



Labor Market Information: Regions and Resources

Workforce Development Symposium
September 19, 2023 – Columbia, SC

Speaker: Dr. Bryan Grady

DEW Assistant Executive Director of Labor Market Information

The Labor Market Information Division

Who are we?

DEW has a team of more than 20 dedicated professionals tasked with producing, disseminating, and analyzing employment and workforce data for South Carolina.

Think unemployment, payrolls, wages, demographics, etc. by industry, occupation, and region.

Thanks to Act 67, this includes producing reports, dashboards, and more to assist the Coordinating Council for Workforce Development in creating a Unified State Plan.

Who do we help?

Everyone. Employers are one of our most crucial audiences, but we also serve jobseekers, policymakers, educators, and anyone with a stake in our state's prosperity.

All material produced by the LMI Division is publicly available on our website at scworkforceinfo.com, with a brand-new platform to come early next year. All data in this presentation come from Regional Economic Reports on the site.

South Carolina's WIOA Planning Regions



Upstate Regional Analyst

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Upstate Region: Fast Facts



1,643,433 – Population (2022)

Population grew by 88,312 over the last five years and is projected to grow by 76,045 over the next 5 years.



757,336 – Total Regional Employment

Jobs grew by 43,603 over the last five years and are projected to grow by 43,474 over the next five years.

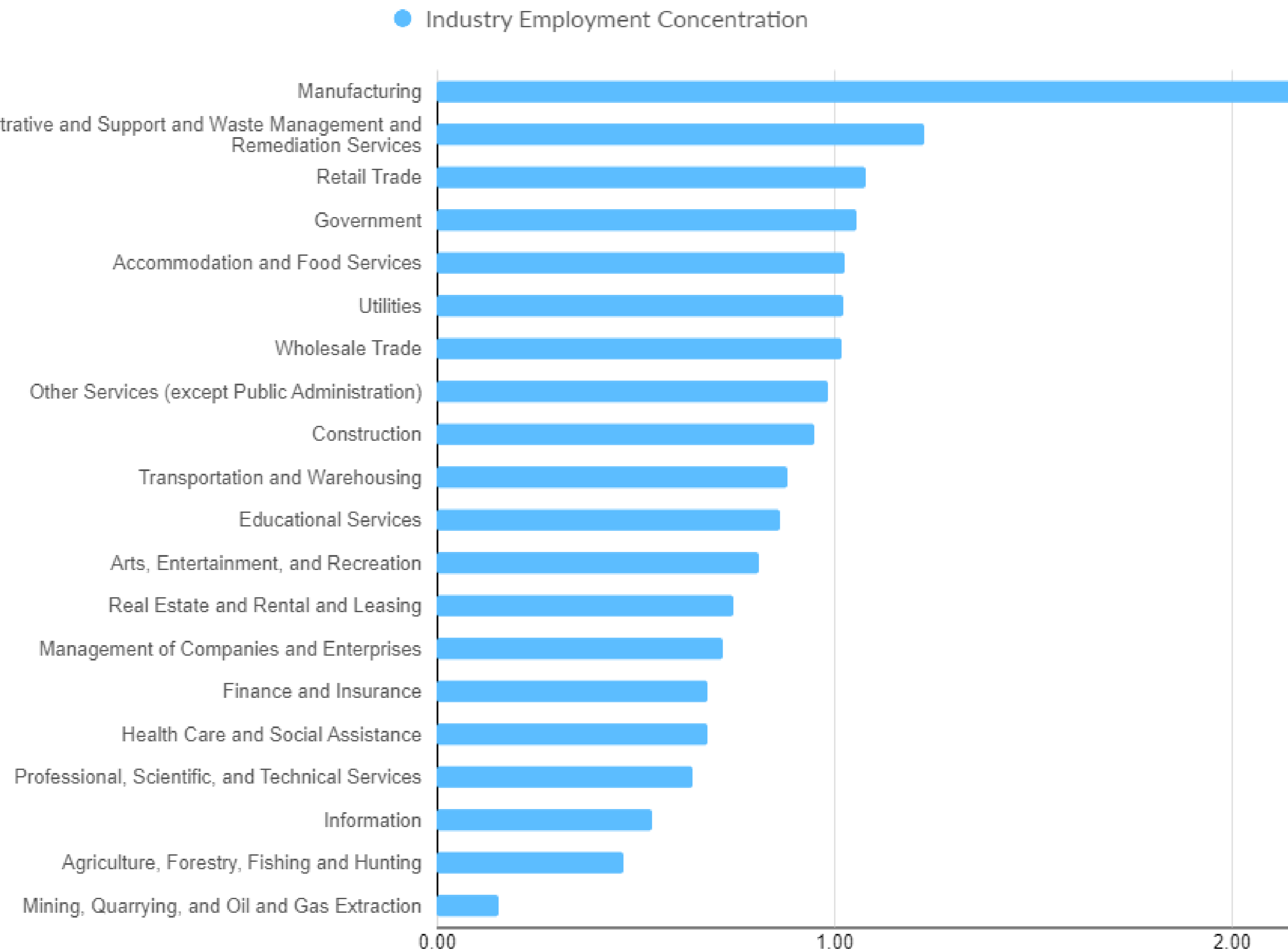


\$63.1K – Average Earnings Per Job (2022)

Regional average earning per job are \$17.7K below the national average earnings of \$80.8K per job.

Upstate Region: Location Quotients

Top Industry Employment Concentration



- This bar chart shows the relative concentration of employment by economic sector.
- The Upstate has 2.17x the number of manufacturing workers relative to the national per capita average.
- This is by far the highest figure for any sector and region in the state.

Top Posted Occupations



Upstate Region: Postings by Occupation

- Meanwhile, this bar chart shows the distribution of job postings by occupational group.
- As in every region, the “Healthcare Practitioners and Technical” group has the most postings.
- This is driven foremost by demand for registered nurses, not assistants.

Central Regional Analyst



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Central Region: Fast Facts



1,476,306 – Population (2022)

Population grew by 43,739 over the last five years and is projected to grow by 22,596 over the next 5 years.



680,239 – Total Regional Employment











Jobs grew by 23,136 over the last five years and are projected to grow by 36,571 over the next five years.



\$65.5K – Average Earnings Per Job (2022)

Regional average earning per job are \$15.3K below the national average earnings of \$80.8K per job.

Central Region: Postings by Company

Top Companies Posting	Unique Postings
State of South Carolina	8,149 
Prisma Health	2,946 
Medical University of South Carolina	2,149 
Food Lion	1,420 
Lexington Medical Center	1,332 
Lowe's	1,194 
Humana	1,103 
The University Of South Carolina Pr	1,022 
Randstad	955 
Bluecross Blueshield Of South Carol	896 

- Thanks to Lightcast, we have access to detailed, granular data on who is hiring in South Carolina, both today and over time historically.
- This chart shows the dominance of Columbia's historic economic base ("eds and meds" and state workers) in hiring activity.

Where Talent Works		
ZIP	Name	2022 Employment
29201	Columbia, SC (in Richland county)	39,759
29210	Columbia, SC (in Richland county)	34,887
29072	Lexington, SC (in Lexington county)	32,361
29730	Rock Hill, SC (in York county)	30,205
29203	Columbia, SC (in Richland county)	25,578

Where Talent Lives		
ZIP	Name	2022 Workers
29732	Rock Hill, SC (in York county)	31,347
29072	Lexington, SC (in Lexington county)	31,120
29730	Rock Hill, SC (in York county)	30,554
29720	Lancaster, SC (in Lancaster county)	24,193
29223	Columbia, SC (in Richland county)	22,967

Central Region: Employees and Employers

Four of the five largest job centers by ZIP code are in or near Columbia while three of the five largest concentrations of workers are not.

This suggests large-scale commuting outflows into North Carolina.

Pee Dee Regional Analyst

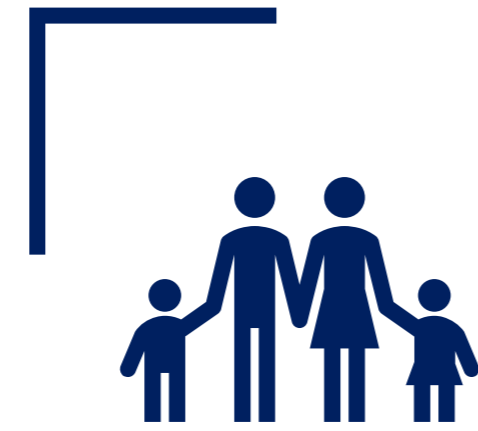
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Pee Dee Region: Fast Facts



1,005,618 – Population (2022)

Population grew by 16,075 over the last five years and is projected to grow by 759 over the next 5 years.



411,968 – Total Regional Employment

Jobs grew by 18,024 over the last five years and are projected to grow by 28,353 over the next five years.

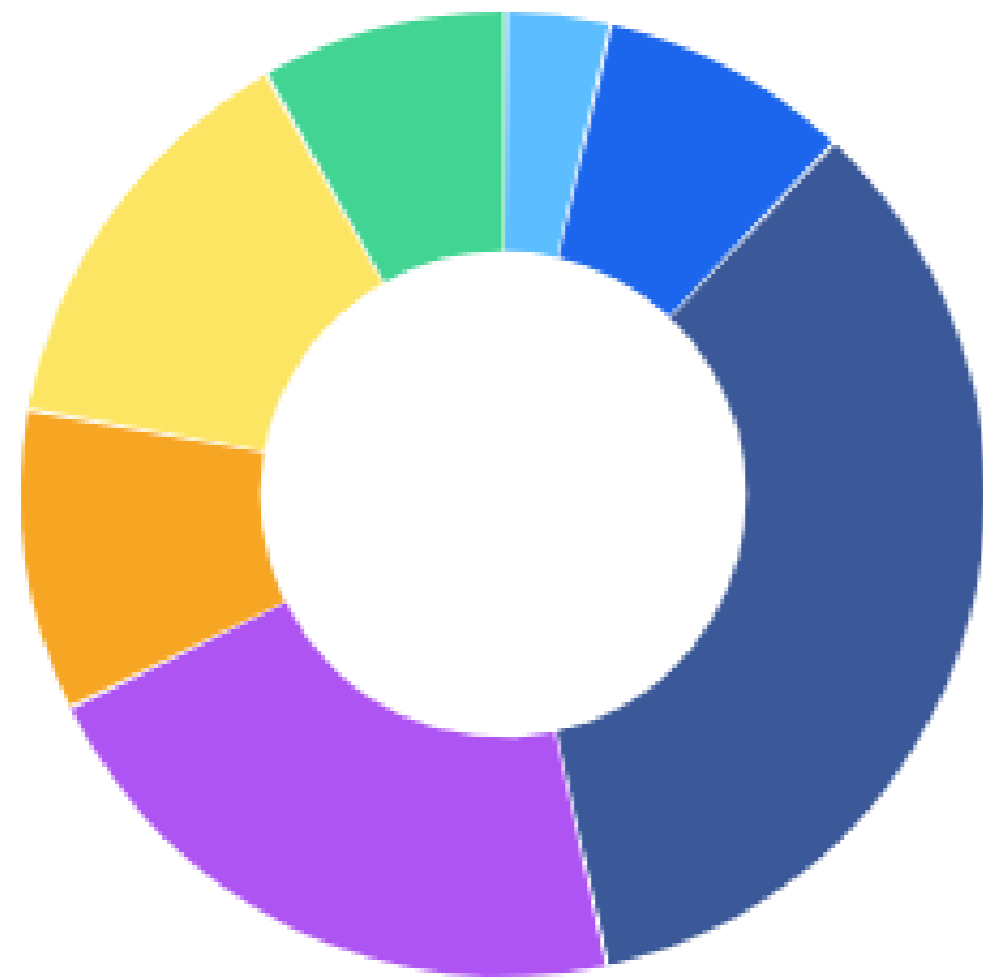


\$55.1K – Average Earnings Per Job (2022)

Regional average earning per job are \$25.7K below the national average earnings of \$80.8K per job.

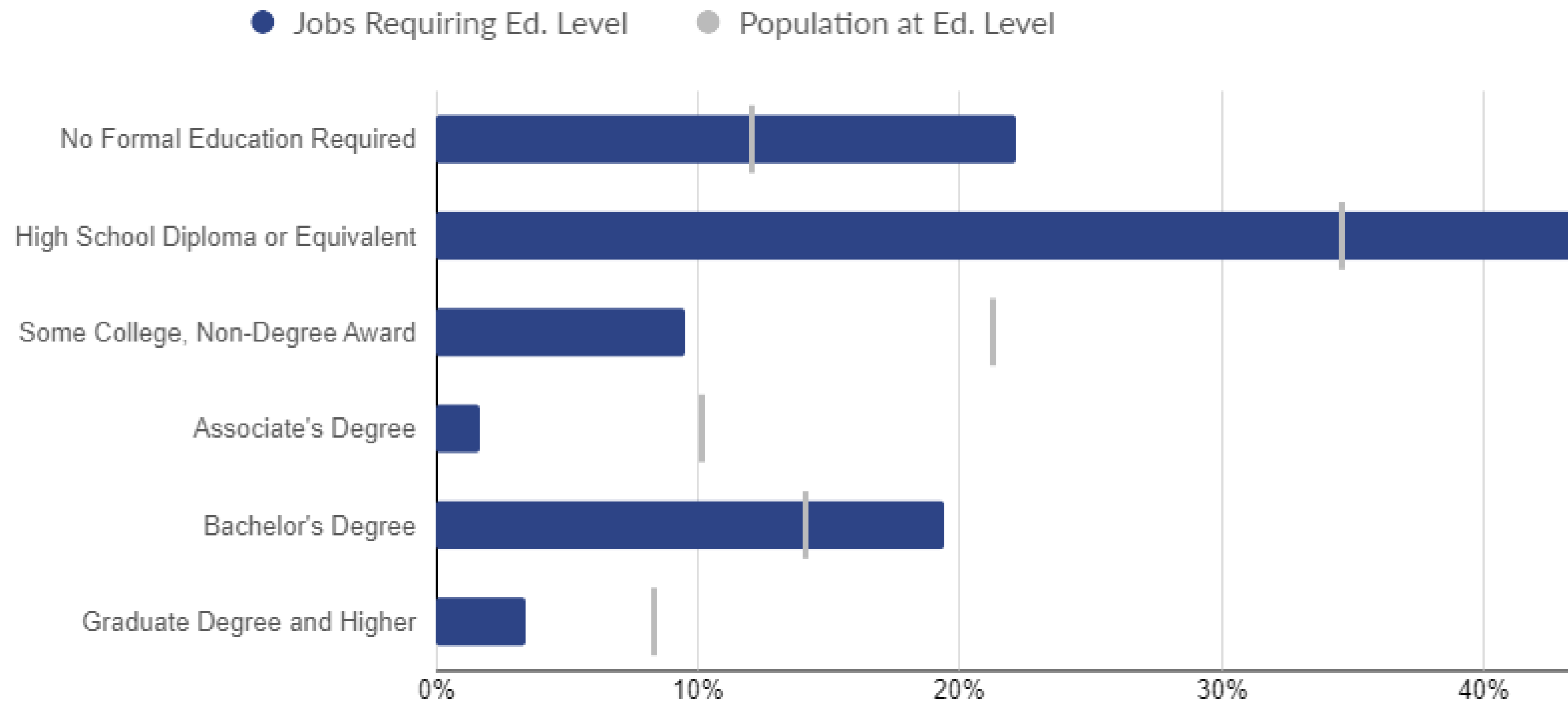
Educational Attainment

Concerning educational attainment, 14.0% of the selected regions' residents possess a Bachelor's Degree (6.8% below the national average), and 10.1% hold an Associate's Degree (1.3% above the national average).



	% of Population	Population
● Less Than 9th Grade	3.5%	25,492
● 9th Grade to 12th Grade	8.4%	61,090
● High School Diploma	34.5%	250,609
● Some College	21.2%	153,547
● Associate's Degree	10.1%	73,261
● Bachelor's Degree	14.0%	101,709
● Graduate Degree and Higher	8.3%	59,886

Pee Dee Region: Educational Attainment



Central Region: Underemployment

The Pee Dee has a chicken-and-egg problem. Educational attainment is low relative to national and state averages, which depresses wages, but residents are largely overqualified for the jobs available.

South Coast Regional Analyst

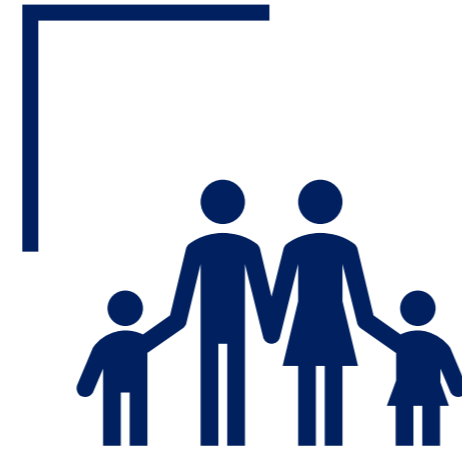
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South Coast Region: Fast Facts



1,099,778 – Population (2022)

Population grew by 49,907 over the last five years and is projected to grow by 28,348 over the next 5 years.



531,663 – Total Regional Employment

Jobs grew by 37,534 over the last five years and are projected to grow by 38,636 over the next five years.



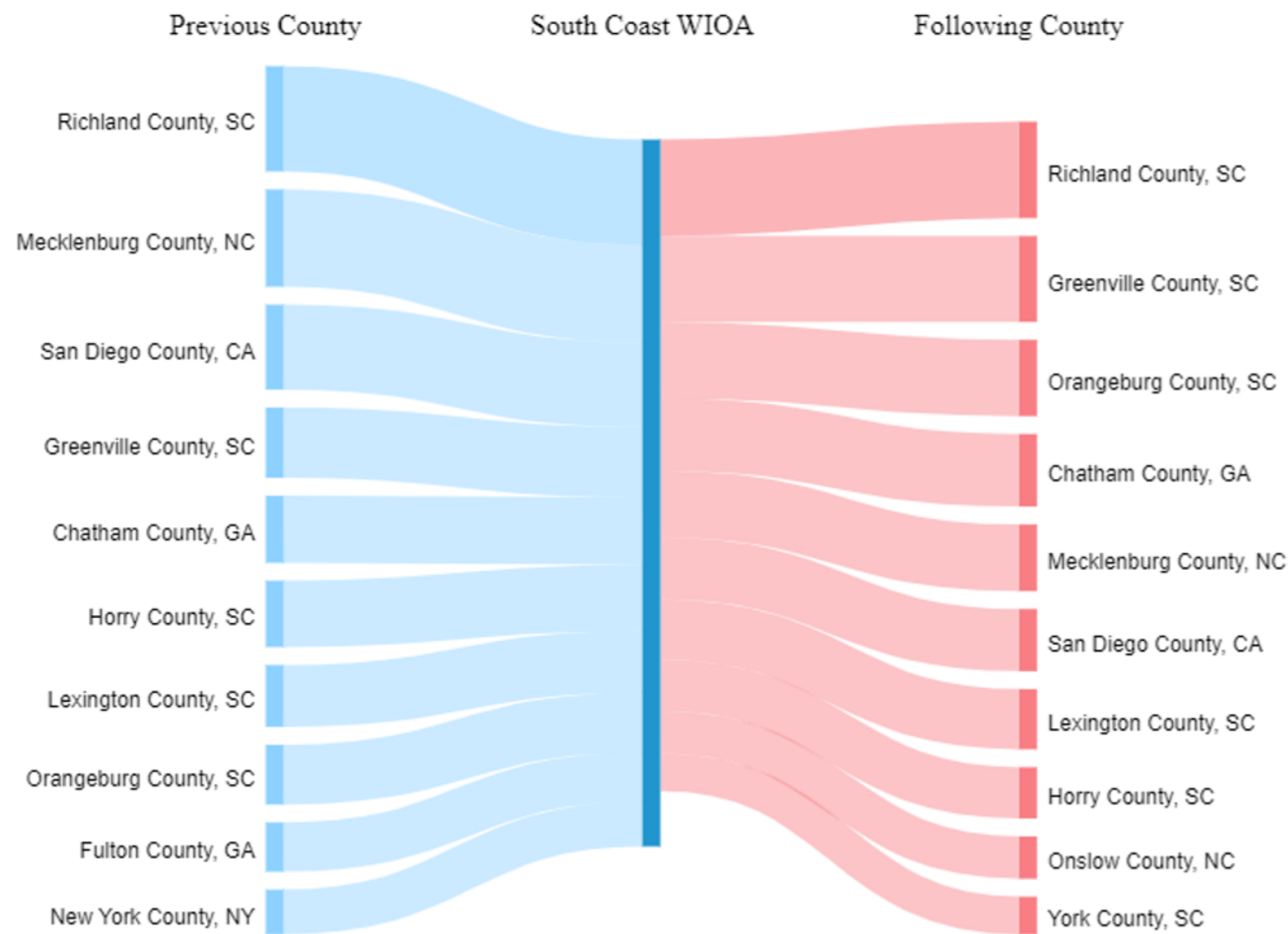
\$69.0K – Average Earnings Per Job (2022)

Regional average earning per job are \$11.9K below the national average earnings of \$80.8K per job.

South Coast Region: Migrations Patterns

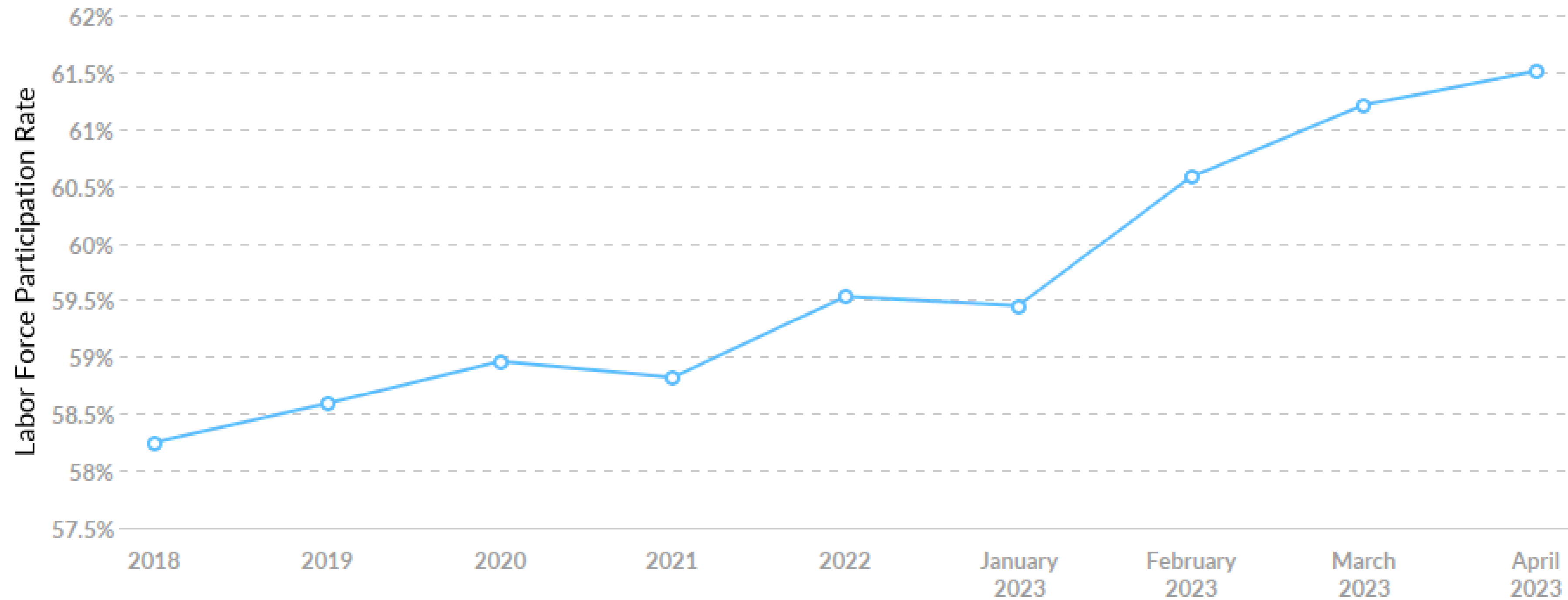
The table below analyzes past and current residents of South Coast WIOA. The left column shows residents of other counties migrating to South Coast WIOA. The right column shows residents migrating from South Coast WIOA to other counties.

In 2020, 1,101 people have migrated from Richland County, SC to South Coast WIOA. In the same year, **1,008** people left South Coast WIOA migrating to Richland County, SC. The total Net Migration for South Coast WIOA in 2020 was 9,644.



- Contrary to popular commentary, not everyone moving to the coast is from the Buckeye State.
- The largest sources of individuals moving in and out of the region are South Carolina and adjacent states.
- Migration to/from San Diego is likely related to military activity.

Labor Force Participation Rate Trends



South Coast Region: Participation Rate

No matter how many people say that “no one wants to work anymore,” there are substantially more adults in today’s labor force than in the past.

**We want
to hear
from you!**



If you have a general question that's not specific to one region, you can email our division inbox at Imicustomerservice@dew.sc.gov and we'll get right back to you.



The data you've seen in this presentation are just a slice of what we can provide. Think of us as your own research team – and you don't have to pay us a penny.



We are in the process of building out an interagency research agenda, so if you have big questions about our state's jobs and workforce, please let us know.



We also go on the road! We'd be happy to meet with your business or community to give presentations, and help you understand our regions and resources.



THANK YOU



SOUTH CAROLINA DEPARTMENT OF
Employment and Workforce



SOUTH CAROLINA
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