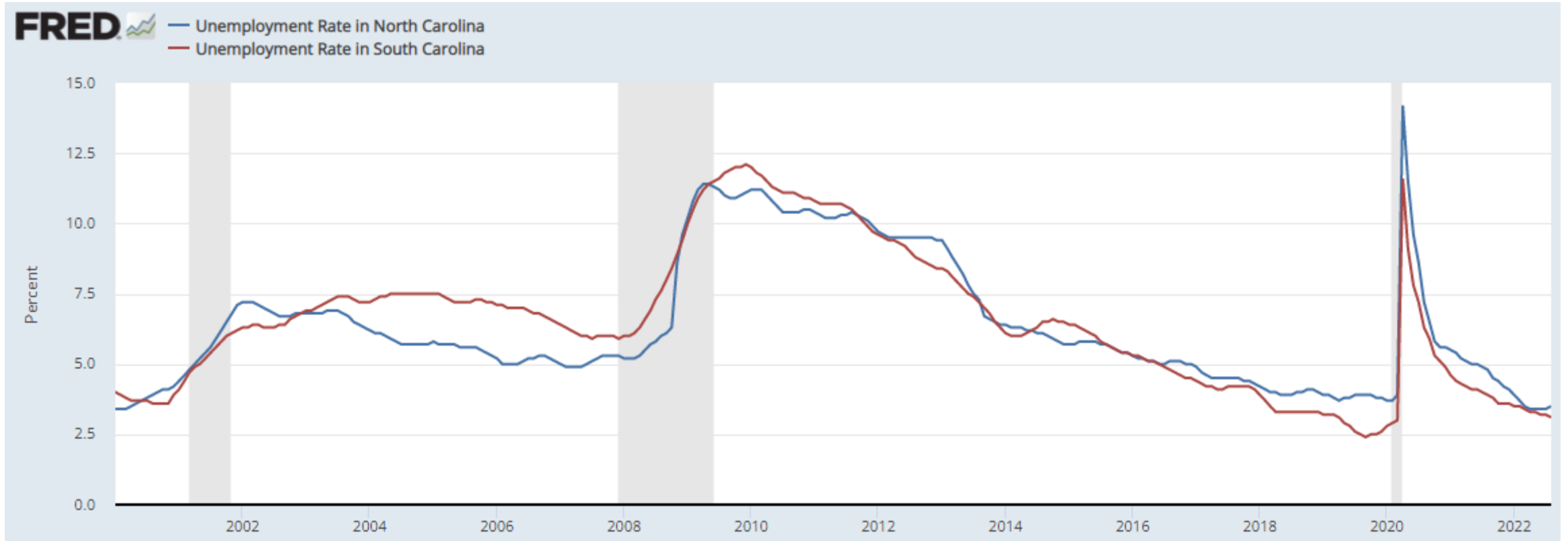
LOCAL AREA UNEMPLOYMENT STATISTICS BY STATE

- ▶ Economic data are compiled monthly by the U.S. Bureau of Labor Statistics in conjunction with state-level partners:
 - Labor and Economic Analysis Division, NC Dept of Commerce
 - Labor Market Information Division, SC Dept of Employment & Workforce

- ▶ Data below are preliminary and seasonally adjusted for last month. The national unemployment rate was 3.5% for September 2022.

State	Labor Force	LFPR	Employment	Unemployment	Rate
NC	5,128,288	60.6%	4,944,068	184,220	3.6%
SC	2,391,192	56.9%	2,315,768	75,424	3.2%

UNEMPLOYMENT RATE BY STATE, 2000-2022



CURRENT EMPLOYMENT STATISTICS BY STATE

- ▶ While LAUS data measure people, CES data measure jobs.
- ▶ CES is a survey of firms that pay unemployment insurance taxes, and therefore does not include contractors, sole proprietors, etc.
- ▶ Both states are growing faster than the 3.9% national growth rate. (Data are preliminary and seasonally adjusted.)

State	Sep. '21 Employment	Sep. '22 Employment	# Change	% Change
NC	4,616,700	4,819,500	+202,800	+4.4%
SC	2,149,800	2,240,900	+91,100	+4.2%

CURRENT EMPLOYMENT STATISTICS BY METRO AREA

MSA	# Change	% Change
Asheville, NC	+8,500	+4.4%
Burlington, NC	+1,700	+2.7%
Charlotte, NC	+73,800	+5.9%
Durham, NC	+15,300	+4.6%
Fayetteville, NC	+4,900	+3.8%
Goldsboro, NC	+800	+1.9%
Greensboro, NC	+11,800	+3.3%
Greenville, NC	+1,100	+1.4%
Hickory, NC	+5,000	+3.3%
Jacksonville, NC	+1,300	+2.5%
New Bern, NC	+500	+1.1%
Raleigh, NC	+39,000	+5.9%

MSA	# Change	% Change
Rocky Mount, NC	-500	-0.9%
Wilmington, NC	+5,900	+4.4%
Winston-Salem, NC	+6,800	+2.5%
Charleston, SC	+21,700	+5.8%
Columbia, SC	+21,700	+2.4%
Florence, SC	-100	-0.1%
Greenville, SC	+16,900	+4.0%
Hilton Head, SC	+2,200	+2.7%
Myrtle Beach, SC	+5,800	+3.3%
Spartanburg, SC	+6,000	+3.7%
Sumter, SC	-100	-0.3%

Data shown are preliminary, not seasonally adjusted over-the-year changes in total payroll.

LONG-TERM EMPLOYMENT PROJECTIONS

- ▶ The Employment and Training Administration at USDOL provides Workforce Information Grants to states for LMI dissemination.
- ▶ Part of that work is the development of employment projections, most notably ten-year estimates produced last summer.
- ▶ Both states are expected to exceed US growth of 7.7 percent.

State	2020 Employment	2030 Employment	# Change	% Change
NC	4,708,260	5,233,130	+524,870	+11.1%
SC	2,199,750	2,463,020	+263,270	+12.0%

CHANGES IN PROJECTED EMPLOYMENT BY OCCUPATION

NC Occupations	% Change	SC Occupations	% Change
Nurse Practitioners	+55.2%	Nurse Practitioners	+54.8%
Restaurant Cooks	+54.2%	Restaurant Cooks	+49.3%
Info. Sec. Analysts	+51.5%	Physician Assistants	+38.7%
Statisticians	+49.8%	Info. Sec. Analysts	+38.4%
Ushers, etc.	+45.6%	Logisticians	+37.6%
...
Telemarketers	-15.5%	Textile Machine Setters	-9.8%
Executive Secretaries	-16.1%	Executive Secretaries	-15.9%
Legal Secretaries	-18.6%	Data Entry Keyers	-16.5%
Switchboard Operators	-20.9%	Switchboard Operators	-17.9%
Data Entry Keyers	-21.0%	Legal Secretaries	-18.4%

Note: Only occupations with at least 1,000 workers in 2020 are included. Base year employment affected by COVID-19 pandemic.

MOST PROJECTED ANNUAL JOB OPENINGS BY OCCUPATION

NC Occupations	Openings
Fast Food Workers	26,950
Cashiers	21,810
Retail Salespersons	20,070
Waiters/Waitresses	16,600
Hand Laborers	16,240
Stockers/Order Fillers	12,450
Customer Service Reps	12,100
Home Health Aides	10,570
Office Clerks	10,350
Restaurant Cooks	10,120

SC Occupations	Openings
Fast Food Workers	14,830
Cashiers	11,460
Retail Salespersons	10,630
Hand Laborers	9,850
Waiters/Waitresses	7,910
Customer Service Reps	7,590
Stockers/Order Fillers	5,750
Home Health Aides	5,450
Restaurant Cooks	5,250
Assemblers/Fabricators	4,780

JOB OPENINGS AND LABOR TURNOVER SURVEY (JOLTS)

- ▶ JOLTS is a BLS product that is newly providing state-level data.
- ▶ The table below (data are preliminary, as of August) indicates that both states have more active labor markets than average:

	Job Openings		Hires		Quits	
	Number	Rate	Number	Rate	Number	Rate
NC	322,000	6.3%	223,000	4.6%	160,000	3.3%
SC	174,000	7.2%	108,000	4.8%	81,000	3.6%
US	10,053,000	6.2%	6,277,000	4.1%	4,158,000	2.7%

LABOR MARKET INFORMATION RESOURCES

- ▶ NC Demand Driven Data Delivery (D4): <https://d4.nccommerce.com>
- ▶ NC LEAD Analytics Dashboards: <https://analytics.nccommerce.com>
 - Contact info: 919-707-1500, lead@nccommerce.com

- ▶ SC DEW: <https://dew.sc.gov/data-and-statistics/data-dashboard>
- ▶ SC LMI Home Page: <https://scworkforceinfo.com>
 - Both pages are getting a refresh in the coming weeks!
 - Can't find it? Email us: lmicustomerservice@dew.sc.gov

- ▶ US Bureau of Labor Statistics: <https://bls.gov>

THANK YOU FOR YOUR TIME!