



Regional Workforce Update

Pee Dee Workforce Development Board Meeting
February 4, 2025

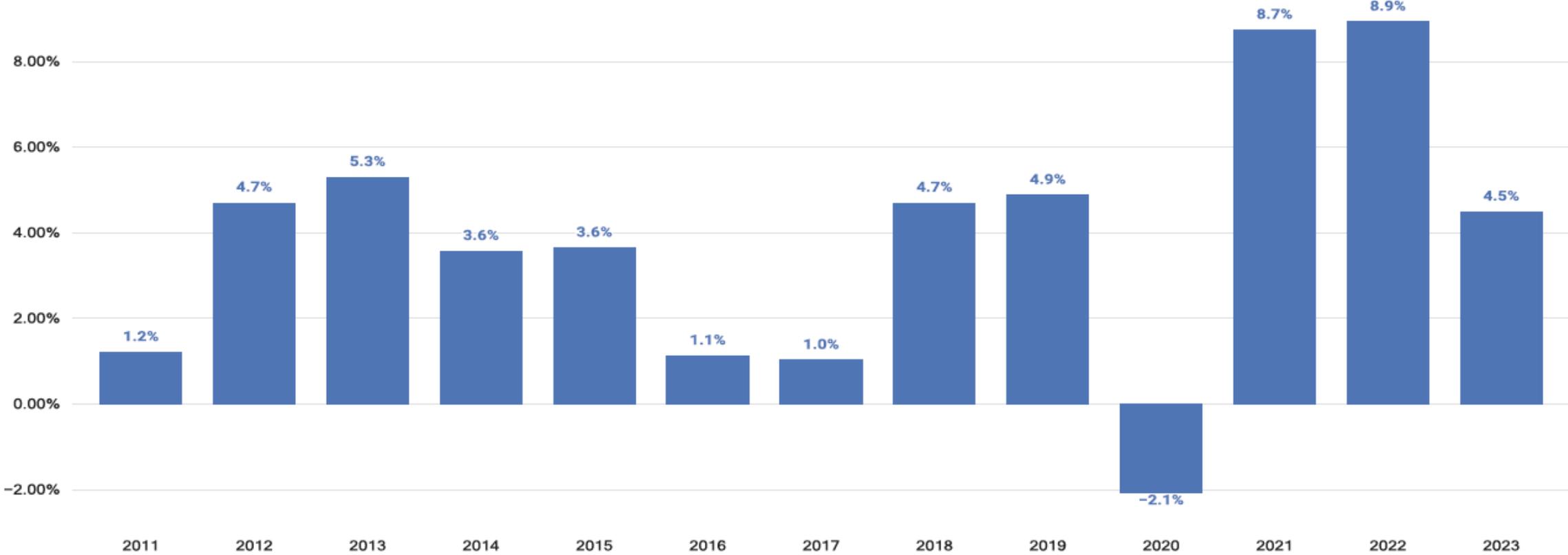
Dr. Bryan Grady, Assistant Executive Director for
Labor Market Information

Presentation Outline

- Pee Dee Workforce Development Area (WDA) Economic Overview
- Demographics and Worker Participation
- Top In-demand Occupations
- Focus on Battery Manufacturing

Economic Output

1 year % Change in GDP
Pee Dee WDA, Total - All Industries



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2023.

*JobsEQ, Economic Overview

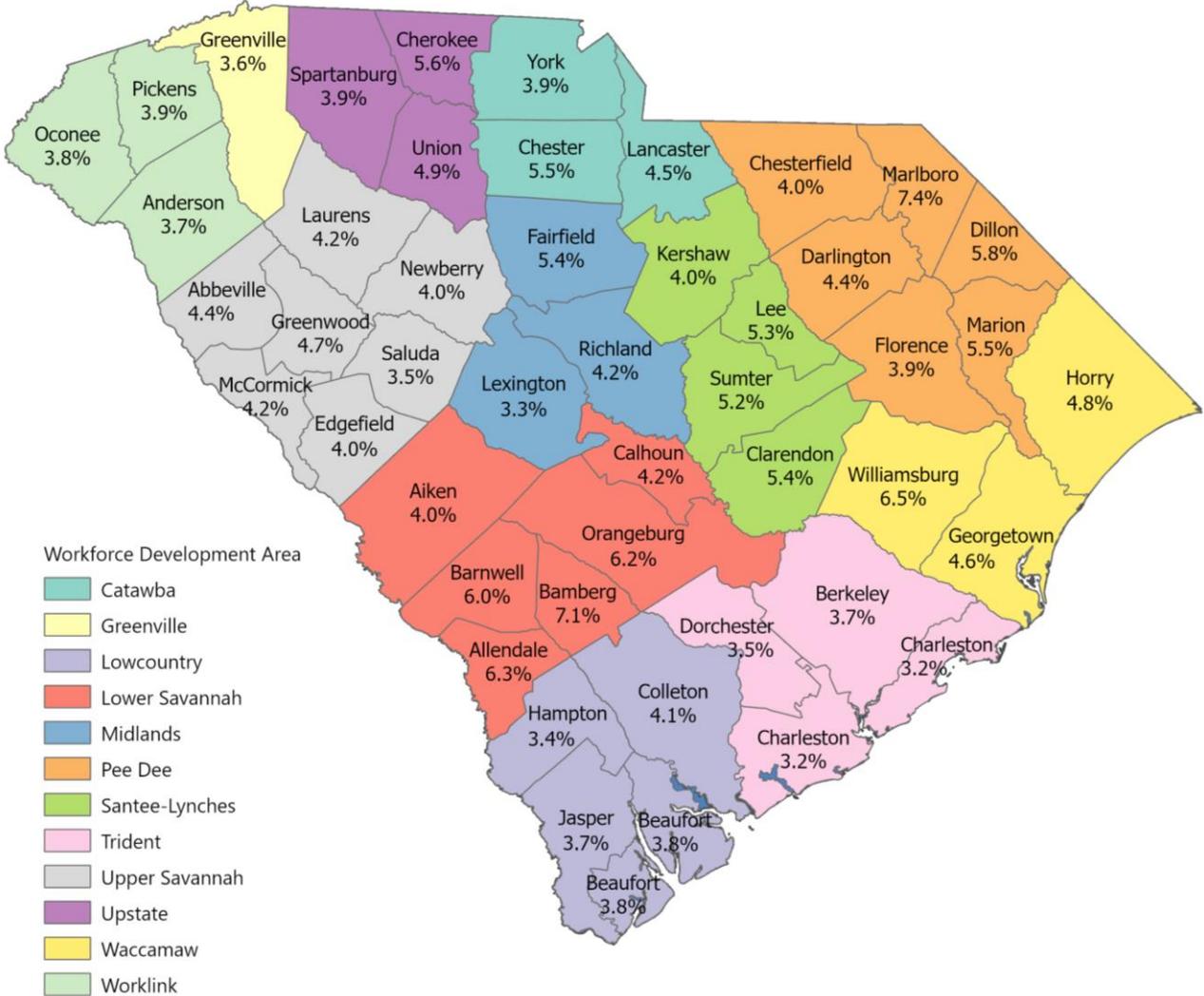
Economic Output

- The region's GDP in 2023 was \$14.7 billion.
- Manufacturing was by far the largest contributor to the regional economy at \$3.1 billion.
- Other major sectors were Health Care and Social Assistance (\$1.8 billion), Retail Trade (\$1.3 billion), and Real Estate and Rental and Leasing (\$1.1 billion).

*JobsEQ, Economic Overview

Local Area Unemployment Statistics

Pee Dee WDA Totals	
Labor Force	158,249
Employed	151,174
Unemployed	7,075
Unemp. Rate	4.5%



*DEW – Local Area Unemployment Statistics (LAUS) – December 2024 NSA

ALICE in the Pee Dee Region, 2022

- ALICE: **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed

County	In Poverty	ALICE, Not In Poverty	Not ALICE
Chesterfield	20%	33%	47%
Darlington	19%	35%	46%
Dillon	30%	32%	38%
Florence	21%	31%	49%
Marion	26%	40%	34%
Marlboro	27%	42%	31%
[Statewide]	14%	30%	56%

*United for ALICE, United Way of Northern New Jersey. ALICE threshold is \$25,860 for a single adult in Florence County and \$72,984 for a four-person household with two adults, a preschooler and an infant. This compares to the poverty thresholds of \$13,590 for a single adult and \$27,750 for a four-person household.

Youth Population by County, 2019-2023

County	In Poverty	Not In Poverty	Poverty Rate
Chesterfield	950	3,449	21.6%
Darlington	1,538	5,290	22.5%
Dillon	1,069	2,108	33.6%
Florence	3,091	11,277	21.5%
Marion	961	2,077	31.6%
Marlboro	764	1,946	28.2%
[Statewide]	107,452	428,975	20.0%

*American Community Survey, US Census Bureau. Includes ages 16 to 24.

Summary of Payroll Data, 2024

Sector	Workers	Share	Occupation	Workers
Health Care and Social Assistance	22,101	16.4%	Laborers and Movers	4,034
Manufacturing	20,077	14.9%	Fast Food and Counter Workers	3,861
Retail Trade	15,831	11.7%	Stockers and Order Fillers	3,644
Accommodation and Food Services	12,238	9.1%	Cashiers	3,609
Educational Services	10,948	8.1%	Retail Salespersons	3,587
Transportation and Warehousing	9,564	7.1%	Registered Nurses	3,230

*JobsEQ, Economic Overview, Industry Spotlight

Demographic Comparison, 2024

Race/Ethnicity	Pee Dee WDA	South Carolina	Statistic	Pee Dee WDA	South Carolina
White	50.7%	65.0%	Median Age	40.2	40.0
Black	42.9%	25.8%	Veterans (18-64)	4.8%	5.9%
Asian	0.8%	1.7%	Below Poverty Level	21.4%	14.4%
Hispanic	3.2%	6.2%	Single-Parent Children	51.1%	39.2%

*JobsEQ, Economic Overview

Educational Attainment Comparison, 2024

Highest Education Level	Pee Dee WDA	South Carolina
Less than HS Diploma	12.8%	9.7%
HS Graduate or Equivalent	38.5%	27.7%
Some College, No Degree	18.8%	20.5%
Associate's Degree	10.6%	10.7%
Bachelor's Degree	12.1%	20.1%
Postgraduate Degree	7.1%	11.4%

*JobsEQ, Economic Overview

Re-Entry Population by County, FY 2024

County	Number	Percent
Chesterfield	48	0.9
Darlington	66	1.3
Dillon	54	1.0
Florence	242	4.7
Marion	32	0.6
Marlboro	36	0.7
[Statewide]	5,185	100

*South Carolina Department of Corrections. Note: Data are based on county of offense.

Labor Participation Comparison, 2024

- Regional labor force participation is 55.2 percent, below the comparable state figure of 60.1 percent.
- Among adults 25-54, this discrepancy grows wider (76.3 percent vs. 81.6 percent).
- The participation rate is the percentage of people aged 16 or older who are currently employed or actively seeking employment.

*JobsEQ, Economic Overview

Top In-Demand Occupations, 2024

Occupation	Postings	Annual Median Advertised Salary
Registered Nurses	3,474	\$66,700
First-Line Supervisors of Retail Sales Workers	1,288	\$33,400
Retail Salespersons	1,135	\$27,300
Physical Therapists	1,131	\$83,900
Medical and Health Services Managers	1,118	\$56,200

*JobsEQ, RTI (Job Postings)

Top Hiring Employers, 2024

Employer	Postings
McLeod Health	2,499
State of South Carolina	1,166
AlliedTravelCareers	659
Walmart	278
MUSC Health	275
Pilot Flying J	269
Kindred	267
BlueCross BlueShield	248
SunBelt Staffing	233
Sonoco	229

*JobsEQ, RTI (Job Postings)

Top In-Demand Skills, 2024

Hard Skills	Soft Skills
Microsoft Office	Communication (verbal and written)
Ability to Lift 40+ Pounds	Cooperativeness/Team Player
Microsoft Excel	Customer Service
Manufacturing	Organization
Retail Sales	Adaptability, Flexibility, and Tolerance of Change/Uncertainty

*JobsEQ, RTI (Job Postings)

Fastest Growing Regional Jobs to 2032

Occupation	Percent Change	Number Change	Average Annual Job Openings
Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	+88.9	+272	69
Nurse Practitioners	+60.3	+211	41
Electrical, Electronic, and Electromechanical Assemblers, Except Coil Winders, Tapers, Finishers	+54.6	+90	31
Mechanical Engineers	+45.6	+88	22
Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	+43.2	+82	29
Production, Planning, and Expediting Clerks	+41.8	+200	78
Industrial Truck and Tractor Operators	+41.8	+874	330
Logisticians	+41.4	+65	21

*Long-Term Occupation Projections, DEW LMI. Excludes jobs with fewer than 100 workers in 2022.

Focus on Battery Manufacturing

AESC, a world-leading battery technology company, announced the expansion of its lithium-ion electric vehicle battery manufacturing operations in Florence County.

Total Investment
\$1.62 billion
New Jobs
1,620

The logo for AESC, consisting of the letters A, E, S, and C in a bold, black, sans-serif font. The 'A' is a simple triangle, the 'E' has three horizontal bars, the 'S' is a continuous curve, and the 'C' is a simple open-bottom shape.

*Florence County Economic Development

Potential Top Jobs at AESC

Occupation	Jobs	Average Annual Salary	Potential Candidates per Job
Electrical, Electronic, and Electromechanical Equipment Assemblers, Except Coil Winders, Tapers, and Finishers	485	\$41,100	1
Team Assemblers	264	\$37,100	8
First-Line Supervisors of Production and Operating Workers	99	\$73,100	11
Inspectors, Testers, Sorters, Samplers, and Weighers	98	\$43,100	11
Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	77	\$43,000	2
Industrial Engineers	68	\$103,100	5
Laborers and Freight, Stock, and Material Movers, Hand	64	\$37,000	78
Shipping, Receiving, and Inventory Clerks	62	\$42,000	19

*JobsEQ – What If Expansion Report

Required Language

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