



**Center for Business Analytics
and Community Research**
UNIVERSITY OF SOUTH CAROLINA UPSTATE

2024 Upstate Workforce & Talent Report

Sam Cooper, Ph.D. and Mandhira Jeripothula, Graduate Assistant

Center for Business Analytics & Community Research

George D. Johnson, Jr. College of Business and Economics, USC Upstate.

Population and Talent Market

The Upstate region of South Carolina is a growing and vibrant community. The region is generally considered to include the 10 counties in the northwest region of the state. The counties include Abbeville, Anderson, Cherokee, Greenwood, Greenville, Laurens, Oconee, Pickens, Spartanburg, and Union Counties. Taken together, the Upstate region is home to nearly 1.6 million individuals. Approximately two-thirds of the population reside in either Greenville or Spartanburg Counties.

A skilled labor force of nearly 750,000 workers make up the 16 years and over workforce. The prime-age workforce (25-54) is 465,082 workers.

Since 2011, the population of the region has increased by 210,471 individuals. This is a 15.6 percent increase. This growth is similar to population growth for South Carolina, that grew at 15.4 percent over the same period. (U.S. Census Bureau)

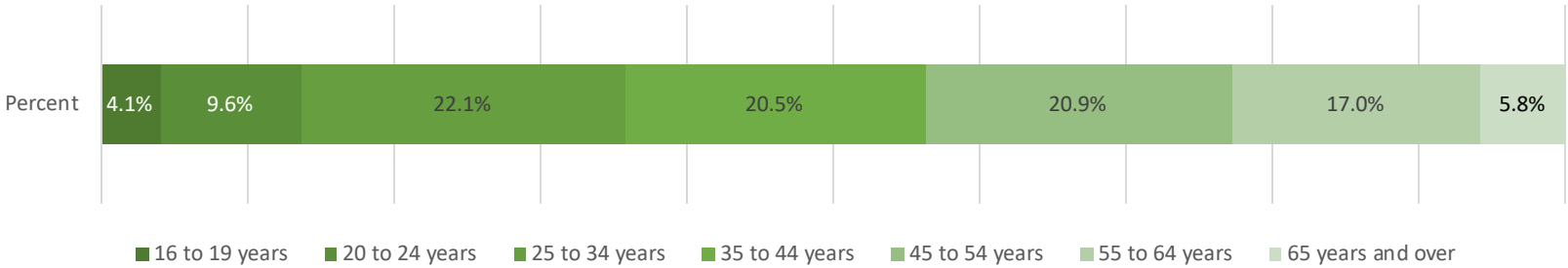
Greenville (23rd) and Spartanburg (12th) Counties are listed in [U.S. News Fastest Growing Places in the U.S. in 2023 – 2024](#).



Workforce Demographics, 10-County Region

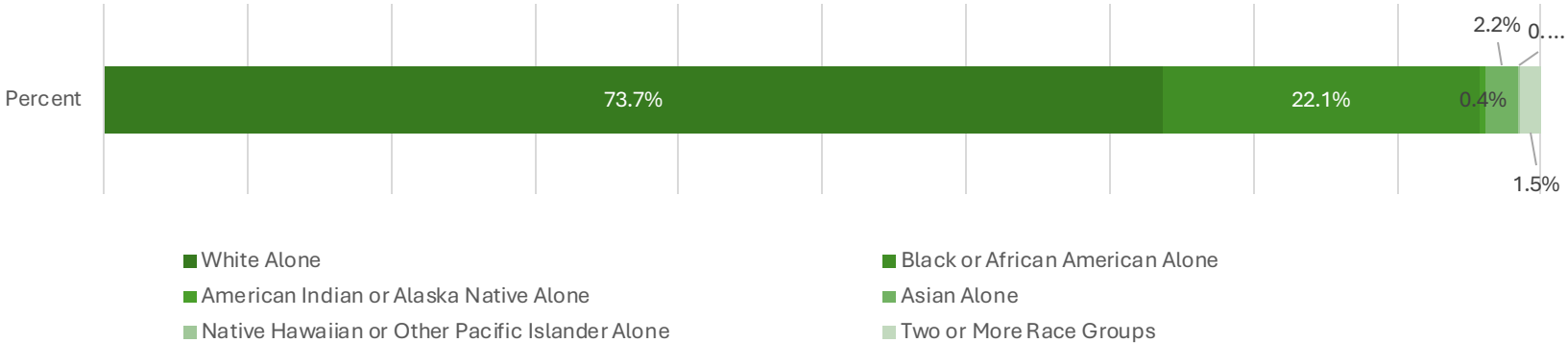
Age Distribution of Employees Across All Industries, 10-County Region

Source: Chmura JobsEQ, Data as of 2023Q4



Race/Ethnicity Distribution of Employees Across All Industries, 10-County Region

Source: Chmura JobsEQ, Data as of 2023Q4



The age and race/ethnicity distribution of the Upstate workforce is shown in the charts located to the left. 73.1% of the workforce is between the ages of 20 and 54. 22.8% of the workforce is 55 and over. For the United States, 73.3 percent of the workforce is between the ages of 20 and 54, while 23.2 percent of the workforce is 55 and over. Thus, the Upstate workforce is – on average – younger than the national workforce.

Nearly 74% of the workforce is identified as White Alone and 22% is Black or African American. Asian alone was 2.2%.

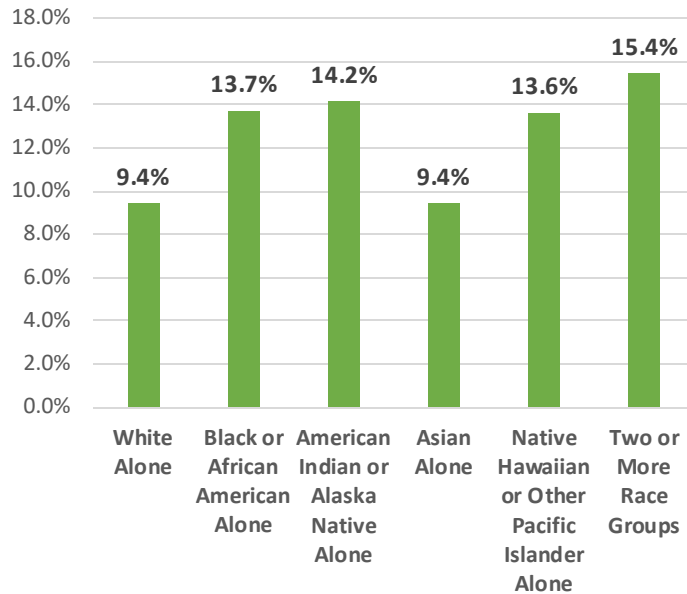
The ethnicity “Hispanic” was not included in the data used here, but a review of U.S. Census Bureau data (table S0501) estimates that 7.2% of the Greenville-Spartanburg-Anderson CSA is Hispanic or Latino.



Turnover Rates and Stable Job Salary by Race/Ethnicity

Turnover by Race/Ethnicity, 10-County Region

Source: RTI, Data for 2022Q4 - extracted on May 15, 2024



The charts on this slide provide data on turnover rates and average annual salary for stable jobs by race/ethnicity.

For “All Races Together,” the average turnover rate is 10.4% and the stable job average salary is \$53,064.

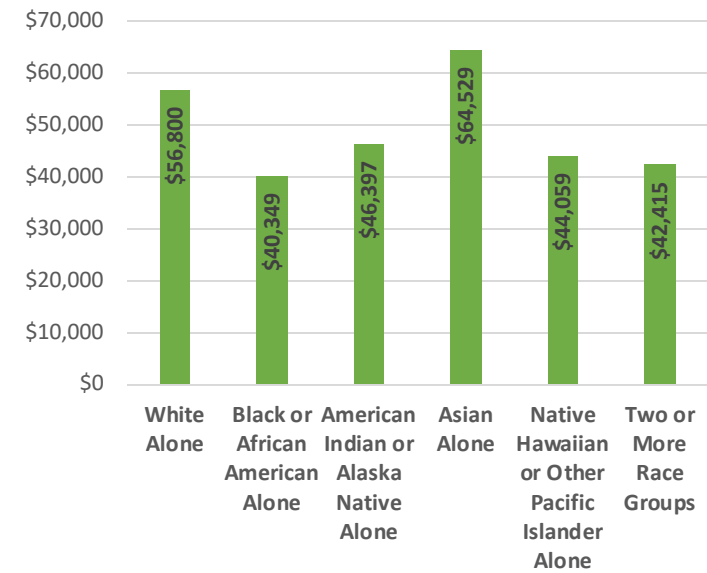
In the Upstate, Two or More Races has the highest turnover rate and the lowest salary in stable employment.

White and Asian Alone have the lowest turnover rates and Asian Alone has the highest salary in stable employment. Asian Alone has a salary that is approximately 12% higher than White and is 37% higher than Black or African American, using Asian Alone as the denominator.

The ethnicity “Hispanic” was not included in the data.

Average Annual Salary for Stable Jobs, 10-County Region

Source: RTI, Data for 2022Q4 - extracted on May 15, 2024



Income, Cost of Living, and Poverty Levels

Median Household Income

\$62,451 10-County Upstate	\$63,623 South Carolina	\$75,249 USA
--------------------------------------	-----------------------------------	------------------------

Source: Chmura Economic Overview, 10-County Upstate Region, Data extracted April 18, 2024

Median income in the Upstate is approximately 1.8 percent below the median income for South Carolina.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
10-County Upstate Region	\$54,048	90.8	\$59,513
South Carolina	\$56,214	93.3	\$60,280
USA	\$69,861	100.0	\$69,861

The cost of living in the Upstate compares favorably to South Carolina and the United States, but overall purchasing power still falls below both South Carolina and the USA. This is a result of the mean annual salary being lower for the region.

Poverty Level (all People)

14.1% 10-County Region	14.45 South Carolina	12.5% USA
----------------------------------	--------------------------------	---------------------

Source: Chmura JobsEQ Economic Overview, data extracted April 18, 2024

While the poverty level in the Upstate is lower than the level in South Carolina, it is considerably higher than the USA. Approximately 1 out of every 7 people in the Upstate live in poverty.



Living Wage By Upstate County

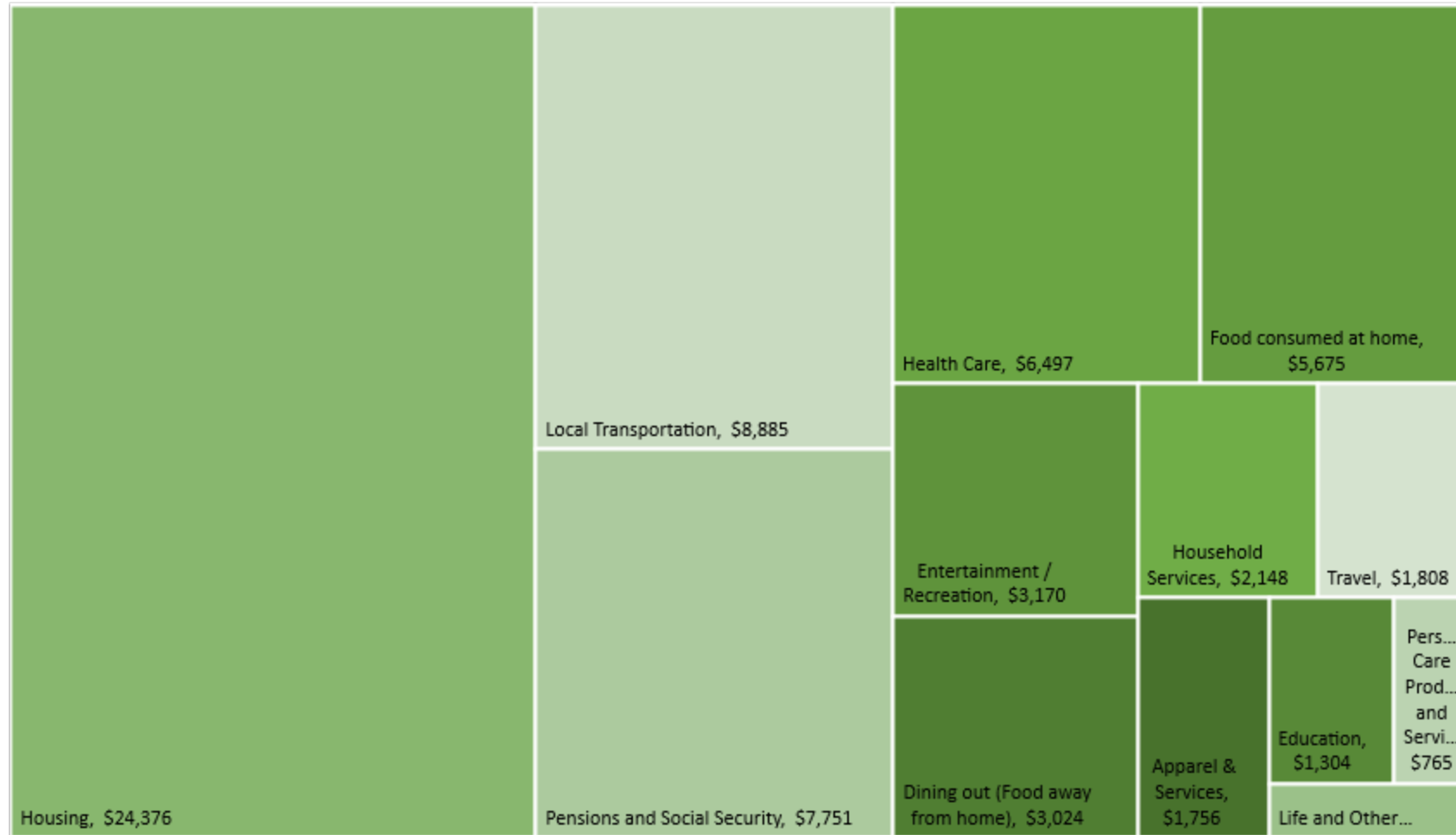
Living Wage Calculation by County												
County	1 Adult				2 Adults (1 Working)				2 Adults (Both Working)			
	0 Children	1 Child	2 Children	3 Children	0 Children	1 Child	2 Children	3 Children	0 Children	1 Child	2 Children	3 Children
Abbeville	\$18.66	\$31.16	\$37.98	\$49.00	\$25.60	\$31.14	\$35.39	\$37.73	\$12.76	\$17.64	\$21.52	\$24.30
Anderson	\$19.81	\$33.71	\$42.16	\$52.44	\$26.82	\$32.49	\$36.82	\$38.50	\$13.37	\$18.95	\$23.61	\$25.92
Cherokee	\$18.30	\$32.13	\$40.29	\$50.13	\$25.11	\$30.68	\$34.83	\$36.27	\$12.52	\$18.05	\$22.62	\$24.80
Greenville	\$21.56	\$35.24	\$43.97	\$54.69	\$29.01	\$34.20	\$38.67	\$40.79	\$14.46	\$19.80	\$24.53	\$27.06
Greenwood	\$19.04	\$32.00	\$38.79	\$48.57	\$26.21	\$31.95	\$36.19	\$37.41	\$13.06	\$18.04	\$21.92	\$24.14
Laurens	\$19.08	\$31.71	\$38.51	\$48.24	\$25.89	\$31.66	\$35.88	\$36.96	\$12.90	\$17.90	\$21.77	\$23.91
Oconee	\$18.44	\$31.83	\$38.70	\$48.70	\$26.02	\$31.86	\$36.16	\$37.53	\$12.97	\$18.00	\$21.91	\$24.20
Pickens	\$20.00	\$33.47	\$41.92	\$51.99	\$27.29	\$32.27	\$36.62	\$38.14	\$13.60	\$18.85	\$23.51	\$25.73
Spartanburg	\$20.72	\$34.21	\$42.66	\$53.19	\$27.93	\$32.95	\$37.25	\$39.18	\$13.92	\$19.19	\$23.83	\$26.26
Union	\$17.64	\$30.55	\$37.19	\$47.01	\$24.87	\$30.33	\$34.43	\$35.78	\$12.40	\$17.24	\$21.04	\$23.33
Average	\$19.33	\$32.60	\$40.22	\$50.40	\$26.48	\$31.95	\$36.22	\$37.83	\$13.20	\$18.37	\$22.63	\$24.97

Source: MIT Living Wage Calculator, <https://livingwage.mit.edu/> Data Updated February 2024

The minimum wage across South Carolina counties is \$7.25. When compared with wages calculated using MIT’s Living Wage Calculator, it is evident that the minimum wage does not provide a living wage for an adult worker. Education and skills development are fundamental to increasing living standards for individuals and families, thus highlighting talent development as a policy initiative.

Consumer Spending, 10-County Region

Source: U. S. Census Bureau, Data Extracted May 22, 2024



Based on the latest data available through the U.S. Census Bureau and Esri (2021), average household consumer spending in the Upstate totals just over \$75,700 annually.

Housing is the largest single item of consumer spending representing 32% of average total spending. Further, spending on housing is nearly 3x more than the next largest category, local transportation that comes in at just shy of \$9,000.

Pensions and social security and health care are the third and fourth largest categories, respectively.

Entertainment/Recreation and dining out, when combined, represent approximately 8-percent of consumer spending.

Interestingly, spending on education is near the bottom of the list at \$1,304 annually.



UPSTATE
University of South Carolina

Educational and Training Requirements

Educational Attainment, Ages 25 – 64			
	10-County	South Carolina	USA
No High School Diploma	11.1%	9.7%	10.1%
High School Graduate	27.6%	27.7%	25.1%
Some College, No Degree	19.6%	20.5%	19.7%
Associate’s Degree	11.0%	10.7%	9.2%
Bachelor’s Degree	19.6%	20.1%	22.4%
Postgraduate Degree	11.0%	11.4%	13.4%

Source: Chmura Economic Overview, 10-County Upstate Region, Data extracted April 18, 2024

Education and Training Requirements Across All Occupations			
	10-County	South Carolina	USA
Short-term OJT, no exp, no award	37.7%	38.8%	37.2%
Moderate-term OJT, no exp, no award	17.9%	15.7%	13.9%
Long-term training, no exp, no award	3.7%	3.6%	3.6%
Previous work experience, no award	8.2%	8.6%	8.2%
2-year degree or certificate	8.6%	8.4%	8.3%
Bachelor's degree	20.1%	20.9%	24.5%
Postgraduate degree	3.9%	3.9%	4.3%

Source: Chmura JobsEQ Occupational Diversity, Data as of 2023 Q4

Data published in May 2023 by the Bureau of Labor Statistics indicate that **median usual weekly earnings** for individuals with a high school diploma equal \$853 compared to \$1,432 for individuals with a Bachelor’s degree. There was a direct relationship in the data indicating that wages increased for each higher educational level completed. ([Bureau of Labor Statistics](#))

To a large extent, higher earnings enable individuals and families to obtain a higher standard of living. Further, higher levels of educational and skills attainment within a regional population has an impact on the nature of economic development the region can achieve.

As noted from the table above left, nearly 89% of the Upstate population has a high school diploma or higher. Approximately 30% of the population has a Bachelor’s degree or higher.

Numerous initiatives are currently active in the Upstate to help individuals advance their education. Initiatives include [Re:Degree](#) (OneSpartanburg), [Movement 2030](#) (Spartanburg Academic Movement), and [Talent Rise](#) (Greenville Chamber of Commerce). The [Talent Forum](#), hosted and led by USC Upstate, represents a collaboration between k-12, higher education, and business and community partners to close educational and skills gaps across the Upstate, helping to ensure that the region has a workforce with in-demand skills.



Educational Awards Across the Upstate

Awards from 10-County Upstate Region Colleges and Universities

Certification < 1 year	3,783
Certificate 1+ but <2 year	1,271
Associate's Degree	3,800
Bachelor's Degree	11,195
Master's Degree	2,936
Doctorate	541

Source: Chmura JobsEQ, 2021-2022 academic year.
Data extracted on April 18, 2024

There is significant debate today concerning the value of a college education. But as the previous slide states, and a plethora of research supports, earning a degree has a significant impact on lifetime earnings.

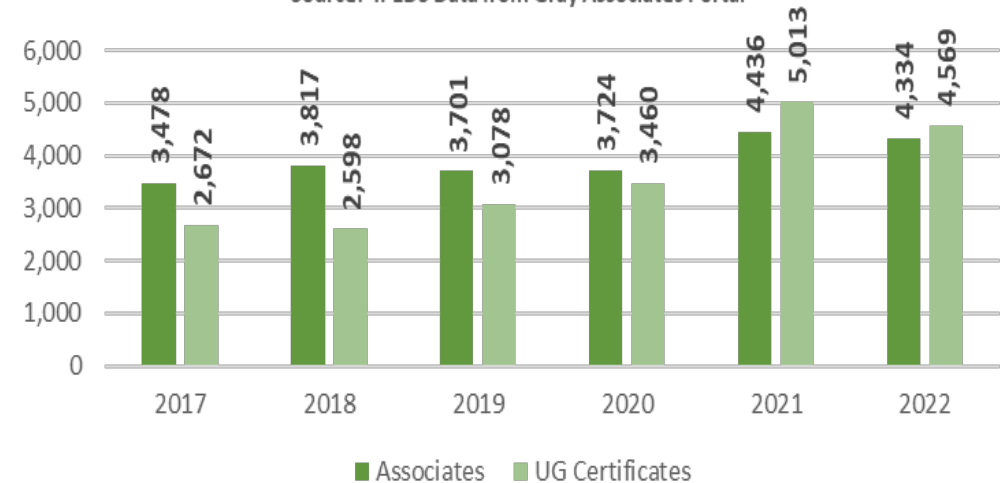
The tables on this slide provide data on the awards from institutions of higher education in the 10-County region.

An interesting outcome to note is that number of UG certificates awarded at the four Technical Colleges in the Upstate have exceeded the number of Associate's degrees in 2021 and 2022. Please refer to the chart to the right.

Distribution of UG Certificates and Associates Degrees

Four Technical Colleges in TATT Counties

Source: IPEDS Data from Gray Associates Portal



UPSTATE
University of South Carolina

Top 5 Award Programs by Educational Level in 10-County Upstate Region

The table below presents data on educational awards by institutions of higher education located in the Upstate of South Carolina. The data are presented by educational level beginning with certificates earned in 1 year or less and proceed to graduate and professional degrees.

Certificate <1 year	
• Liberal Arts and Sciences/Liberal Studies	1,071
• Welding Technology/Welder	387
• Industrial Electronics Technology/Technician	211
• Electromechanical Technologies/Technicians, Other	143
• Emergency Medical Technology/Technician (EMT Paramedic)	137
Certificate 1+ but <2 year	
• Welding Technology/Welder	470
• Cosmetology/Cosmetologist, General	228
• Licensed Practical/Vocational Nurse Training	107
• Medical/Clinical Assistant	74
• Surgical Technology/Technologist	49
Associate's	
• Liberal Arts and Sciences/Liberal Studies	1,269
• Registered Nursing/Registered Nurse	380
• Electromechanical Technologies/Technicians, Other	318
• Business/Commerce, General	164
• Multi-/Interdisciplinary Studies, Other	159

Bachelor's	
• Business Administration and Management, General	994
• Registered Nursing/Registered Nurse	757
• Psychology, General	664
• Biology/Biological Sciences, General	608
• Marketing/Marketing Management, General	350
Master's	
• Business Administration and Management, General	357
• Teacher Education and Professional Development, Specific Levels and Methods, Other	242
• Education, General	218
• Counselor Education/School Counseling and Guidance Services	127
• Accounting	87
Doctorate	
• Chiropractic	121
• Pharmacy	52
• Organizational Leadership	36
• Physical Therapy/Therapist	28
• Educational Leadership and Administration, General	21

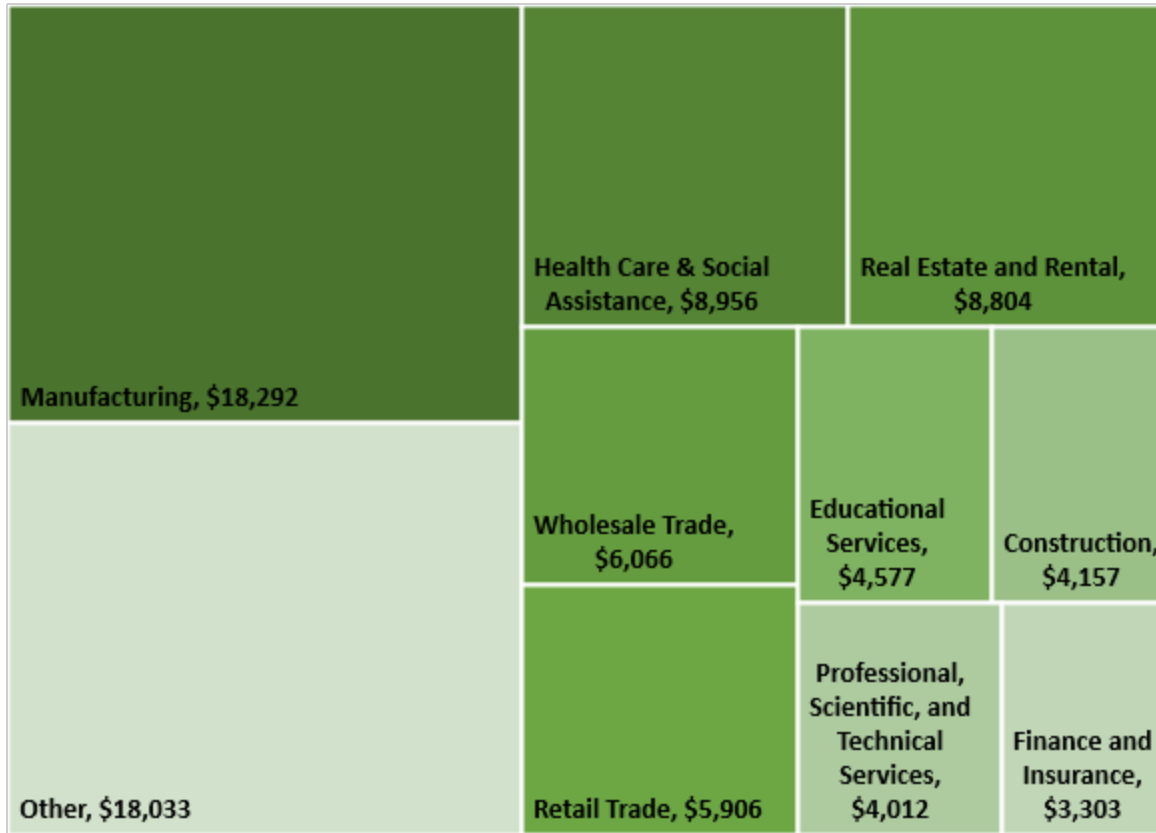
Source: Chmura JobsEQ. Data as of the 2021-2022 academic year. Data extracted on April 18, 2024



Upstate Output and Employment by Sector

Regional GDP by Sector, Data 2022
In Millions

Source: Chmura Economic Overview



Total Employment by Major Industry Sector, 10-County Upstate Region. Data through 2023Q4

Source: Chmura JobsEQ Industry Snapshot



South Carolina

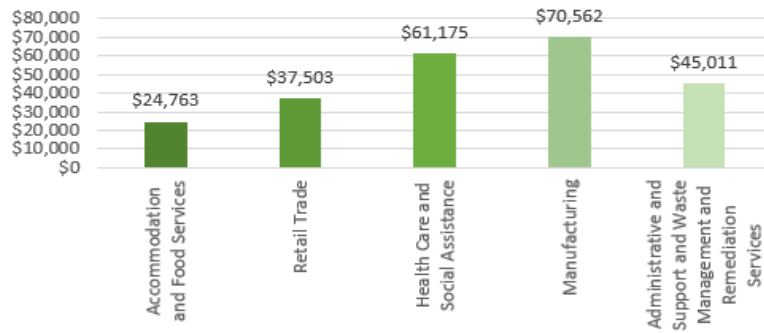
Top 5 Industry Sectors by 5-Year Forecasted Total Talent Demand

Source: Chmura JobsEQ, 2023Q3



Top 5 Industry Sectors, Current Average Annual Wages

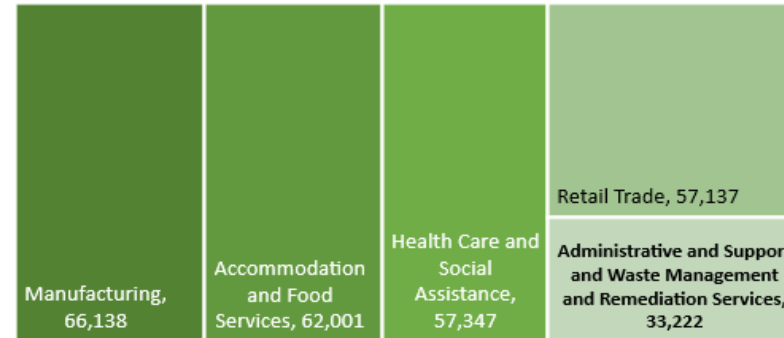
Source: Chmura JobsEQ, 2023Q3



Upstate

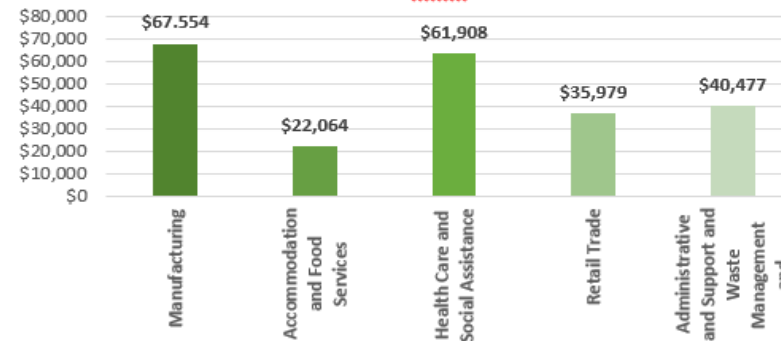
Top 5 Industry Sectors by 5-Year Forecasted Total Talent Demand

Sources: Chmura Jobs EQ, 2023Q4



Top 5 Industry Sectors, Current Average Annual Wages

Source: Chmura JobsEQ, 2023Q4



The 5 largest industry sectors based on forecasted talent demand are the same for the Upstate region and the state of South Carolina.

Interestingly, there is divergence in the significance of these sectors across the two geographies. Accommodations and Food Services is ranked first for the state, while Manufacturing is ranked largest in the Upstate. It is interesting to note the difference in average wages between these sectors. See charts for more detail.

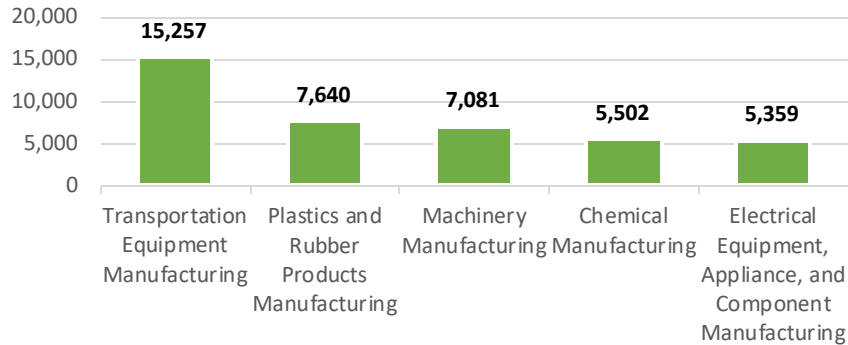


UPSTATE
University of South Carolina

Manufacturing Sector

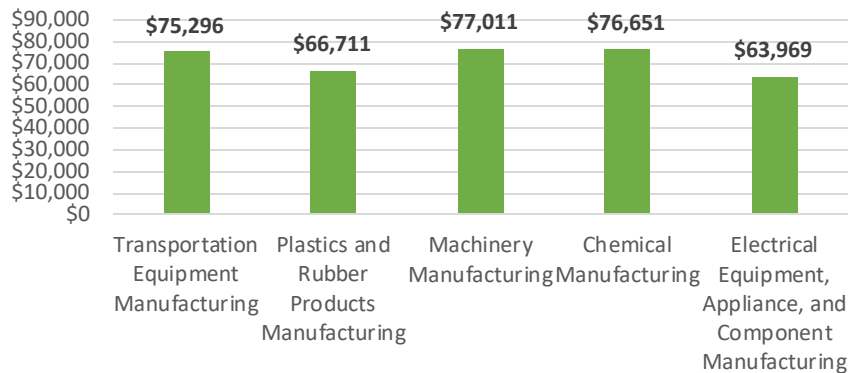
Top 5 Manufacturing Sectors, Ranked on 5-Year Forecasted Total Demand for Talent

Source: JobsEQ, 2023Q4



Current Average Annual Wages

Source: JobsEQ, 2023Q4



Transportation Equipment is the largest individual component of Upstate manufacturing. As of 2023Q4, 29,375 Upstate residents were employed in Transportation Equipment with a forecasted demand of over 15,000 new or replacement employees being needed in this sector within the next 5 years.

Plastics and rubber products and machinery manufacturing are also large sectors in the Upstate. They employ 13,546 individuals and 13,203 individuals, respectively. The average annual wage in each of these sectors is over \$66,000.

The table to the right provides data on the 5-year forecast for occupations in the broad manufacturing sector. The largest demand will be for team assemblers.

Top 15 Occupations for Manufacturing, 5-Year Forecast, 10-County Upstate Region

Source: JobsEQ, 2023Q4

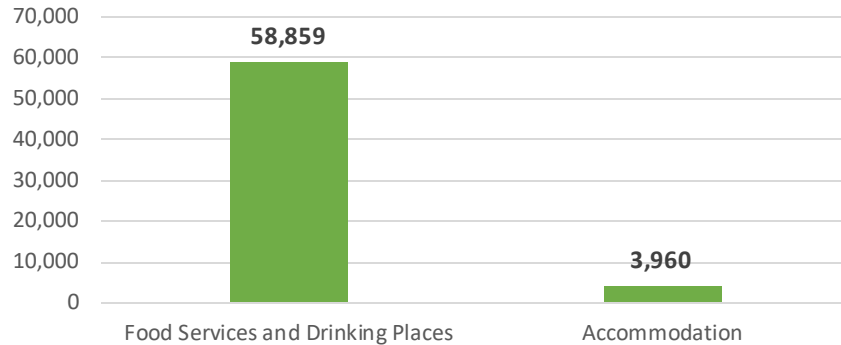
Occupation	Average Current Annual Wages	5-Year Forecast Demand
Team Assemblers	\$47,700	9,242
Laborers and Freight, Stock, and Material Movers, Hand	\$39,100	3,194
Inspectors, Testers, Sorters, Samplers, and Weighers	\$45,600	2,984
First-Line Supervisors of Production and Operating Workers	\$72,500	2,492
Machinists	\$45,000	1,536
Electrical, Electronic, and Electromechanical Equipment Assemblers, Except Coil Winders, Tapers, and Finishers	\$43,600	1,486
Welders, Cutters, Solderers, and Brazers	\$47,900	1,454
Industrial Machinery Mechanics	\$60,700	1,422
Packaging and Filling Machine Operators and Tenders	\$39,900	1,278
Assemblers and Fabricators, All Other	\$48,900	1,153
Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	\$49,500	1,135
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$77,100	1,091
Tire Builders	\$57,000	1,080
Maintenance and Repair Workers, General	\$52,900	1,065
Shipping, Receiving, and Inventory Clerks	\$40,300	1,061



Accommodation and Food Services

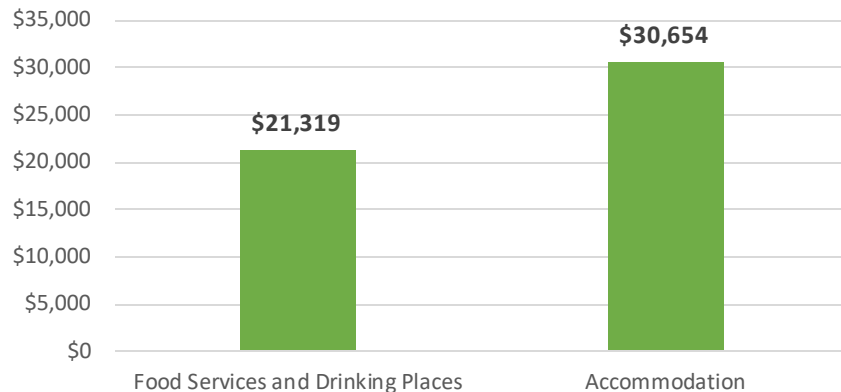
Top Accommodation and Food Services Sectors, Ranked on 5-Year Forecast Demand

Source: JobsEQ, 2023Q4



Average Current Annual Wages

Source: JobsEQ, 2023Q4



As of 2023Q4, Upstate employment in the Accommodation and Food Services industry is just over 64,000 employees. The five-year forecast projects that nearly 63,000 new employees will be needed due to sector growth and to fill vacancy created by retirements and quits.

Wages in this sector tend to be low and are, generally speaking, below the living wage calculation (provided in an earlier slide). The living wage for an Upstate single adult with no children is \$19.33 per hour. Assuming a 2,000-hour work year, the basic living wage is \$38,660 for a single adult with no children or dependents.

Fast food and counter workers, along with waiters and waitresses, are the projected largest demand occupations over the next 5 years in this sector.

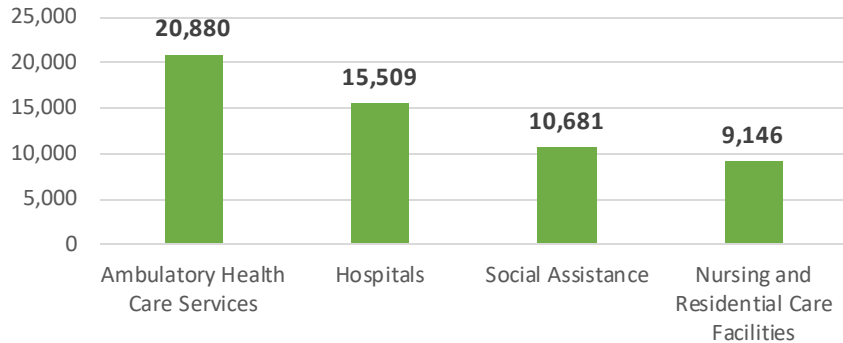
Top 15 Occupations for Accommodation and Food Services, 5-Year Forecast, 10-County Upstate Region		
Source: JobsEQ, 2023Q4		
Occupation	Average Current Annual Wages	5-Year Forecast Demand
Fast Food and Counter Workers	\$25,800	3,918
Waiters and Waitresses	\$23,800	2,167
Cooks, Restaurant	\$32,800	1,214
First-Line Supervisors of Food Preparation and Serving Workers	\$42,000	888
Cooks, Fast Food	\$27,400	605
Food Preparation Workers	\$28,900	516
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	\$24,800	549
Cashiers	\$25,500	378
Bartenders	\$26,600	353
Dishwashers	\$26,400	334
Food Service Managers	\$65,200	186
Maid and Housekeeping Cleaners	\$30,700	187
Driver/Sales Workers	\$26,100	160
Dining Room and Cafeteria Attendants and Bartender Helpers	\$26,400	222
General and Operations Managers	\$79,600	98



Health Care and Social Assistance

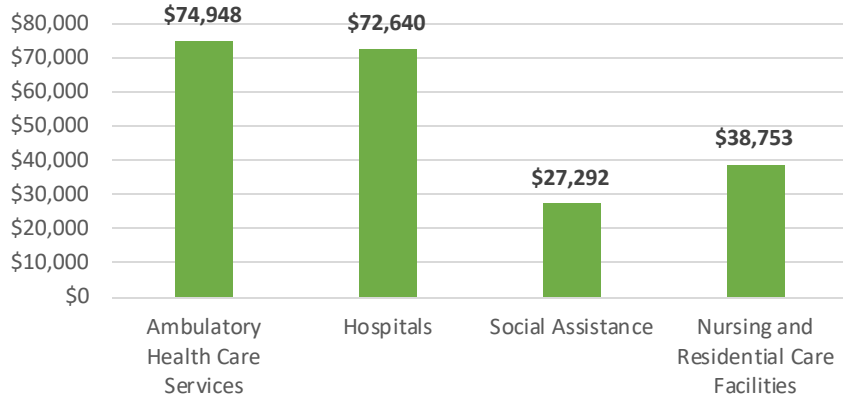
Top Health Care and Social Assistant Sectors, Ranked on 5-Year Forecast Demand

Source: JobsEQ, 2023Q4



Average Current Annual Wages

Source: JobsEQ, 2023Q4



Health Care and Social Assistance employed nearly 95,400 individuals in the 10-County region in 2023Q4. The sector wide average earnings are approximately \$62,000 annually – with some occupations earning considerably higher wages.

Similar to national level data from the Bureau of Labor Statistics, personal care and health care support occupations are expected to be in high demand in the coming years. Personal care aides and nursing assistants are projected to be the most demanded occupations in this sector across the Upstate. The average annual wages for these two occupational groups, however, are well below average earnings for the broader sector. Personal Care Aides earn just over \$27,000 annually, while Nursing Assistants earn approximately \$35,000 annually. Both occupations are below the region living wage.

Top 15 Occupations for Health Care and Social Assistance, 5-Year Forecast, 10-County Upstate Region

source: JobsEQ, 2023Q4

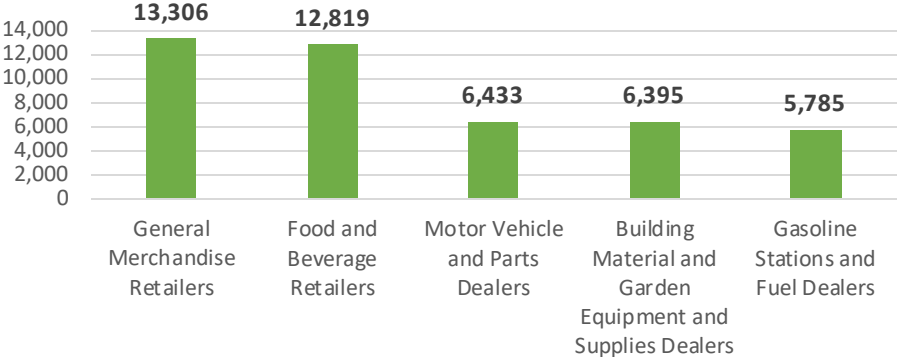
Occupation	Average Annual Wages	5-Year Forecast Demand
Personal Care Aides	\$27,400	8,075
Nursing Assistants	\$34,900	4,682
Registered Nurses	\$79,300	4,352
Medical Assistants	\$39,700	2,785
Home Health Aides	\$27,400	2,398
Receptionists and Information Clerks	\$34,500	1,753
Childcare Workers	\$26,600	1,716
Medical Secretaries and Administrative Assistants	\$40,000	1,704
Licensed Practical and Licensed Vocational Nurses	\$54,900	1,301
Dental Assistants	\$45,600	1,284
Medical and Health Services Managers	\$120,200	1,151
Office Clerks, General	\$35,700	1,027
Cooks, Institution and Cafeteria	\$30,200	859
Maids and Housekeeping Cleaners	\$26,900	846
First-Line Supervisors of Office and Administrative Support Workers	\$59,000	768



Retail Sales

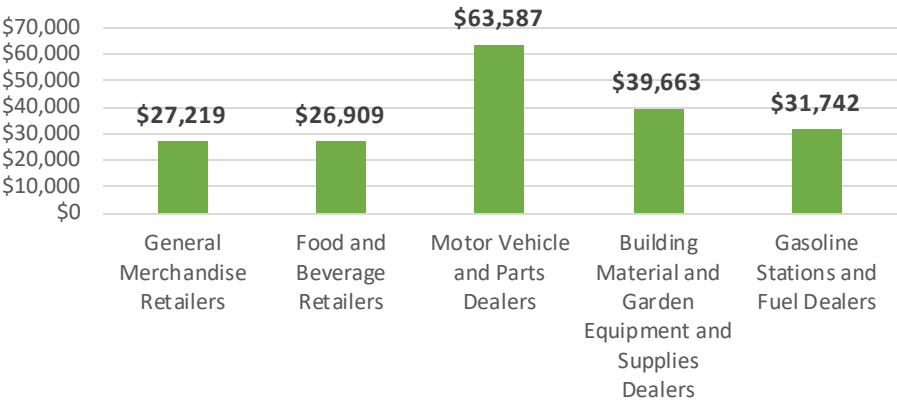
Top 5 Retail Sales Sectors, Ranked on 5-Year Forecasted Total Demand for Talent

Source: JobsEQ, 2023Q4



Average Current Annual Wages

Source: JobsEQ, 2023Q4



Nationally, the Bureau of Labor Statistics projects that employment in Retail Trade will decrease by an estimated 570,000 jobs from 2022 – 2032. This trend, however, is not projected in the Upstate where total demand (new growth plus replacement) estimates that over 57,000 employees will be demanded over the next 5 years. New demand due to employment growth accounts for nearly 3,000 employees with the remaining 54,000 coming from retirements and quits.

Cashier and Retail Salespersons dominate with over 47 percent of demand being for these two occupational groups.

Of the top five occupations, only Motor Vehicle and Parts Dealers and Building Materials Dealers have annual wages that meet or exceed the Upstate living wage estimate for a single adult with no children. (MIT Living Wage Calculator)

Top 15 Occupations for Retail Sales, 5-Year Forecast, 10-County Upstate Region

Source: JobsEQ, 2023Q4

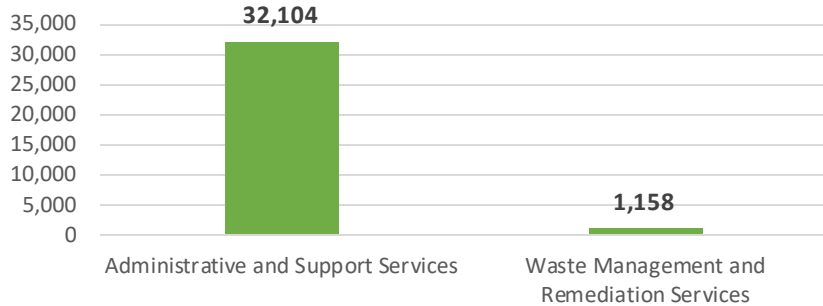
Occupation	Average Current Annual Wages	5-Year Forecast Demand
Cashiers	\$26,200	13,898
Retail Salespersons	\$32,400	13,044
Stockers and Order Fillers	\$34,300	7,544
First-Line Supervisors of Retail Sales Workers	\$46,400	3,302
Customer Service Representatives	\$36,900	2,182
Laborers and Freight, Stock, and Material Movers, Hand	\$36,400	1,291
Fast Food and Counter Workers	\$25,400	1,245
Food Preparation Workers	\$28,200	1,023
Automotive Service Technicians and Mechanics	\$49,600	994
General and Operations Managers	\$93,400	917
Pharmacy Technicians	\$39,300	806
Parts Salespersons	\$33,900	744
Light Truck Drivers	\$33,400	643
Office Clerks, General	\$34,200	511
Packers and Packagers, Hand	\$33,400	501



Administrative and Support and Waste Management/Remediation Services

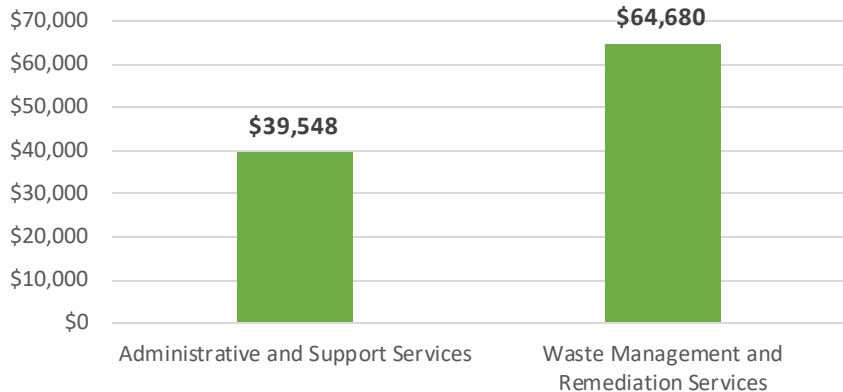
Top Administrative Support & Waste Management Sectors, Ranked on 5-Year Total Demand for Talent

Source: JobsEQ, 2023Q4



Average Current Annual Wages

Source: JobsEQ, 2023Q4



Nearly 51,000 Upstate residents are currently employed in this sector. Total projected demand over the next 5 years is forecasted to exceed 33,000 employees. Approximately 3,300 will be due to employment growth within the sector with the remainder of demand replacing other exits due to retirement, transfers, or quits.

Many of the occupations in this sector meet – or come close – to the MIT Living Wage Calculation for an Upstate single adult with no children (\$38,660).

The table to the right provides data on occupational demand and salaries in this sector.

Top 15 Occupations for Administrative Services and Waste Management, 5-Year Forecast, 10-County Upstate Region		
Source: JobsEQ, 2023Q4		
Occupation	Average Current Annual Wages	5-Year Forecast Demand
Laborers and Freight, Stock, and Material Movers, Hand	\$35,000	4,091
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$30,400	3,668
Landscaping and Groundskeeping Workers	\$36,200	2,304
Customer Service Representatives	\$35,400	2,281
Security Guards	\$32,200	1,795
Maids and Housekeeping Cleaners	\$27,900	860
Team Assemblers	\$34,300	822
Packers and Packers, Hand	\$32,000	743
Office Clerks, General	\$34,600	723
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$40,500	489
First-Line Supervisors of Housekeeping and Janitorial Workers	\$52,300	479
General and Operations Managers	\$104,200	463
Human Resources Specialists	\$59,400	462
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	\$54,700	462
Stockers and Order Fillers	\$32,300	439



The Sixth Largest Section: Educational Services

<ul style="list-style-type: none"> Current Employment in 10-County Region: <p style="text-align: center;">54,461</p>
<ul style="list-style-type: none"> Current Average Annual Wages: <p style="text-align: center;">\$48,859</p>
<ul style="list-style-type: none"> Total 5-Year Forecasted Demand: <p style="text-align: center;">30,581</p>

The 2023 -2024 South Carolina Annual Supply and Demand Report developed by the Center for Educator Recruitment, Retention, & Advancement (CERRA) reported district level teacher vacancies at the beginning of the 2023-24 school year at 1,613. This is up from 1,474 vacancies in the 2022 -23 school year. The report also indicated that 7,000+ educators leave their teaching positions annually in South Carolina. Only 17% of all new hires were from SC teacher preparation programs. According to the CERRA report, this is down from approximately 33% a decade ago. Fewer students appear to be entering traditional teacher preparation programs. <https://www.cerra.org/supply-and-demand.html>

Top 15 Occupations for Educational Services, 5-Year Forecast, 10-County Upstate Region		
<small>Source: JobsEQ, 2023Q4</small>		
Occupation	Average Current Annual Wages	5-Year Forecast Demand
Elementary School Teachers, Except Special Education	\$55,500	2,724
Teaching Assistants, Except Postsecondary	\$27,600	2,350
Secondary School Teachers, Except Special and Career/Technical Education	\$59,200	1,818
Substitute Teachers, Short-Term	\$32,700	1,294
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$30,200	1,277
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,300	1,174
Middle School Teachers, Except Special and Career/Technical Education	\$57,500	1,148
Bus Drivers, School	\$36,200	948
Educational, Guidance, and Career Counselors and Advisors	\$54,300	786
Office Clerks, General	\$35,800	745
Cooks, Institution and Cafeteria	\$30,600	743
Tutors	\$35,700	568
Coaches and Scouts	\$58,200	555
Education Administrators, Kindergarten through Secondary	\$96,400	542
Self-Enrichment Teachers	\$48,200	518



Top 10 Occupations in Upstate Job Postings by Educational Attainment Level

Associates Online Job Posting, May 2023 to May 2024 *Source: ChmuraJobsEQ*

Occupation	Active Job Ads
Registered Nurses	495
Medical and Health Services Managers	350
Maintenance and Repair Workers, General	345
Computer User Support Specialists	267
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	210
First-Line Supervisors of Retail Sales Workers	182
Social and Human Service Assistants	173
Bookkeeping, Accounting, and Auditing Clerks	167
Business Operations Specialists, All Other	163
Mechanical Drafters	153

Bachelors Online Job Posting, May 2023 to May 2024 *Source: ChmuraJobsEQ*

Occupation	Active Job Ads
Architectural and Engineering Managers	1,202
Medical and Health Services Managers	1,025
Accountants and Auditors	969
Business Operations Specialists, All Other	865
Human Resources Specialists	854
Industrial Engineers	823
Computer and Information Systems Managers	787
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	754
Management Analysts	753
Social and Human Service Assistants	662

Postgraduate Online Job Posting, May 2023 – May 2024 *Source: ChmuraJobsEQ*

Occupation	Active Job Ads
Speech-Language Pathologists	875
School Psychologists	356
Mental Health and Substance Abuse Social Workers	348
Mental Health Counselors	325
Medical and Health Services Managers	216
Nurse Practitioners	204
Education Administrators, Postsecondary	141
Lawyers	135
Business Teachers, Postsecondary	112
Social and Human Service Assistants	99

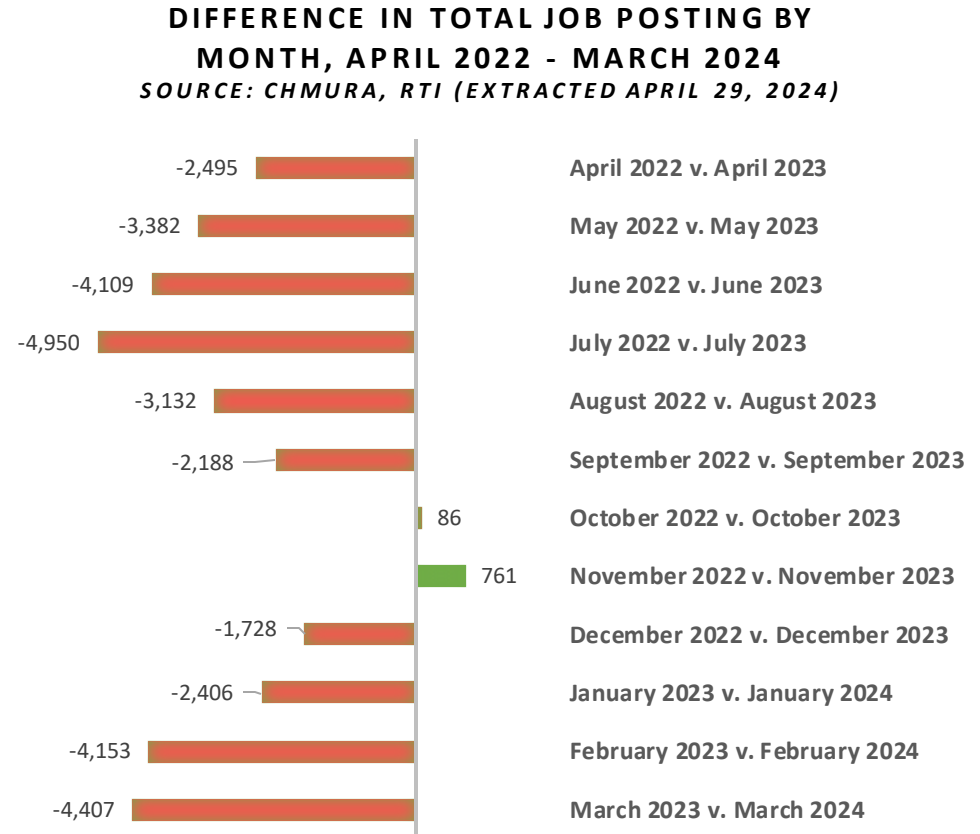


Job Posting Trends

“As of May 13, 2024, the latest data shows that we have 8.5 million job openings in the U.S. but only 6.5 million unemployed workers... Workforce participation remains below pre-pandemic levels. We are missing 1.7 million Americans from the workforce compared to February of 2020.”

[Stephanie Ferguson, U.S. Chamber of Commerce](#)

The number of job postings, however, is beginning to fall in year-over-year comparisons. The chart to the right compares the most recently available data on postings for the Upstate. Only two periods – October 2022 v. October 2023 and November 2022 v. November 2023 – had an increase in posting from the previous year.



Job Postings Containing the Phrase “AI,” “Artificial Intelligence” or “Gen AI” – Data for Upstate

Job Postings Containing “AI,” “Artificial Intelligence,” or “Gen AI” <small>Source: RTI, Chmura JobsEQ</small>	
AI Job Postings, June 1, 2023	AI Job Postings, June 1, 2024
<ul style="list-style-type: none"> •USA •56,800 	<ul style="list-style-type: none"> •USA •121,600
<ul style="list-style-type: none"> •South Carolina •433 	<ul style="list-style-type: none"> •South Carolina •711
<ul style="list-style-type: none"> •10-County Upstate Region: •109 	<ul style="list-style-type: none"> •10-County Upstate Region: •233

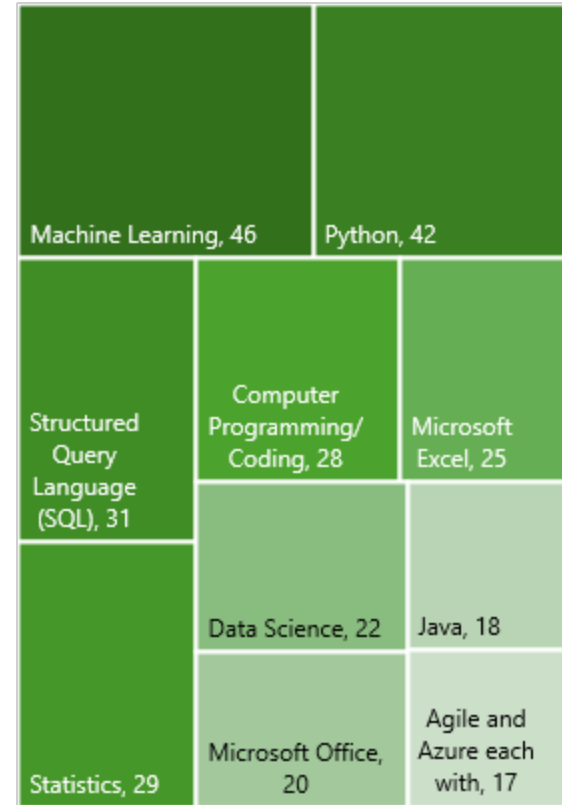
Job postings that include the phrase “AI,” “Artificial Intelligence” or “Gen AI” for the Upstate counties numbered 233 ads on June 1, 2024. This represents an increase of 114% from June 1, 2023, while overall job postings decreased by 1.2%.

Educational requirements associated with these ads are as follows:

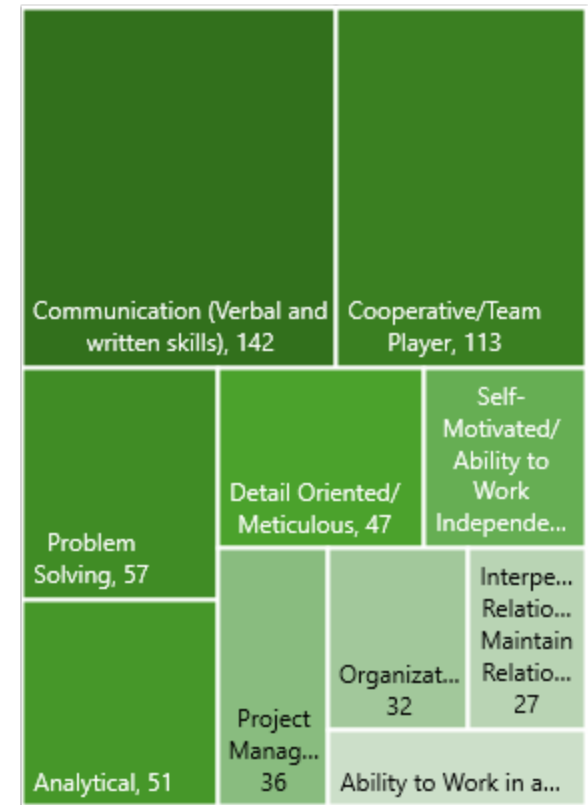
Minimum Education Level	Postings
Bachelor's degree	106
High school diploma or equivalent	14
Master's degree	13
Doctoral or professional degree	9
Associate's degree	5
Unspecified/other	86

The majority of postings indicated a preference for at least a Bachelor’s degree. Interestingly, “Unspecified/Other” was the second largest category. This may suggest that the skill set is more important than the credential.

Top 10 Hard Skills, Upstate Ads on June 1, 2024
Source: RTI



Top 10 Soft Skills, Upstate Ads on June 1, 2024
Source: RTI



The Center for Business Analytics and Community Research

Helping you find insight is our priority

Our primary focus is to provide local organizations like yours with the insights and expertise needed to thrive in today's data-driven world. When you partner with us, you're not just a customer; you're a valued collaborator. We are dedicated to helping you harness the full potential of analytics in your daily operations.

Business Analytics Solutions and Training:

- Data-Driven Strategic Planning
- Digital Strategy and Implementation
- Data Collection, Cleaning, and Preparation
- Data Analysis: Descriptive, Predictive, and Prescriptive
- Data Visualization
- Communicating Data Impact to Diverse Audiences

Applied Projects:

- Talent and Labor Market Analysis
- Data Analysis for Nonprofit & For-profit Organizations
- Survey and Focus Group Research
- Policy Whitepapers
- Economic Impact Studies
- Community Indicators Projects

Reciprocity is Our Guiding Principle

At the heart of our philosophy lies reciprocity. We don't just want you to be a recipient of knowledge; we want you to be an active participant and partner in our shared mission to make the Upstate a better place for businesses, nonprofits, and residents. Our biggest impact comes from working together.

Contact: Sam Cooper, Ph.D.

Email:

scooper7@uscupstate.edu

Telephone: 864-503-5854

Website: [CBACR](#)



UPSTATE
University of South Carolina