



# Labor Market Information: Lowcountry Workforce Data

---

Ensuring a Multi-Generational Pipeline

October 19, 2023 – Ridgeland, SC

Speaker: Alan Davis

Workforce Information Grant Manager



SOUTH CAROLINA DEPARTMENT OF  
**Employment and Workforce**

# Today's Agenda

- Lowcountry WDA Population Demographic Overview
- State/Area Workforce Demographics
- Lowcountry Projections of the Future Workforce
- Educational Attainment and Projected Jobs
- Key Factors in the State/Area Labor Force Participation Rate

# Lowcountry Region: Fast Facts



280,179 – Population (2022)

Population grew by 7,504 over the last five years and is projected to grow by 3,201 over the next 5 years.



117,972 – Total Regional Employment

Jobs grew by 5,196 over the last five years and are projected to grow by 6,864 over the next 5 years.

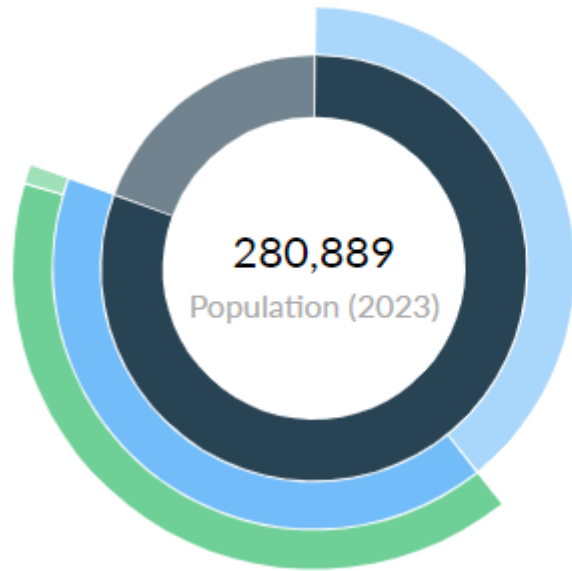


\$59.1K – Average Earnings Per Job (2022)

Regional average earnings per job are \$21.8K below the national average earnings of \$80.8K per job.

*Source: Lightcast Economic Overview report*

# Lowcountry Region: Labor Force

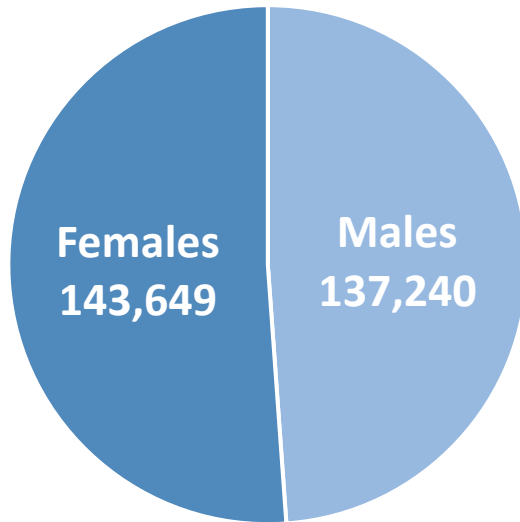


	Population
● 16+ Civilian Non-Institutionalized Population ⓘ	226,240
● Not in Labor Force (16+) ⓘ	110,026
● Labor Force ⓘ	116,214
● Employed ⓘ	113,184
● Unemployed ⓘ	3,030
● Under 16, Military, and institutionalized Population	54,650

Source: Lightcast Economic Overview report

# Lowcountry Demographic Breakdown: Gender & Race/Ethnicity

Current Gender



**Total Population:  
280,889**

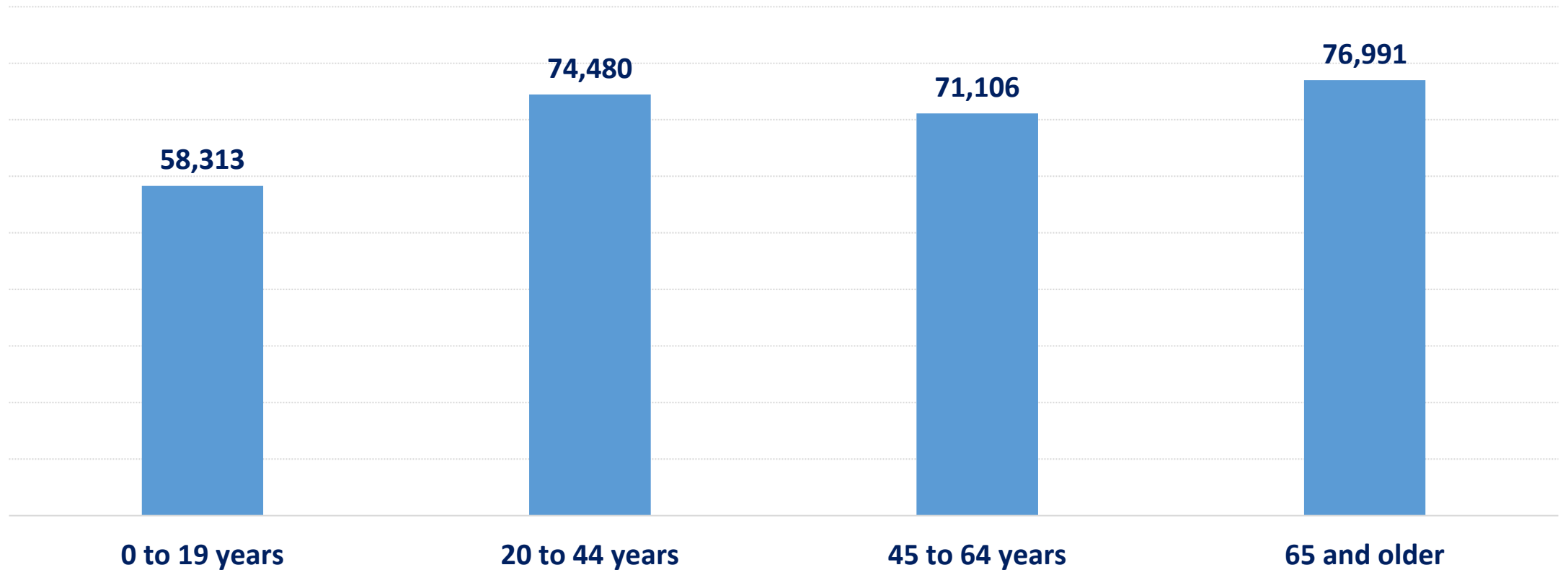
Current Race/Ethnicity

Race	Ethnicity	
	Non-Hispanic	Hispanic
White	179,252	24,607
Black	63,518	2,064
Two or More Races	4,857	910
Asian	3,296	269
American Indian or Alaska Native	1,010	712
Native Hawaiian or Pacific Islander	181	213
<b>Total</b>	<b>252,114</b>	<b>28,775</b>

Source: Lightcast 2023 data

# Lowcountry Demographic Breakdown: Age

Current Age Group Populations



Source: Lightcast 2023 data

# Lowcountry Demographic Projections: 5-10 years out

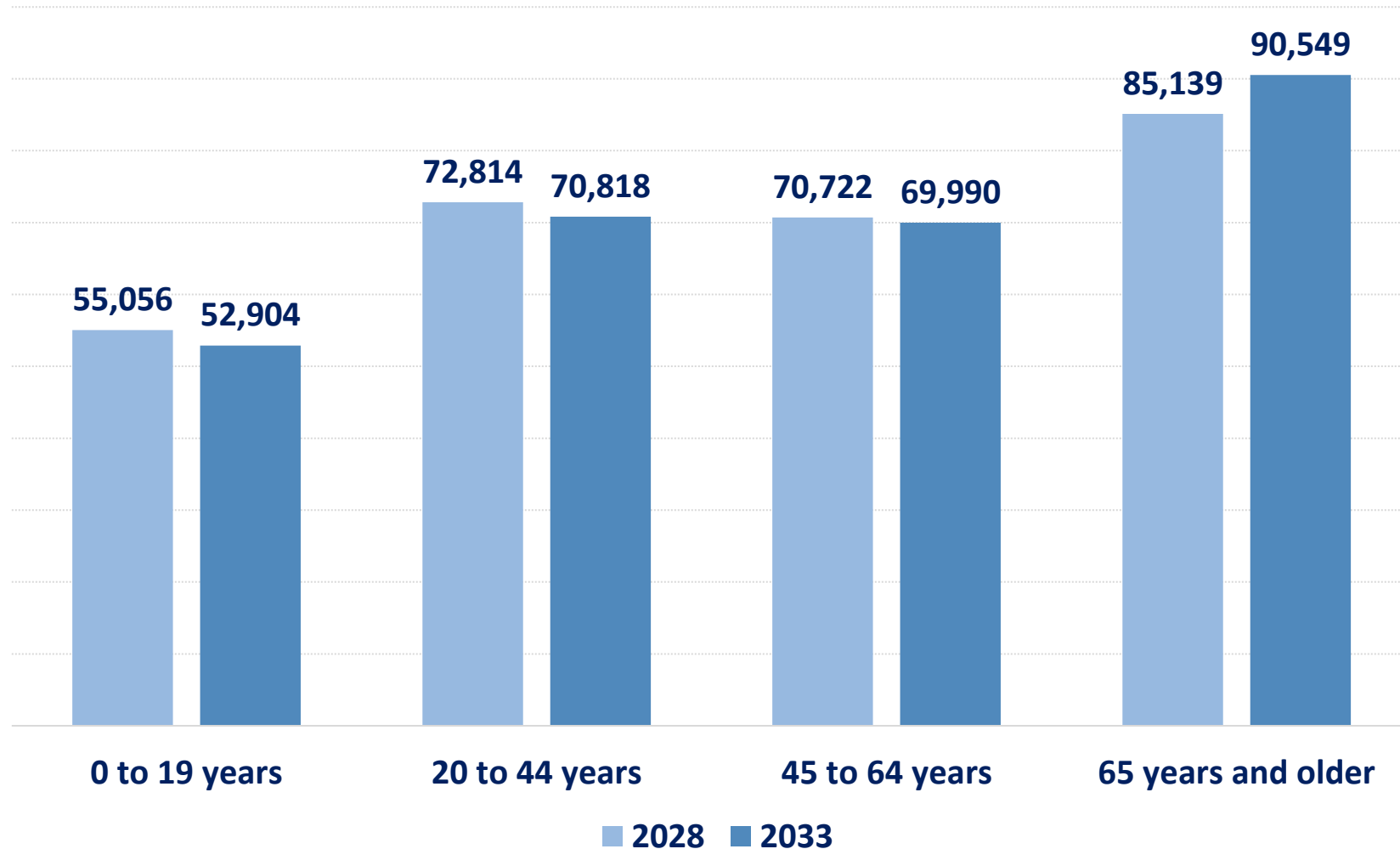
Population Area	2028 Population	2033 Population
<b>Statewide</b>	5,373,757	5,475,250

Gender	2028 Population	2033 Population
Females	145,120	145,142
Males	138,611	139,118
<b>Total</b>	<b>283,731</b>	<b>284,260</b>

2028 Race	2028 Ethnicity		2033 Race	2033 Ethnicity	
	Non-Hispanic	Hispanic		Non-Hispanic	Hispanic
White	183,888	26,244	White	185,365	27,982
Black	58,104	2,159	Black	53,453	2,276
Two or More Races	5,649	1,161	Two or More Races	6,514	1,407
Asian	3,611	326	Asian	3,930	394
American Indian or Alaska Native	1,210	853	American Indian or Alaska Native	1,339	968
Native Hawaiian or Pacific Islander	244	282	Native Hawaiian or Pacific Islander	292	341
<b>Total</b>	<b>252,706</b>	<b>31,025</b>	<b>Total</b>	<b>250,892</b>	<b>33,368</b>

# Lowcountry Demographic Projections: 5-10 years out

Projected Age Group Populations



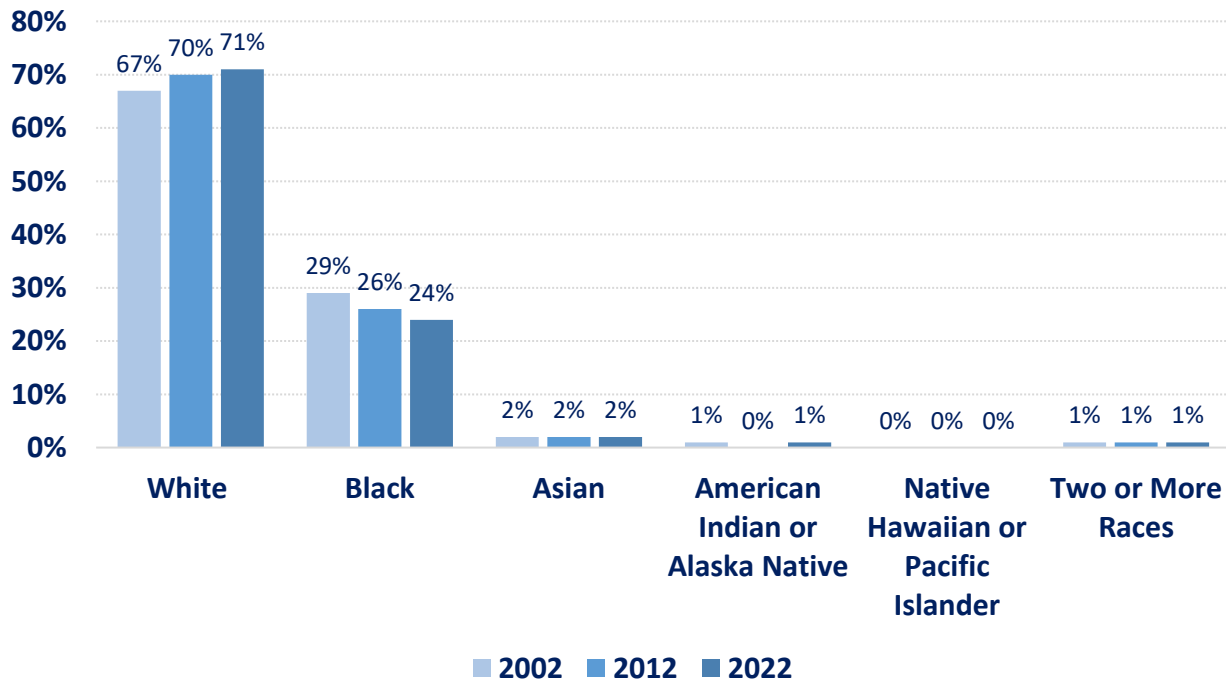


# Today's Agenda

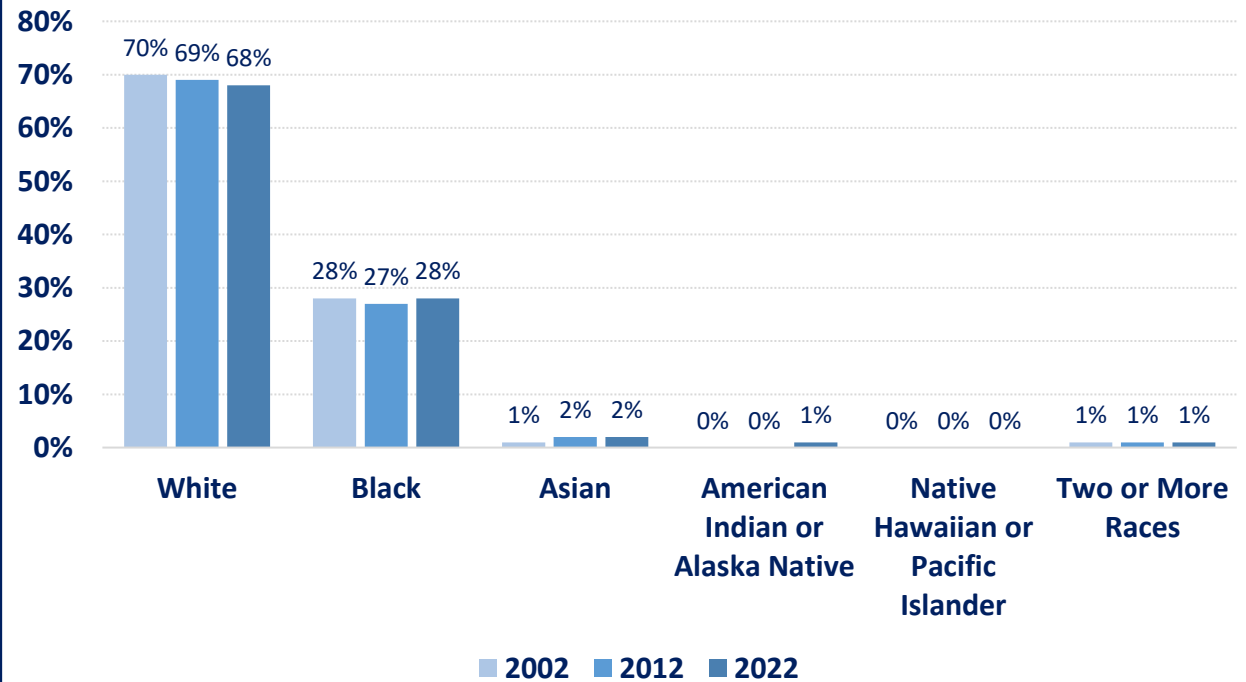
- Lowcountry WDA Population Demographic Overview
- **State/Area Workforce Demographics**
- Lowcountry Projections of the Future Workforce
- Educational Attainment and Projected Jobs
- Key Factors in the State/Area Labor Force Participation Rate

# Lowcountry & Statewide: Historical Employment Demographics

## Lowcountry Racial Groups



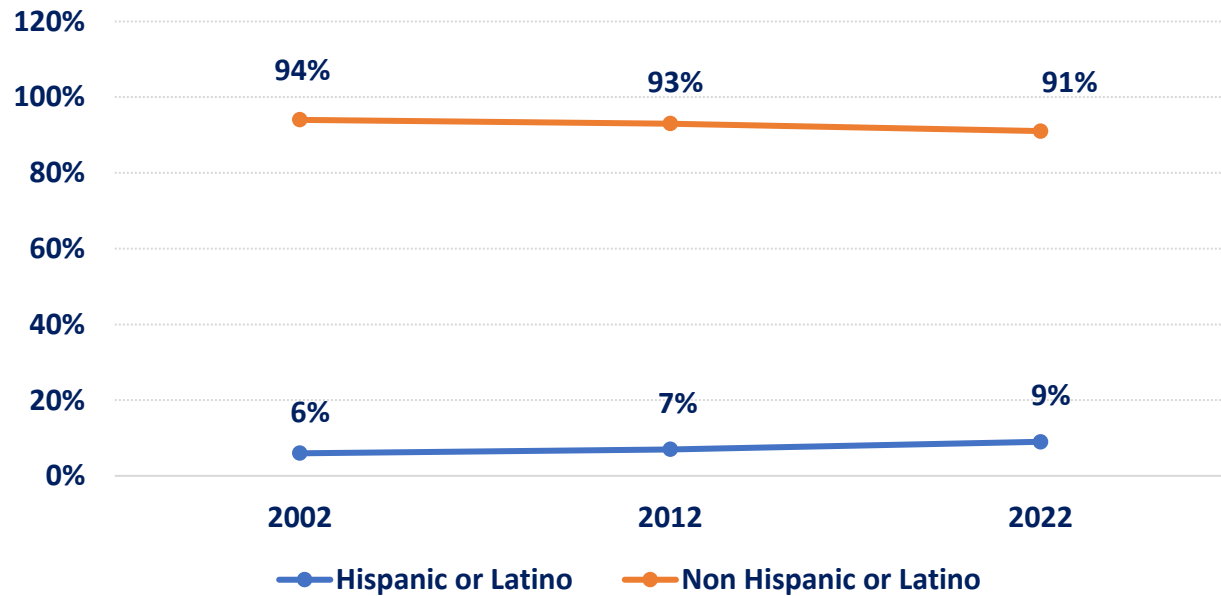
## Statewide Racial Groups



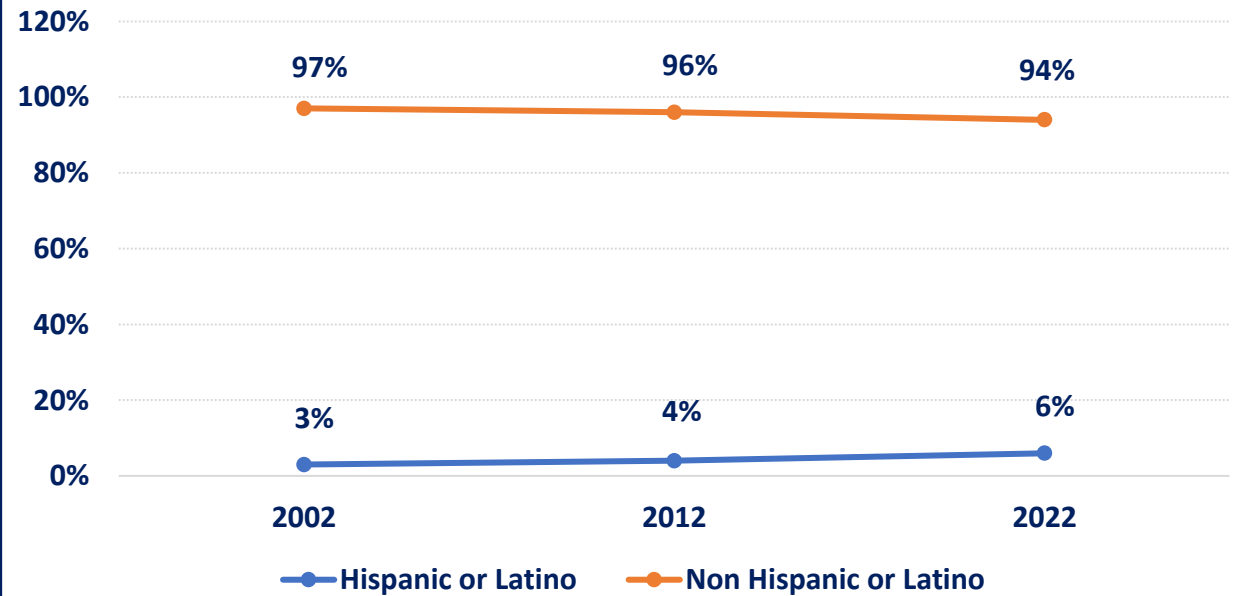
Source: U.S. Census Bureau, Longitudinal Household-Employer Dynamics (LEHD) program

# Lowcountry & Statewide: Historical Employment Demographics

### Lowcountry Ethnicity



### Statewide Ethnicity



Source: U.S. Census Bureau, Longitudinal Household-Employer Dynamics (LEHD) program

# Lowcountry & Statewide: Historical Employment Demographics

Age Group	Lowcountry			Statewide		
	2002	2012	2022	2002	2012	2022
14-18	5%	3%	5%	4%	2%	4%
19-21	6%	6%	5%	6%	5%	5%
22-24	7%	7%	5%	7%	7%	6%
25-34	23%	22%	20%	23%	22%	21%
35-44	24%	20%	19%	25%	22%	21%
45-54	20%	21%	18%	21%	22%	20%
55-64	11%	15%	17%	11%	15%	17%
65-99	4%	7%	10%	3%	5%	7%

Source: U.S. Census Bureau, Longitudinal Household-Employer Dynamics (LEHD) program

# Today's Agenda

- Lowcountry WDA Population Demographic Overview
- State/Area Workforce Demographics
- **Lowcountry Projections of the Future Workforce**
- Educational Attainment and Projected Jobs
- Key Factors in the State/Area Labor Force Participation Rate

# Lowcountry 2020-2030 Industrial Projections:

NAICS Code	NAICS Title	Base Employment	Projection Employment	Percent Change
11-0000	Agriculture, Forestry, Fishing, and Hunting	1,147	1,138	-0.78%
21-0000	Mining	24	23	-4.17%
23-0000	Construction	6,265	6,543	4.44%
31-0000	Manufacturing	2,053	2,194	6.87%
42-0000	Wholesale Trade	1,639	1,861	13.54%
44-0000	Retail Trade	14,322	15,027	4.92%
48-0000	Transportation and Warehousing	1,161	1,377	18.6%
51-0000	Information	590	764	29.49%
52-0000	Finance and Insurance	2,260	2,500	10.62%
53-0000	Real Estate and Rental and Leasing	2,403	2,645	10.07%
54-0000	Professional, Scientific, and Technical Services	4,762	5,320	11.72%
55-0000	Management of Companies and Enterprises	1,075	1,129	5.02%
56-0000	Administrative and Support and Waste Management, and Remediation Services	6,488	8,080	24.54%
61-0000	Educational Services	6,303	6,963	10.47%
62-0000	Health Care and Social Assistance	12,128	14,913	22.96%
71-0000	Arts, Entertainment, and Recreation	2,648	2,988	12.84%
72-0000	Accommodation and Food Services	13,681	16,015	17.06%
81-0000	Other Services (Except Government)	6,057	7,256	19.80%
90-0000	Government	7,838	9,116	16.31%

Source: DEW Employment Projections Program, 2020-2030

# S.C. 2020-2030 Industrial Projections:

NAICS Code	NAICS Title	Base Employment	Projection Employment	Percent Change
11-0000	Agriculture, Forestry, Fishing and Hunting	13,152	13,316	1.2%
21-0000	Mining	1,926	2,005	4.1%
22-0000	Utilities	11,252	10,955	-2.6%
23-0000	Construction	103,662	108,160	4.3%
31-0000	Manufacturing	244,513	261,222	6.8%
42-0000	Wholesale Trade	72,541	81,779	12.7%
44-0000	Retail Trade	246,111	263,695	7.1%
48-0000	Transportation and Warehousing	72,388	86,513	19.5%
51-0000	Information	24,745	29,152	17.8%
52-0000	Finance and Insurance	71,570	79,773	11.5%
53-0000	Real Estate and Rental and Leasing	30,056	33,608	11.8%
54-0000	Professional, Scientific, and Technical Services	101,812	114,864	12.8%
55-0000	Management of Companies and Enterprises	24,294	26,185	7.8%
56-0000	Administrative and Support and Waste Management and Remediation Services	155,766	190,870	22.5%
61-0000	Educational Services	165,115	180,610	9.4%
62-0000	Health Care and Social Assistance	256,890	299,950	16.8%
71-0000	Arts, Entertainment, and Recreation	25,769	32,740	27.1%
72-0000	Accommodation and Food Services	201,229	246,131	22.3%
81-0000	Other Services (except Government)	97,553	109,959	12.7%
90-0000	Government	160,456	171,007	6.6%

Source: DEW Employment Projections Program, 2020-2030

# Lowcountry 2020-2030 Occupational Projections:

SOC Code	SOC Title	Base Employment	Projection Employment	Percent Change	Annual Total Openings
11-0000	Management	5,823	6,670	14.70%	593
13-0000	Business and Financial Operations	3,530	4,123	16.80%	388
15-0000	Computer and Mathematical	1,095	1,317	20.27%	106
17-0000	Architecture and Engineering	821	914	11.33%	78
19-0000	Life, Physical, and Social Science	587	682	16.18%	70
21-0000	Community and Social Service	1,562	1,821	16.58%	197
23-0000	Legal	873	994	13.86%	76
25-0000	Educational Instruction and Library	4,390	4,903	11.69%	446
27-0000	Arts, Design, Entertainment, Sports, and Media	1,041	1,199	15.18%	133
29-0000	Healthcare Practitioners and Technical	5,463	6,556	20.01%	445
31-0000	Healthcare Support	4,072	5,285	29.79%	683
33-0000	Protective Service	2,905	3,398	16.97%	392
35-0000	Food Preparation and Serving Related	12,481	14,869	19.13%	2,602
37-0000	Building and Grounds Cleaning and Maintenance	5,606	6,216	10.88%	824
39-0000	Personal Care and Service	3,849	4,645	20.68%	701
41-0000	Sales and Related	12,369	12,947	4.67%	1,745
43-0000	Office and Administrative Support	12,497	12,930	3.46%	1,462
45-0000	Farming, Fishing, and Forestry	795	866	8.93%	133
47-0000	Construction and Extraction	5,353	5,739	7.21%	577
49-0000	Installation, Maintenance, and Repair	4,382	4,986	13.78%	506
51-0000	Production	3,038	3,331	9.64%	386
53-0000	Transportation and Material Moving	7,153	8,411	17.59%	1,118

Source: DEW Employment Projections Program, 2020-2030



# S.C. 2020-2030 Occupational Projections:

SOC Code	SOC Title	Base Employment	Projection Employment	Percent Change	Annual Total Openings
11-0000	Management Occupations	107,340	122,136	13.8%	10,568
13-0000	Business and Financial Operations Occupations	96,426	110,123	14.2%	10,370
15-0000	Computer and Mathematical Occupations	47,453	55,770	17.5%	4,429
17-0000	Architecture and Engineering Occupations	41,723	46,697	11.9%	3,671
19-0000	Life, Physical, and Social Science Occupations	12,820	14,076	9.8%	1,300
21-0000	Community and Social Service Occupations	30,255	34,153	12.9%	3,623
23-0000	Legal Occupations	16,048	18,125	12.9%	1,435
25-0000	Education, Training, and Library Occupations	108,158	120,313	11.2%	11,075
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	24,846	28,344	14.1%	3,068
29-0000	Healthcare Practitioners and Technical Occupations	131,074	149,535	14.1%	9,617
31-0000	Healthcare Support Occupations	78,846	97,002	23.0%	12,368
33-0000	Protective Service Occupations	48,424	56,171	16.0%	6,387
35-0000	Food Preparation and Serving Related Occupations	194,239	234,618	20.8%	42,071
37-0000	Building and Grounds Cleaning and Maintenance Occupations	83,393	95,118	14.1%	12,704
39-0000	Personal Care and Service Occupations	57,855	69,367	19.9%	10,358
41-0000	Sales and Related Occupations	241,778	259,857	7.5%	34,819
43-0000	Office and Administrative Support Occupations	291,901	300,198	2.8%	33,500
45-0000	Farming, Fishing, and Forestry Occupations	9,532	9,628	1.0%	1,482
47-0000	Construction and Extraction Occupations	99,532	106,676	7.2%	10,842
49-0000	Installation, Maintenance, and Repair Occupations	93,730	105,521	12.6%	10,603
51-0000	Production Occupations	189,685	201,541	6.3%	22,411
53-0000	Transportation and Material Moving Occupations	194,688	228,047	17.1%	29,899

Source: DEW Employment Projections Program, 2020-2030

# Today's Agenda

- Lowcountry WDA Population Demographic Overview
- State/Area Workforce Demographics
- Lowcountry Projections of the Future Workforce
- **Educational Attainment and Projected Jobs**
- Key Factors in the State/Area Labor Force Participation Rate

# Lowcountry Region: Educational Attainment

Concerning educational attainment, 21.2% of the Lowcountry region's residents possess a Bachelor's Degree (0.4% above the national average), and 9.4% hold an Associate's Degree (0.6% above the national average).



	% of Population	Population
● Less Than 9th Grade	2.5%	5,139
● 9th Grade to 12th Grade	5.7%	11,785
● High School Diploma	27.4%	56,226
● Some College	19.3%	39,572
● Associate's Degree	9.4%	19,325
● Bachelor's Degree	21.2%	43,585
● Graduate Degree and Higher	14.4%	29,614

Source: Lightcast Economic Overview report

# Lowcountry Region: Job Postings

SOC Code	SOC Title	Typical Education Req.	Unique Postings	Hourly Median Advertised Salary
41-2031	Retail Salespersons	No formal educational credential	393	\$16.18
29-1141	Registered Nurses	Bachelor's degree	342	\$36.06
41-1011	First-Line Supervisors of Retail Sales Workers	High school diploma	310	\$19.51
35-3031	Waiters and Waitresses	No formal educational credential	145	\$16.55
49-9071	Maintenance and Repair Workers, General	High school diploma	136	\$20.98
35-3023	Fast Food and Counter Workers	No formal educational credential	136	\$14.95
43-4051	Customer Service Representatives	High school diploma	125	\$15.69
11-9051	Food Service Managers	High school diploma	118	\$25.29
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	High school diploma	116	\$24.55
53-3032	Heavy and Tractor-Trailer Truck Drivers	Postsecondary non-degree award	115	\$32.92

Source: Lightcast 2023 data, Sept 10-Oct 9, 2023

# Lowcountry Region: Job Postings *by skill*

Skill or Qualification	Unique Postings	Skill or Qualification	Unique Postings
Customer Service	2,421	Problem Solving	556
Communications	2,227	English Language	543
Sales	1,528	Planning	515
Management	1,471	Registered Nurse (RN)	486
Valid Driver's License	1,059	Cleanliness	483
Operations	1,055	Professionalism	471
Leadership	813	Organizational Skills	460
Merchandising	795	Interpersonal Communications	459
Lifting Ability	735	Nursing	455
Detail Oriented	673	Scheduling	452

Source: Lightcast 2023 data, Sept 10, 2023 – Oct 9, 2023

# Lowcountry Region: Workforce Education Required

Typical Education for Occupational Entry	Base Employment	Projection Employment	Annual Total Openings
Less than High School	31%	31%	40%
High School diploma	40%	39%	38%
Some College or Associates degree	10%	10%	9%
Bachelor's degree or higher	19%	20%	13%
Total	100%	100%	100%

Source: DEW Employment Projections Program, 2020-2030

# Lowcountry Occupational Projections: Fastest Growing Requiring Greater than HS, 10 Openings

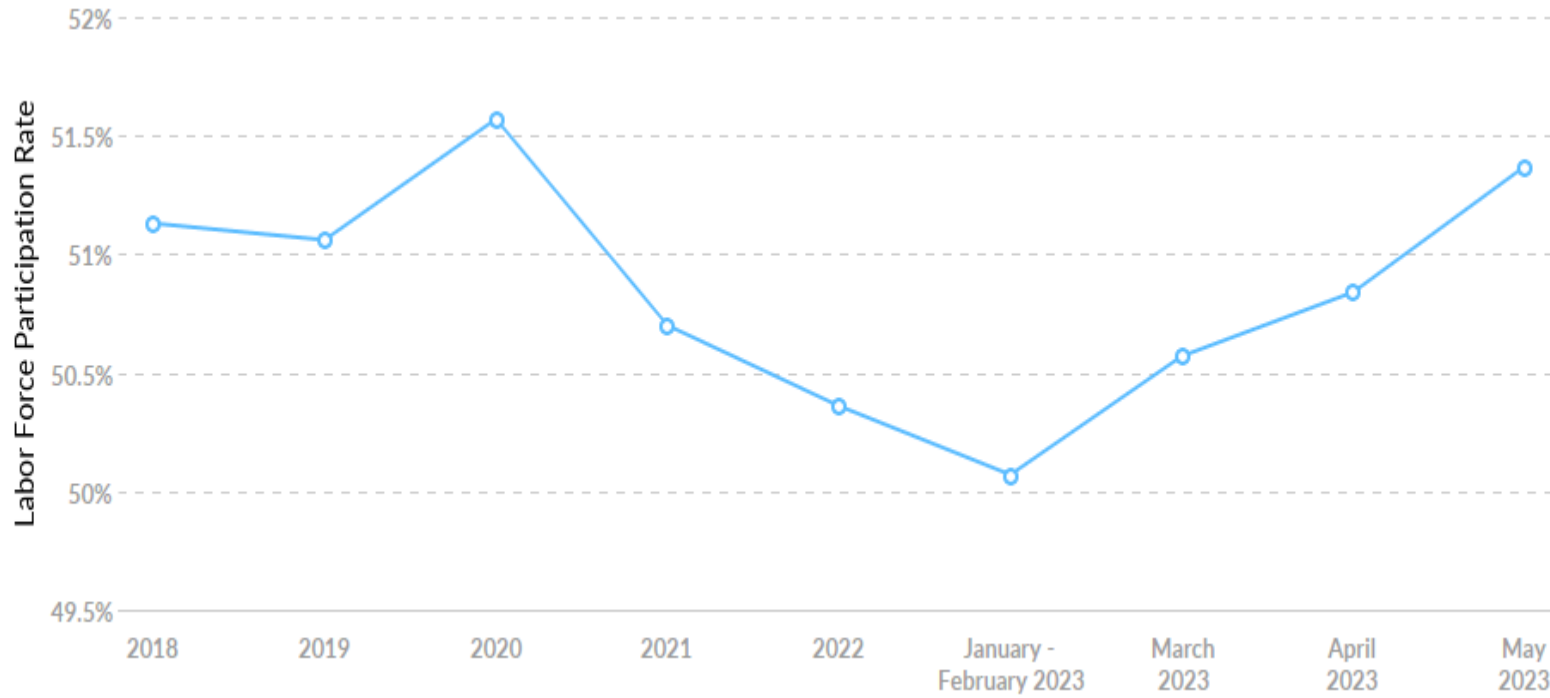
SOC Code	SOC Title	Typical Education Required	SOC Code	SOC Title	Typical Education Required
29-1171	Nurse Practitioners	Master's degree	29-2098	Medical Dosimetrists, Medical Records Specialists, and Health Technologists and Technicians, All Other	Postsecondary non-degree award
31-2021	Physical Therapist Assistants	Associate's degree	33-2011	Firefighters	Postsecondary non-degree award
11-9111	Medical and Health Services Managers	Bachelor's degree	13-1198	Project Management Specialists and Business Operations Specialists, All Other	Bachelor's degree
31-9097	Phlebotomists	Postsecondary non-degree award	49-3011	Aircraft Mechanics and Service Technicians	Postsecondary non-degree award
31-9011	Massage Therapists	Postsecondary non-degree award	29-2040	Emergency Medical Technicians and Paramedics	Postsecondary non-degree award
15-1299	Computer Occupations, All Other	Bachelor's degree	21-1021	Child, Family, and School Social Workers	Bachelor's degree
29-1123	Physical Therapists	Doctoral or professional degree	25-3097	Teachers and Instructors, All Other, Except Substitute Teachers	Bachelor's degree
39-5092	Manicurists and Pedicurists	Postsecondary non-degree award	13-1151	Training and Development Specialists	Bachelor's degree
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	Bachelor's degree	13-1041	Compliance Officers	Bachelor's degree
21-1018	Substance Abuse, Behavioral Disorder, and Mental Health Counselors	Bachelor's degree	13-1111	Management Analysts	Bachelor's degree
13-1161	Market Research Analysts and Marketing Specialists	Bachelor's degree	25-2011	Preschool Teachers, Except Special Education	Associate's degree
31-9091	Dental Assistants	Postsecondary non-degree award	13-1071	Human Resources Specialists	Bachelor's degree
31-9092	Medical Assistants	Postsecondary non-degree award	53-3032	Heavy and Tractor-Trailer Truck Drivers	Postsecondary non-degree award
39-5012	Hairdressers, Hairstylists, and Cosmetologists	Postsecondary non-degree award	17-2051	Civil Engineers	Bachelor's degree
11-3031	Financial Managers	Bachelor's degree	29-1141	Registered Nurses	Bachelor's degree
27-2022	Coaches and Scouts	Bachelor's degree	11-1021	General and Operations Managers	Bachelor's degree
21-1022	Healthcare Social Workers	Master's degree	41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	Bachelor's degree
29-2010	Clinical Laboratory Technologists and Technicians	Bachelor's degree	29-2061	Licensed Practical and Licensed Vocational Nurses	Postsecondary non-degree award

# Today's Agenda

- Lowcountry WDA Population Demographic Overview
- State/Area Workforce Demographics
- Lowcountry Projections of the Future Workforce
- Educational Attainment and Projected Jobs
- **Key Factors in the State/Area Labor Force Participation Rate**



# Lowcountry Region: Labor Force



Source: Lightcast Economic Overview report

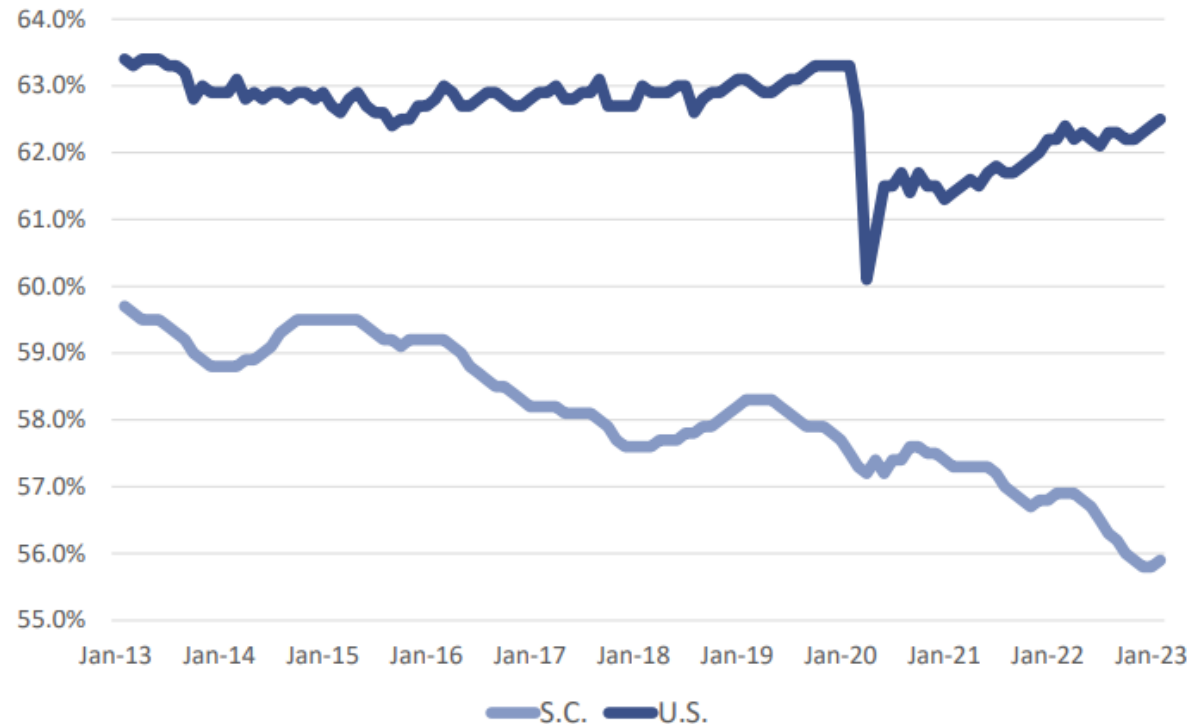
Timeframe	Labor Force Participation Rate
2018	51.13%
2019	51.06%
2020	51.57%
2021	50.70%
2022	50.36%
January - February 2023	50.07%
March 2023	50.57%
April 2023	50.84%
May 2023	51.37%

# South Carolina:

## From the LFPR Task Force:

### Labor Force Participation Rates by Age Range, 2022

- Overall: 56.3%
  - 4<sup>th</sup> lowest in nation
- Age 25-34: 80.4%
  - 9<sup>th</sup> lowest in nation
- Age 35-44: 80.9%
  - 7<sup>th</sup> lowest in nation
- Age 45-54: 74.3%
  - 5<sup>th</sup> lowest in nation
- Age 55-64: 58.8%
  - 8<sup>th</sup> lowest in nation



# South Carolina:

## From the LFPR Task Force:

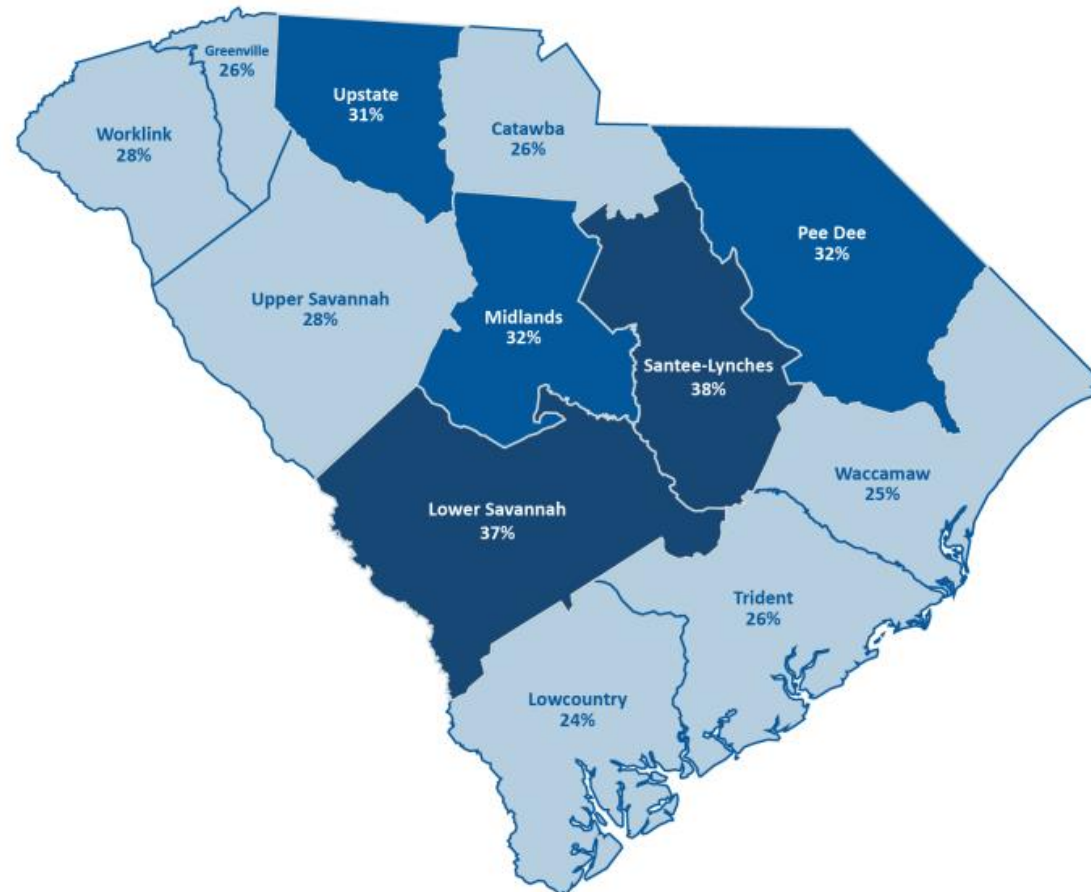
### LITERATURE REVIEW

- ▶ Factors found to negatively impact labor force participation:
  - Aging population
  - Young adults spending more time on school and less time on non-school activities including work
  - Increased use of opioids and higher rates of disability
  - Increased globalization moving low-skilled manufacturing jobs overseas
  - Improvements in video game technology raising value of leisure over work

<https://dew.sc.gov/sites/dew/files/Documents/LFPTF%20Briefing.pdf>

# South Carolina: From the LFPR Task Force:

## PERCENT NOT WORKING BUT AVAILABLE BY LWDA



# South Carolina:

## From the LFPR Task Force:

### BARRIERS TO ENTRY – OVERALL

Barrier	Percent
Low pay jobs	23%
Health	20%
Gaps in employment history	19%
Lack of transportation	18%
Optimal hours not available	16%
Disabilities	15%
Lack of child care	14%
Stay with child	13%
Age (too old)	12%
Criminal record	11%

# South Carolina:

## From the LFPR Task Force:

### KEY TAKEAWAYS

- ▶ Results suggest that there may be several policy levers to improve the labor force participation rate:
  - Improved communication about relevant job opportunities
  - Increased availability of childcare and rural transportation
  - Enhanced accommodations for persons with health issues
  - Facilitating more flexible working conditions where possible
  
- ▶ It is concerning that, in a time of high wage growth, “sideliners” see low pay as an obstacle to employment. Do people have unrealistic expectations, or will businesses need to pay more? Further research (e.g., a focus group) may be necessary.

# INFORMATION & CONTACT

## Information:

- Labor Market Information:  
[lmicustomerservice@dew.sc.gov](mailto:lmicustomerservice@dew.sc.gov)
- Data Dashboard: <https://dew.sc.gov/data-and-statistics/data-dashboard>
- Website: [SCWorkforceInfo.com](http://SCWorkforceInfo.com)



**Tell us how we did!**  
**Please take the feedback survey**

DATA DASHBOARD



TRENDS



COMMUNITY PROFILE



HOT JOBS





# THANK YOU



SOUTH CAROLINA DEPARTMENT OF  
**Employment and Workforce**