



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

# **2025 Upstate Workforce & Talent Report**

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# Population and Talent Market

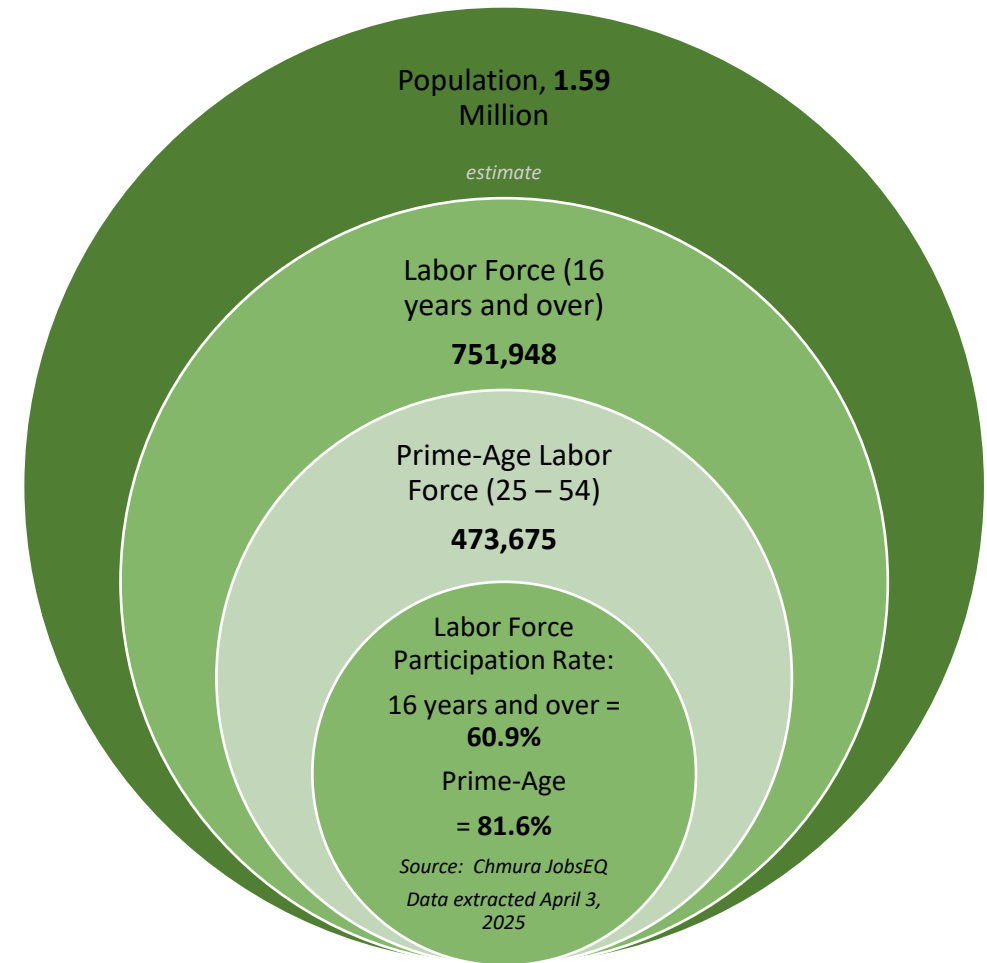
The Upstate region of South Carolina is generally considered to include the 10 counties in the northwest region of the state. The counties include Abbeville, Anderson, Cherokee, Greenwood, Greenville, Laurens, Oconee, Pickens, Spartanburg, and Union Counties. As noted in the visualization to the right, the region has nearly 1.6 million residents. The population has increased by more than 29,000 residents since the release of the 2024 Upstate Workforce & Talent Report last year.

The labor force 16-years and older increased by an estimated 10,683 workers.

The 16-years and over workforce saw an increase in the labor force participation rate from 60.8% to 60.9%. The prime-age labor force had an increase in its labor force participation rate from 81.5% to 81.6%.

The region appears primed for continued population growth in the coming decade. The next slide in this report documents projected population changes by Upstate county.

According to [U.S. News & World Report](#), Upstate cities ranked high as best places to live in South Carolina. The 2024–2025 ranking places Greenville as the #1 best place to live in SC and Spartanburg the #4 best place to live in SC.



# Population Projections for Upstate Counties

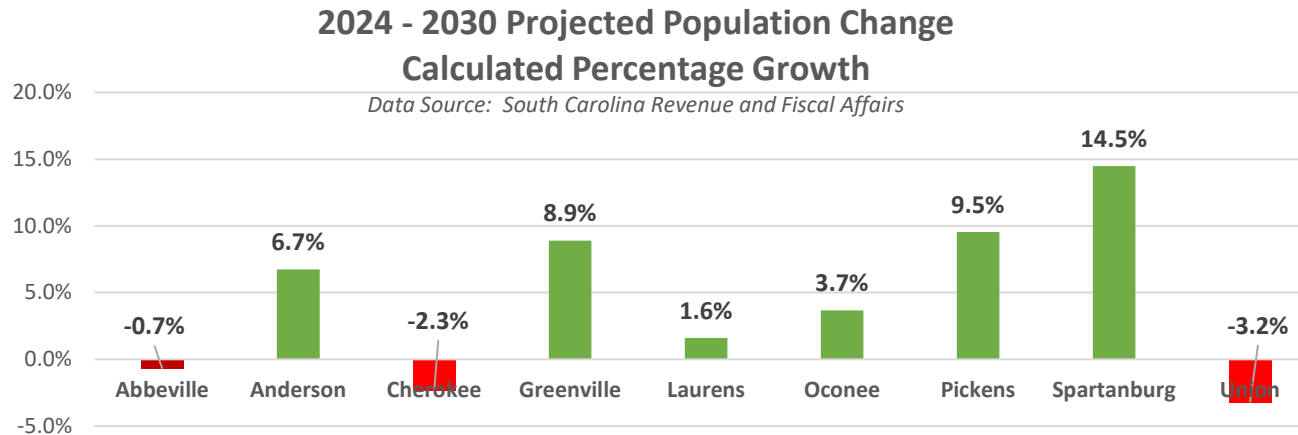
Population Projections To 2040 By County			
	Population 2024	2030 Projected Population	2040 Project Population
Abbeville	24,314	24,143	23,517
Anderson	214,337	228,790	253,959
Cherokee	55,747	54,449	51,420
Greenville	564,584	614,849	700,684
Laurens	68,386	69,476	70,459
Oconee	81,246	84,224	87,698
Pickens	137,830	150,983	173,805
Spartanburg	362,400	414,932	518,719
Union	26,496	25,642	23,873

Source: South Carolina Revenue and Fiscal Affairs

As shown in the table to the left, the Upstate region is experiencing significant population growth. Seven of the ten counties are projected to grow in the coming decades—some substantially. Spartanburg County, for example, is expected to see particularly strong expansion. Meanwhile, three counties—Abbeville, Cherokee, and Union—are forecasted to experience modest population declines between 2024 and 2040. While these decreases are relatively small, they may still pose challenges to local economic development.

The chart in the bottom left illustrates projected population growth rates from 2024 to 2030, based on the data in the upper table. Anderson, Greenville, Pickens, and Spartanburg counties are expected to undergo rapid population increases over a short period. While population growth can bring economic and social benefits, it also necessitates significant investment in infrastructure. Accommodating this growth will require expansion in transportation systems, utility services, and—critically—K-12 educational resources to ensure quality of life is maintained.

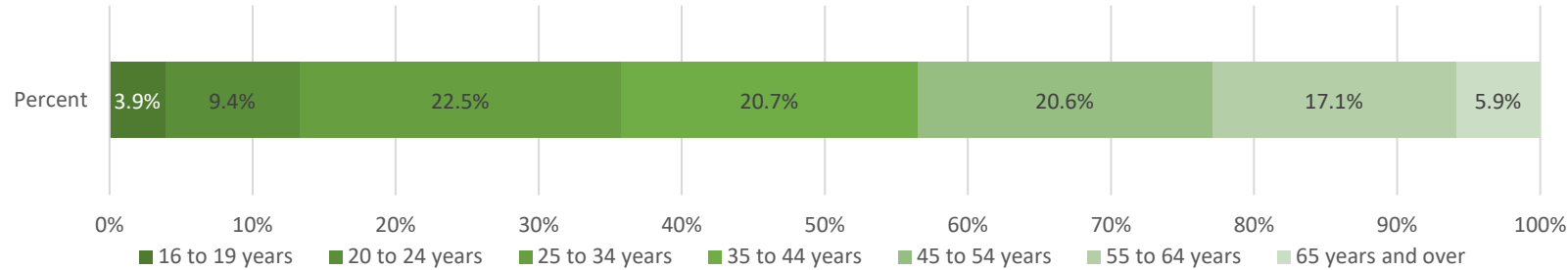
Data source: [South Carolina Revenue and Fiscal Affairs Population Projections](#)



# Workforce Demographics, 10-County Region - 1

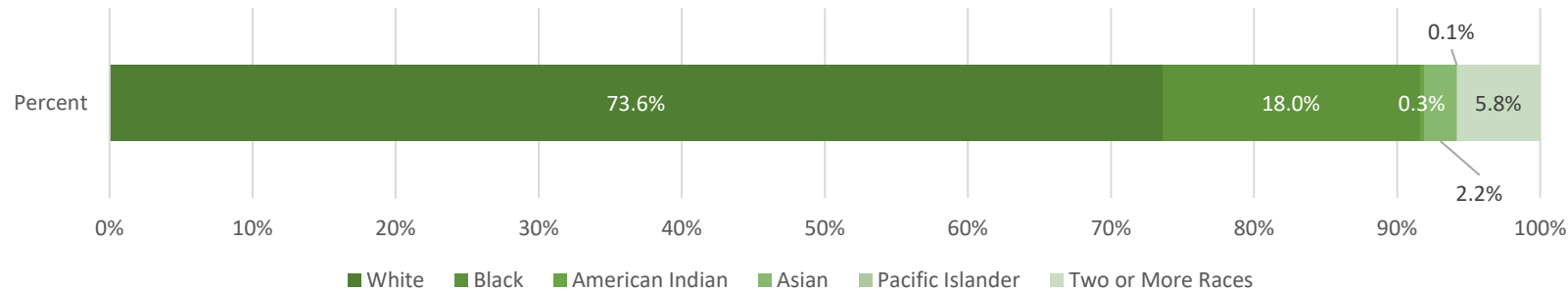
## Age Distribution of Employees Across All Industries, 10-County Region

Source: Chmura JobsEQ, Data as of 2024Q3



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

Source: Chmura JobsEQ, Data as of 2024Q3



The age and racial distributions of the Upstate workforce are shown in the chart to the left. Currently, 73.2% of the workforce is between the ages of 20 and 54, nearly identical to last year's figure of 73.1%. Workers aged 55 and older make up 23.0% of the workforce, a slight decrease from 23.2% the previous year.

In terms of racial composition, 73.6% of the workforce identifies as White, compared to 73.7% last year. Meanwhile, the percentage identifying as Black or African American dropped from 22.1% to 18.0%—a significant change over one year. Notably, the share of those identifying as two or more races increased substantially, rising from 1.5% to 5.8%.

The percentage of workers identifying as Asian remained steady at 2.2%.

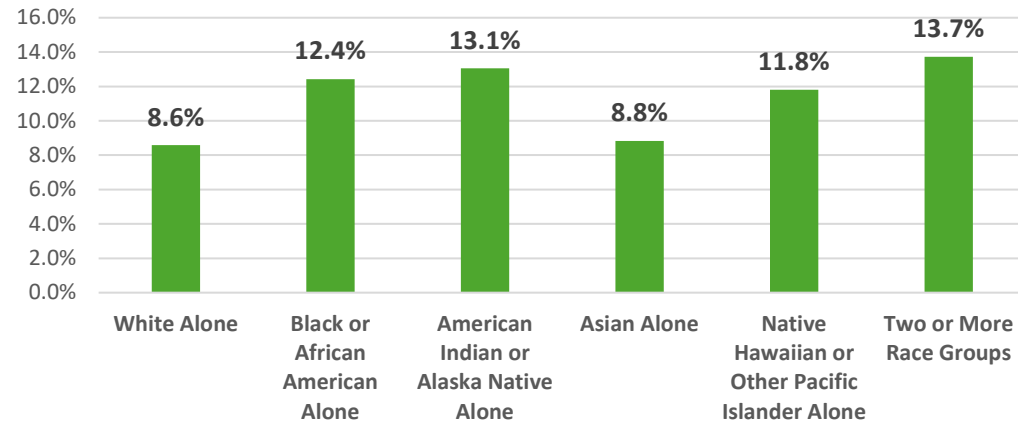


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## Turnover Rates and Stable Job Salary by Race/Ethnicity

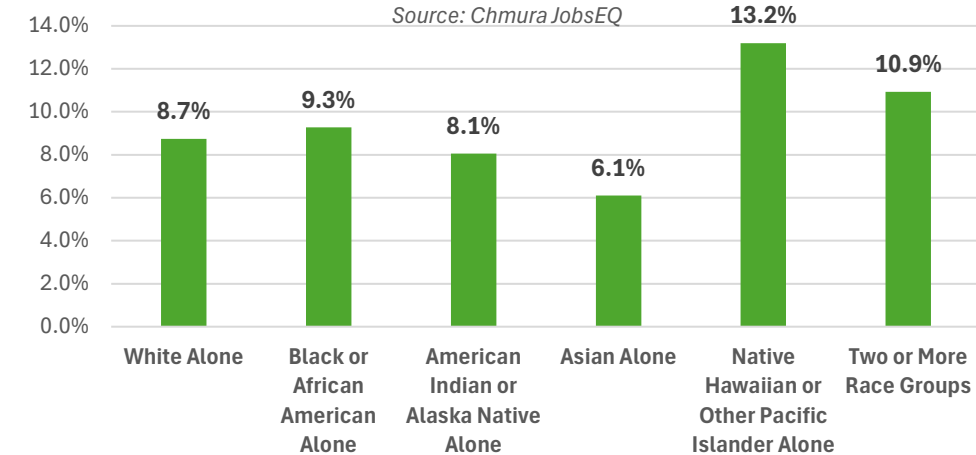
Turnover by Race/Ethnicity, Greenville-Spartanburg-Anderson CSA

Source: Chmura JobsEQ for 2023Q4, extracted on April 7, 2025



Percent **Reduction** in Turnover  
From 2022Q4 to 2023Q4 (most recent available)

Source: Chmura JobsEQ



Turnover rates declined across all racial groups compared to last year's report. This trend aligns with national patterns, where the previously high resignation rates among diverse employee groups appear to be easing.

The chart in the upper left shows the most recent turnover rates by race across the 10 counties in the Upstate region. The chart in the upper right illustrates the **percentage reduction** in turnover for each racial group.

The next slide will present data on changes in average annual salaries for stable employment by racial group.

Data from Industry Diversity Report in JobsEQ

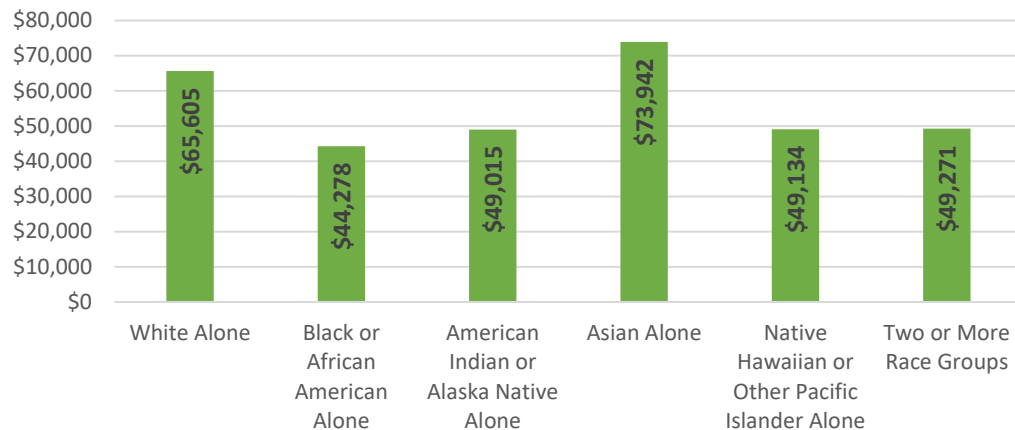


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## Average Annual Salaries for Stable Jobs

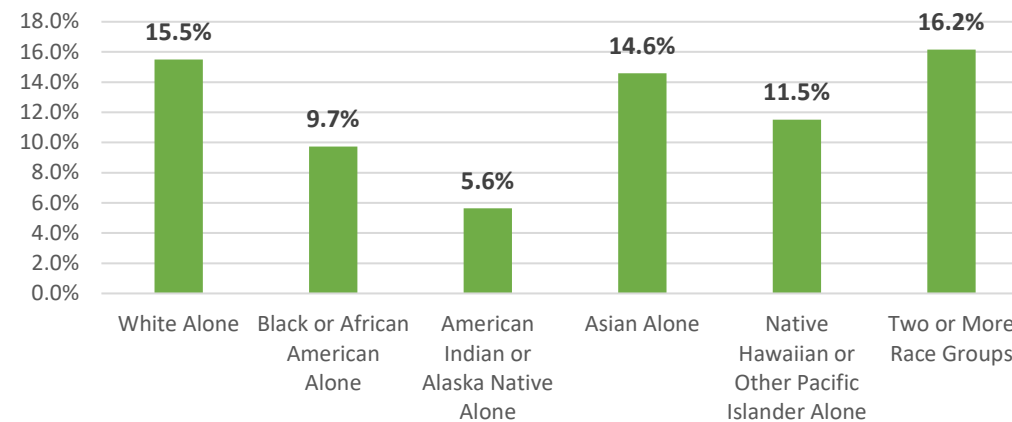
Average Annual Salary for Stable Jobs,  
Greenville-Spartanburg-Anderson, CSA

Source: Chmura JobsEQ for 2023Q4, extracted on April 7, 2025



Percentage Change in Average Annual Salary for Stable  
Jobs from 2022Q4 to 2023Q4 (most recent available)

Source: Chmura JobsEQ for 2023Q4, extracted on April 7, 2025



Average annual salaries for stable jobs increased across all racial groups compared to last year's report, with several experiencing significant gains. Individuals identifying as two or more races saw the largest percentage increase at 16.2%, followed by White workers with a 15.5% increase. The smallest gain was observed among American Indian or Alaska Native workers, who experienced a 5.6% increase.

Data from Industry Diversity Report in JobsEQ



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# Income, Cost of Living, and Poverty Levels

## Median Household Income

<b>\$65,162</b> 10-County Upstate	<b>\$66,818</b> South Carolina	<b>\$78,538</b> USA
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Source: Chmura Economic Overview, 10-County Upstate Region, Data extracted April 7, 2025

## Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
10-County Upstate Region	\$56,086	91.8	\$61,089
South Carolina	\$58,378	92.8	\$62,941
USA	\$72,609	100	\$72,609

## Poverty Level (all People)

14.1% Greenville-Spartanburg- Anderson CSA	14.2% South Carolina	12.4% USA
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Source: Chmura JobsEQ Economic Overview, data extracted May 1, 2025

Nominal median income in the Upstate is approximately 83% of the U.S. median and nearly 98% of South Carolina's median income. This places the region significantly below national nominal income levels, but close to the statewide average.

When it comes to cost of living, the Upstate stands out as the most affordable region, with an overall cost-of-living index of 91.8, compared to South Carolina's 92.8. This indicates a relatively low-cost environment both within the state and nationally. However, after adjusting for earnings, the Upstate continues to exhibit the lowest purchasing power among the three geographic regions, based on average annual salaries.

Consistent with last year's findings, the Upstate's poverty rate remains lower than the statewide average but significantly higher than the national rate. Nearly one in seven Upstate residents lives in poverty, compared to approximately one in eight at the national level.



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# Living Wage By Upstate County

source: MIT Living Wage Calculator, Data extracted April 7, 2025

Living Wage Calculations 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	\$18.96	\$30.92	\$37.98	\$48.25	\$26.13	\$32.06	\$35.53	\$40.49	\$13.03	\$17.81	\$21.56	\$25.85
Anderson	\$19.74	\$33.64	\$42.78	\$53.19	\$26.99	\$32.50	\$36.05	\$40.76	\$13.45	\$19.22	\$23.94	\$28.17
Cherokee	\$18.65	\$30.29	\$36.19	\$45.57	\$25.69	\$31.46	\$34.83	\$39.18	\$12.80	\$17.44	\$20.61	\$24.56
Greenville	\$22.72	\$36.82	\$46.49	\$57.52	\$30.43	\$35.76	\$39.46	\$44.69	\$15.17	\$20.89	\$25.74	\$30.25
Greenwood	\$19.33	\$34.63	\$43.03	\$53.86	\$26.70	\$32.56	\$36.02	\$40.29	\$13.31	\$19.65	\$24.01	\$28.45
Laurens	\$19.05	\$30.61	\$37.43	\$46.66	\$26.08	\$31.94	\$35.38	\$39.59	\$13.00	\$17.65	\$21.27	\$25.10
Oconee	\$19.07	\$31.09	\$37.98	\$47.55	\$26.49	\$32.51	\$36.03	\$40.50	\$13.20	\$17.93	\$21.59	\$25.55
Pickens	\$20.82	\$34.59	\$43.82	\$54.11	\$28.35	\$33.47	\$37.04	\$41.65	\$14.13	\$19.70	\$24.43	\$28.61
Spartanburg	\$21.60	\$35.38	\$44.63	\$55.20	\$29.05	\$34.21	\$37.73	\$42.61	\$14.48	\$20.07	\$24.77	\$29.09
Union	\$18.13	\$30.09	\$36.75	\$45.95	\$25.55	\$31.25	\$34.57	\$38.82	\$12.74	\$17.30	\$20.86	\$24.72
<b>Average</b>	<b>\$19.81</b>	<b>\$32.81</b>	<b>\$40.71</b>	<b>\$50.79</b>	<b>\$27.15</b>	<b>\$32.77</b>	<b>\$36.26</b>	<b>\$40.86</b>	<b>\$13.53</b>	<b>\$18.77</b>	<b>\$22.88</b>	<b>\$27.04</b>

Source: MIT Living Wage Calculator, [Living Wage Calculator](#) Data extracted April 7, 2025

The minimum wage across all South Carolina counties remains at \$7.25 per hour. However, when compared with figures from MIT's Living Wage Calculator, it becomes clear that this rate falls well short of providing a sustainable income for adult workers in the state.

Living wage estimates vary across the 10 counties in the Upstate. For a single adult with no children, the required living wage ranges from \$18.13 in Union County to \$22.72 in Greenville County. These figures underscore a significant gap between the legal minimum wage and the income needed to meet basic living expenses.

This disparity highlights the importance of education and workforce development as key strategies for improving individual and family well-being. Investing in talent development remains a critical regional policy priority.



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Major Categories of Consumer Spending, Greenville-Spartanburg-Anderson CSA

Source: U. S. Census Bureau, Business Builder, Data Extracted April 7, 2025



The data presented in the accompanying chart are from [the U.S. Census Business Builder tool](#). Across the 10-county Upstate region, average annual consumer spending per household reached \$79,800.59 in the most recent reporting period—an increase of approximately \$4,100 compared to the 2024 report.

Housing remains the largest single expenditure, accounting for \$25,595 annually, or 32% of total household spending. This amount is 2.7 times higher than spending on the next largest category: local transportation.

As observed in the 2024 report, pensions and health care continue to rank as the third and fourth largest spending categories, respectively.

Education spending averaged less than \$1,300 per household annually, representing just 1.6% of total expenditures. In a rapidly evolving labor market, greater emphasis on education and workforce development—including upskilling and reskilling—may be essential for sustaining employability and income security.



# Education and Training Requirements

## Educational Attainment, Ages 25 – 64

	10-County	South Carolina	USA
No High School Diploma	10.9%	9.6%	10.0%
High School Graduate	27.5%	27.4%	25.0%
Some College, No Degree	19.4%	20.2%	19.3%
Associate's Degree	10.9%	10.5%	9.2%
Bachelor's Degree	20.0%	20.6%	22.8%
Postgraduate Degree	11.3%	11.8%	13.8%

Source: Chmura Economic Overview, 10-County Upstate Region, Data extracted April 7.2025

Data from the Bureau of Labor Statistics for the first quarter of 2025 show a clear correlation between educational attainment and median usual weekly earnings. The table immediately below presents these Q1 2025 figures.

Educational Attainment	Median Usual Weekly Earning (national level data)
Less than high school	\$743
High school graduate, no college	\$953
Some college or associate degree	\$1,096
Bachelor's degree or higher	\$1,754

Source: [Bureau of Labor Statistics](#), Full-time workers 25 and over

Higher earnings contribute directly to improved living standards for individuals and families. At a broader level, a region's capacity to attract and sustain advanced economic activity is significantly influenced by the educational and skill levels of its population.

In the Upstate, nearly 89% of residents hold at least a high school diploma, while approximately 31% have earned a bachelor's degree or higher.

Multiple regional initiatives are actively working to expand access to education and skill development. Notable efforts include **Re:Degree** (led by OneSpartanburg), **Movement 2030** (by the Spartanburg Academic Movement), and **Talent Rise** (through the Greenville Chamber of Commerce). In addition, the **Talent Forum**, hosted by USC Upstate, brings together K–12 educators, higher education institutions, businesses, and community stakeholders to collaboratively address educational and skills gaps. These partnerships aim to ensure that the Upstate continues to build a workforce equipped for the demands of a dynamic economy.

## Education and Training Requirements Across All Occupations

	10-County	South Carolina	USA
Short-term OJT, no exp, no award	37.4%	38.6%	37.1%
Moderate-term OJT, no exp, no award	18.0%	15.9%	13.7%
Long-term training, no exp, no award	3.5%	3.4%	3.5%
Previous work experience, no award	7.8%	8.2%	8.1%
2-year degree or certificate	8.9%	8.6%	8.3%
Bachelor's degree	20.4%	21.2%	24.8%
Postgraduate degree	4.0%	4.1%	4.4%

Source: Chmura JobsEQ Occupational Diversity, Data as of 2024Q4



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# Educational Awards

## Awards from 10-County Upstate Region Colleges and Universities

Certification < 1 year	5,851
Certificate 1+ but <2 year	1,292
Associate's Degree	3,920
Bachelor's Degree	11,224
Master's Degree	2,991
Doctorate	528
Other Post-Baccalaureate	211

Source: Chmura JobsEQ, 2022-2023 academic year.  
Data extracted on April 9, 2025

The value of a college education remains a topic of active public debate. However, as referenced in the previous section—and supported by extensive research—earning a postsecondary degree significantly enhances lifetime earning potential.

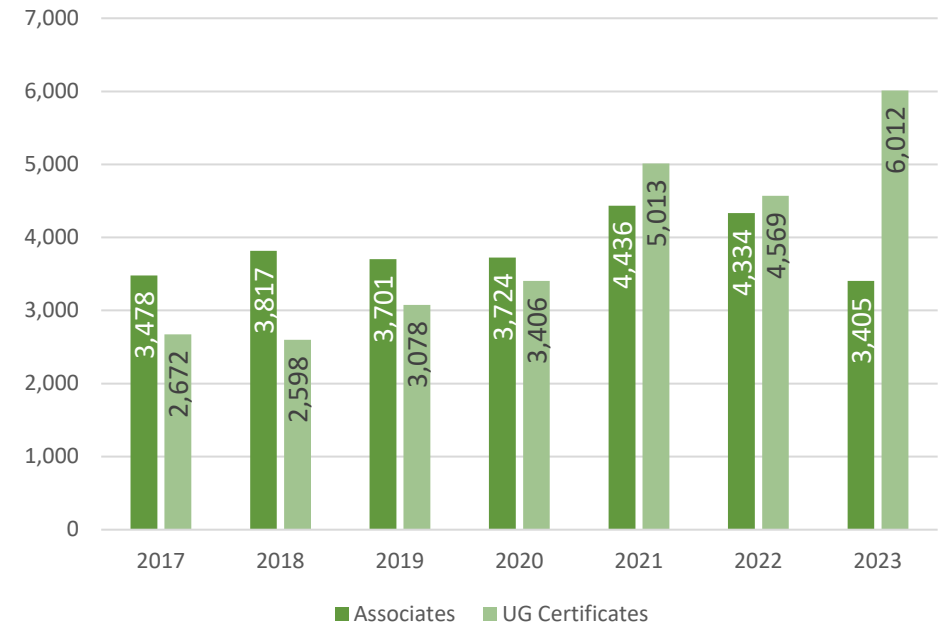
The tables on this page present data on degrees and certificates awarded by institutions of higher education across the 10-county Upstate region.

A notable trend is the growing number of undergraduate certificates awarded by the region's four technical colleges. Beginning in 2021, the number of undergraduate certificates have surpassed the number of associate degrees conferred. This shift likely reflects increasing demand for short-term, skills-based training aligned with in-demand occupations. (See chart at right.)

## Distribution of UG Certificates and Associates Degrees Four Technical Colleges

Greenville-Spartanburg-Anderson CSA

Source: Gray Associates & Chmura Awards Report (2023)



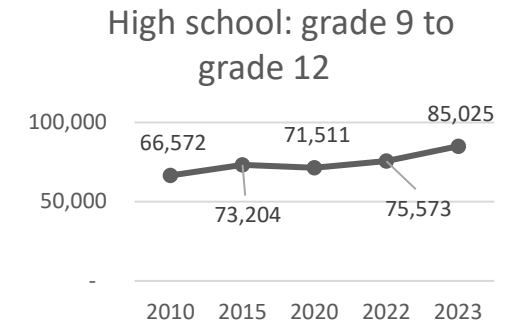
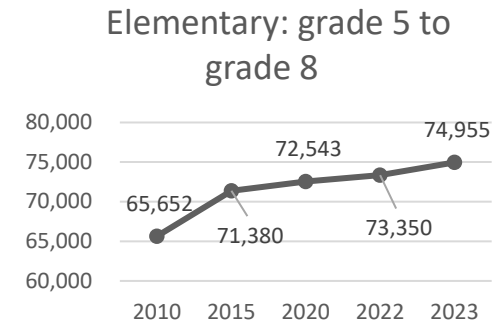
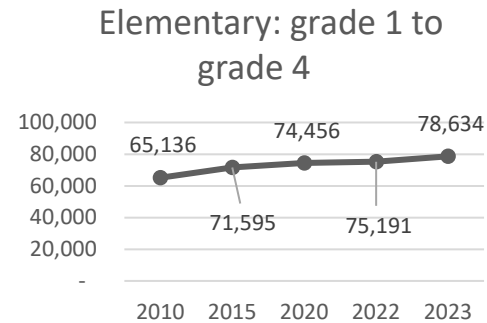
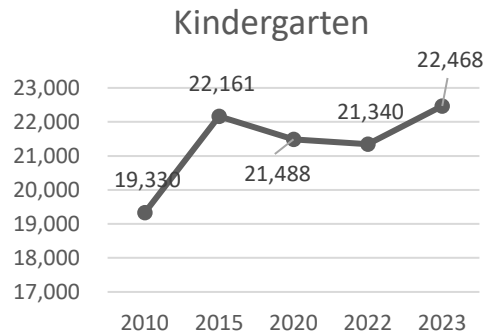
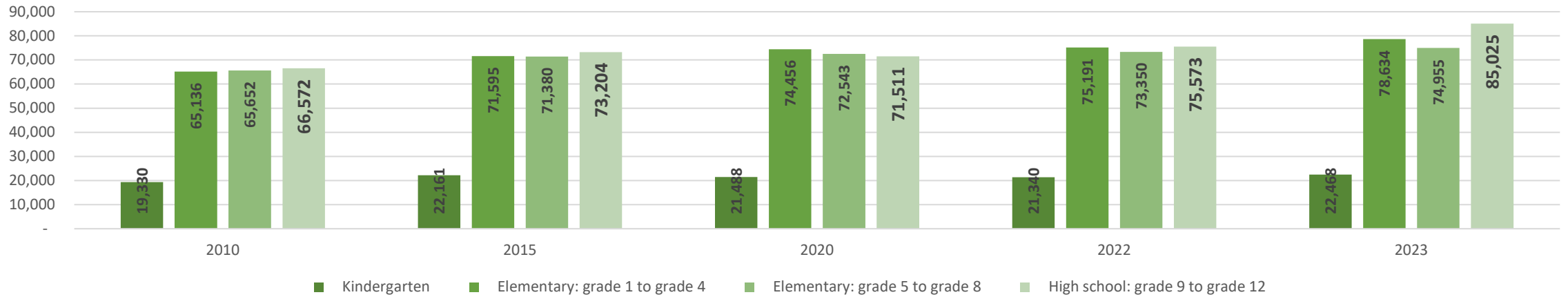
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## Pipeline to College & Workforce

### Greenville-Spartanburg-Anderson MSA

Source: U.S. Census, ACS Table S1401



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## Top 5 Award Programs by Educational Level in Greenville-Spartanburg-Anderson CSA

The table below displays data on academic credentials awarded by institutions of higher education located in South Carolina's Upstate region. Awards are organized by level, beginning with certificates earned in one year or less and progressing through to graduate and professional degrees.

Certificate < 1 year	
• Liberal Arts and Sciences/Liberal Studies	2,375
• Welding Technology/Welder	483
• Industrial Electronics Technology/Technician	295
• Aesthetician/Esthetician and Skin Care Specialist	194
• Home Health Aide/Home Attendant	172
Certificate 1+ but <2 years	
• Welding Technology/Welder	514
• Cosmetology/Cosmetologist, General	250
• Licensed Practical/Vocational Nurse Training	96
• Electromechanical Technologies/Technicians	64
• Medical/Clinical Assistant	63
Associate's	
• Liberal Arts and Sciences/Liberal Studies	1,357
• Registered Nursing/Registered Nurse	364
• Electromechanical Technologies/Technician	305
• Business/Commerce, General	237
• Multi-/Interdisciplinary Studies, Other	166

Bachelor's	
• Business Administration and Management, General	1,068
• Registered Nursing/Registered Nurse	745
• Psychology, General	711
• Biology/Biological Sciences, General	630
• Marketing/Marketing Management, General	451
Master's	
• Business Administration and Management, General	459
• Education, General	175
• Teacher Education and Professional Development, Specific Levels and Methods, Other	125
• Counselor Education/School Counseling Services and Guidance Services	100
• Biology/Biological Sciences, General	89
Doctorate*	
• Chiropractic	97
• Pharmacy	41
• Educational Assessment, Evaluation, and Research	33
• Physical Therapy/Therapist	27
• Educational Leadership and Administration, General	23
Source: Chmura JobsEQ, Data for 2022 – 2023 academic year. Data extracted on April 9, 2025	

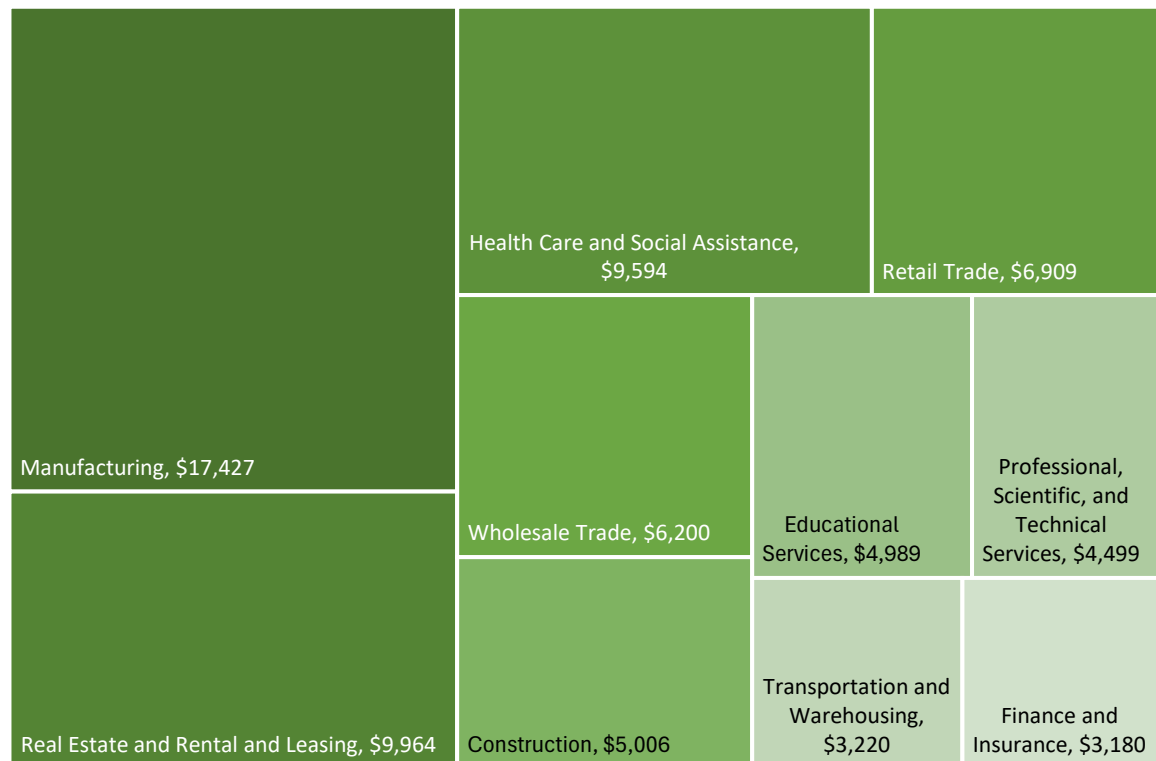
\*USC Greenville School of Medicine and Edward Via School of Osteopathic Medicine not captured in data source.

# Upstate Output and Employment by Sector

## Regional GDP by Sector, Data 2023

In Millions

Source: Chmura Economic Overview

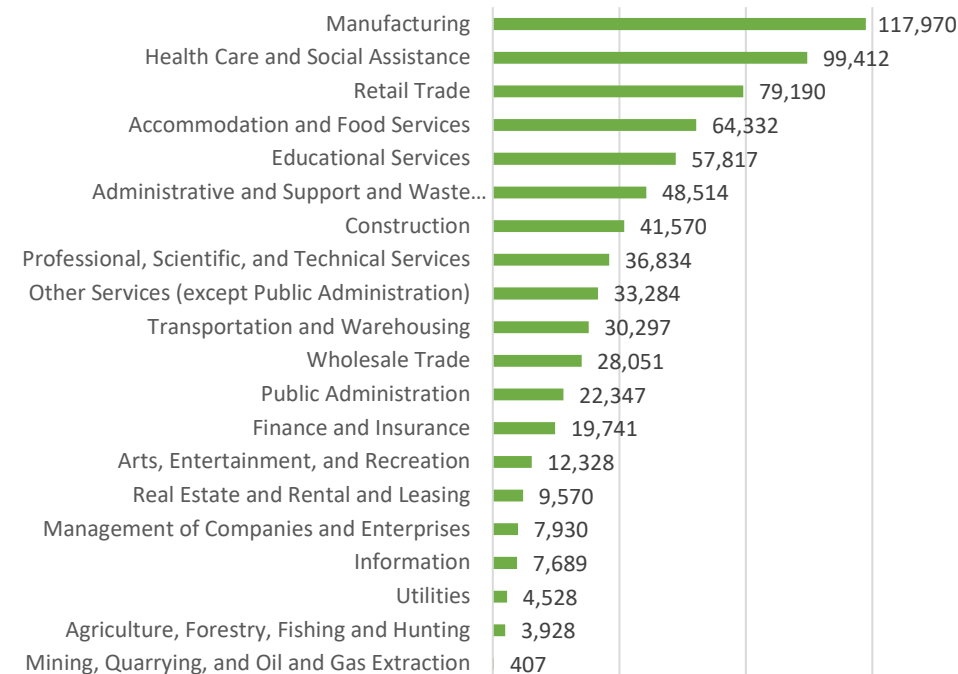


## Total Employment by Major Economic Sector,

Greenville-Spartanburg-Anderson CSA

Data as of 2024Q4

Source: Chmura JobsEQ Industry Snapshot



Manufacturing GDP declined from 2022 to 2023 by \$865 million. Manufacturing employment declined by just over 700 employees from data presented in the 2024 Workforce & Talent Report.



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## South Carolina

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

Source: Chmura JobsEQ 2024Q4



### Top 5 Industry Sectors by Forecasted Talent Demand, Current Average Annual Wages

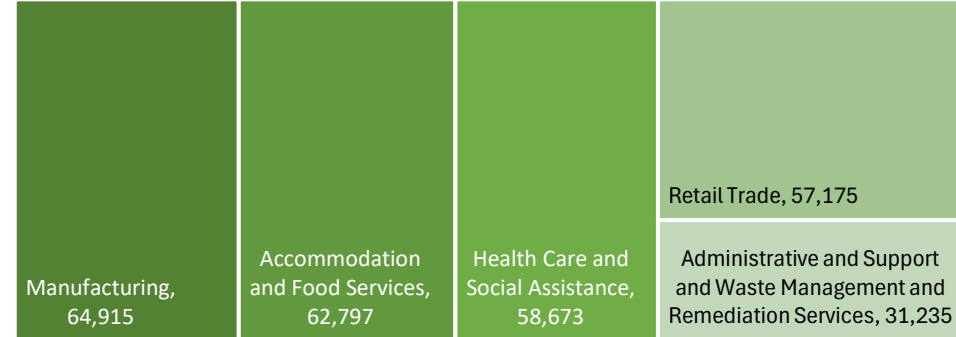
Source: Chmura JobsEQ 2024Q4



## Greenville-Spartanburg-Anderson CSA

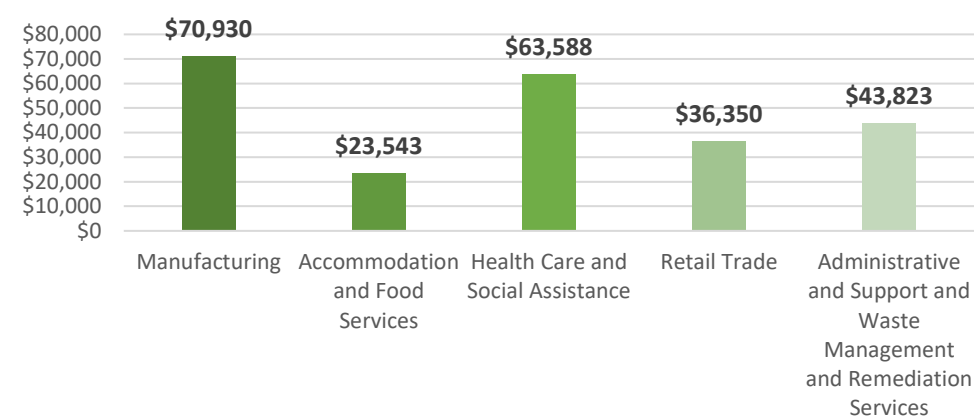
### Top 5 Industry Sectors by 5-Year Forecasted Talent Demand

Source: Chmura JobsEQ 2024Q4



### Top 5 Industry Sectors by Forecasted Talent Demand, Current Average Annual Wages

Source: Chmura JobsEQ 2024Q4



The five largest industry sectors by **projected talent demand** are consistent across both the Upstate region and the state of South Carolina. However, the relative importance of these sectors varies between the two areas.

At the state level, **Accommodation and Food Services** ranks as the leading sector, whereas in the Upstate region, **Manufacturing** holds the top position. This variation highlights key structural differences in regional economies—particularly when considering the significant wage disparities between these sectors.

Refer to the accompanying charts for a detailed comparison of sector rankings and average wages.

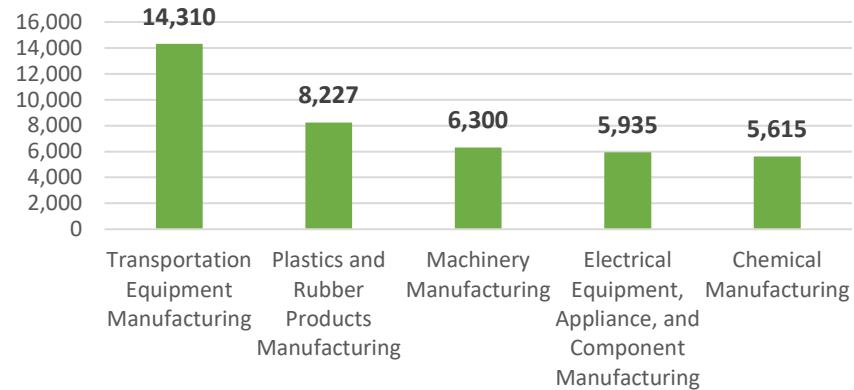


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# Manufacturing Sector

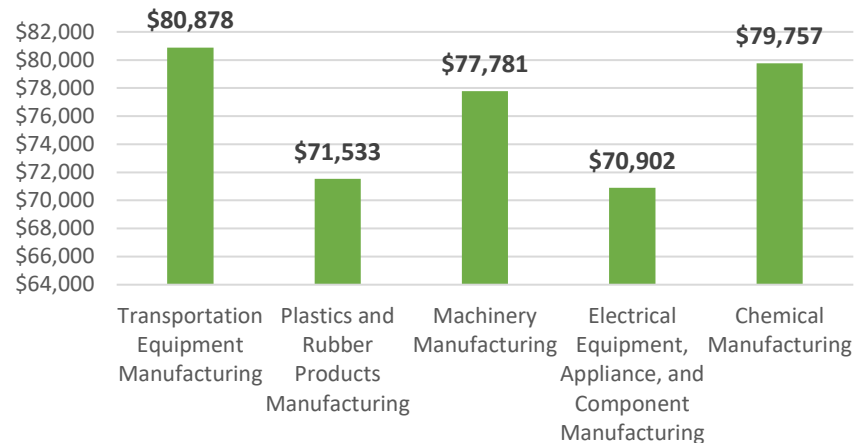
Top 5 Manufacturing Sectors, Ranked on 5-Year Forecasted Talent Demand

Source: Chmura JobsEQ 2024Q4



Current Average Annual Salary

Source Chmura JobsEQ 2024Q4



Transportation Equipment represents the largest individual segment within the Upstate's manufacturing sector. As of the fourth quarter of 2024, 29,127 Upstate residents were employed in this sector—a slight decrease compared to Q4 2023. Over the next five years, projected demand for workers in this sector exceeds 14,310, accounting for both new positions and replacement needs.

Other major manufacturing sectors in the region include **Plastics and Rubber Products** and **Machinery Manufacturing**, employing 13,896 and 12,227 individuals, respectively. Both sectors offer competitive wages, with average annual earnings exceeding \$70,000.

The table to the right outlines the five-year occupational forecast for the broader manufacturing sector. Among all roles, **Team Assemblers** are expected to experience the highest demand.

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

Source: JobsEQ, 2024Q4

Occupation	Average Current Annual Wage	5-Year Forecast Demand
Team Assemblers	\$50,300	9,712
Inspectors, Testers, Sorters, Samplers, and Weighers	\$48,700	2,812
Laborers and Freight, Stock, and Material Movers, Hand	\$42,400	2,686
First-Line Supervisors of Production and Operating Workers	\$76,600	2,299
Electrical, Electronic, and Electromechanical Equipment Assemblers, Except Coil Winders, Tapers, and Finishers	\$45,000	1,749
Industrial Machinery Mechanics	\$63,800	1,410
Tire Builders	\$59,500	1,385
Welders, Cutters, Solderers, and Brazers	\$50,900	1,364
Assemblers and Fabricators, All Other	\$51,400	1,211
Packaging and Filling Machine Operators and Tenders	\$41,500	1,172
Machinists	\$53,200	1,112
Maintenance and Repair Workers, General	\$57,800	1,053
Industrial Engineers	\$98,400	1,038
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$83,500	1,020
Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	\$43,300	919

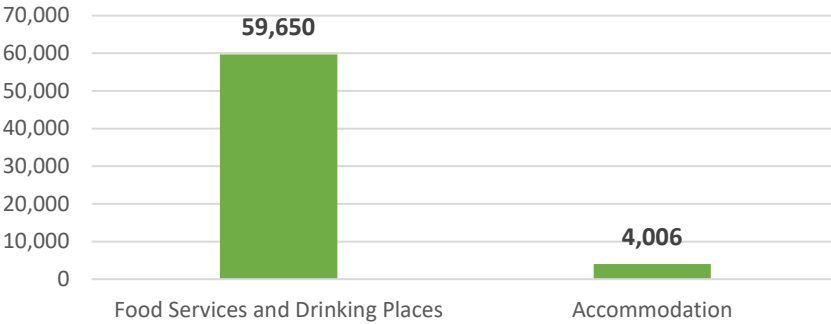


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# Accommodation and Food Services

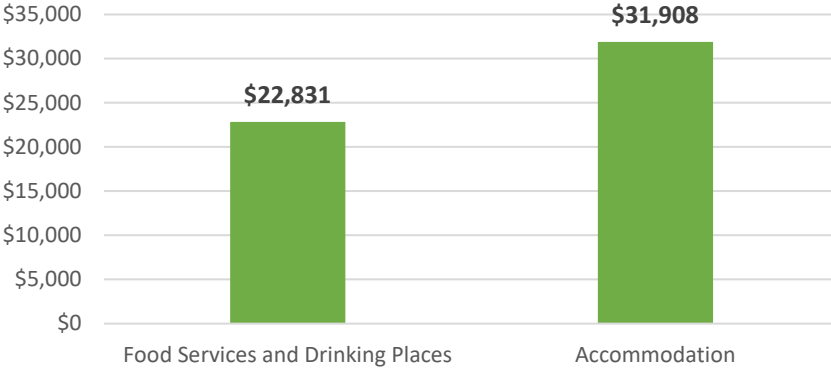
Accommodation and Food Services Sectors,  
5-Year Forecasted Talent Demand

Source: JobsEQ 2024Q4



Current Average Annual Salary

Source JobsEQ 2024Q4



As of the fourth quarter of 2023, employment in the Upstate's Accommodation and Food Services sector stands at approximately 64,332. Looking ahead, labor market projections indicate that approximately 63,000 new workers will be needed over the next five years to support sector growth and replace those exiting the workforce due to retirements and voluntary turnover.

Wages within this sector remain relatively low and, in most cases, fall below the regional living wage benchmark. For reference, the MIT living wage calculation for a single adult with no children in the Upstate is estimated at \$19.81 per hour, or \$39,620 annually, assuming a 2,000-hour work year.

Occupational demand is projected to be highest for fast food, counter service workers, and waitstaff. Among the top 15 most in-demand occupations in this sector, only first-line supervisors and food service managers earn average annual wages that meet or exceed the living wage threshold.

Top 15 Occupations for Accommodation and Food Services, 5-Year Forecast 10-County Upstate Region		
Source: Chmura JobsEQ, 2024Q4		
Occupation	Average Current Annual Wage	5-Year Forecast Demand
Fast Food and Counter Workers	\$28,000	21,686
Waiters and Waitresses	\$24,200	10,929
Cooks, Restaurant	\$34,600	6,235
First-Line Supervisors of Food Preparation and Serving Workers	\$44,900	3,947
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	\$26,200	2,756
Food Preparation Workers	\$30,500	2,537
Cooks, Fast Food	\$28,000	2,480
Bartenders	\$25,600	2,224
Cashiers	\$27,500	1,653
Dishwashers	\$28,400	1,591
Dining Room and Cafeteria Attendants and Bartender Helpers	\$27,600	1,504
Food Service Managers	\$71,700	925
Maids and Housekeeping Cleaners	\$33,200	910
Driver/Sales Workers	\$29,700	716
Hotel, Motel, and Resort Desk Clerks	\$29,800	697

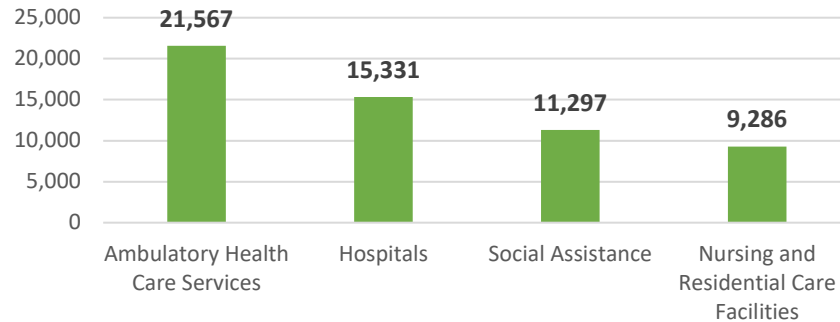




# Health Care and Social Assistance Sectors

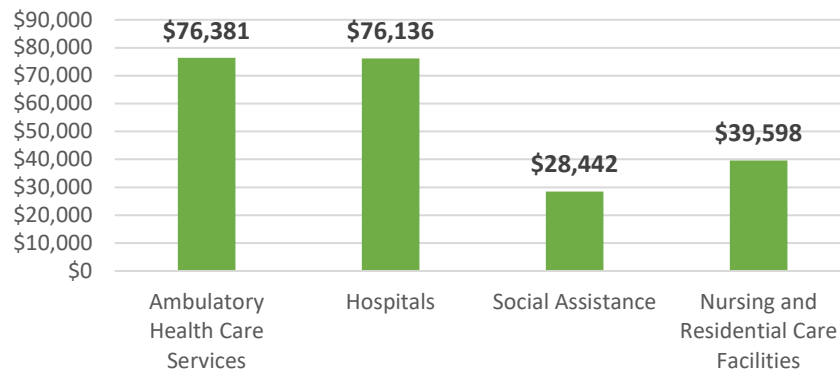
## Top Health Care and Social Assistant Sectors, Ranked on 5-Year Forecast Talent Demand

Source: JobsEQ, 2024Q4



## Current Average Annual Salary

Source: JobsEQ, 2024Q4



Health Care and Social Assistance employed nearly 99,412 individuals in the 10-County region in 2023Q4. The sector wide average earnings are approximately \$63,600 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 highest demanded occupations in this sector across the Upstate (see table to right).

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 \$30,000 annually, while Nursing Assistants earn approximately \$37,400 annually. Both occupations are below the region living wage of \$39,620.

## Top 15 Occupations for Health Care and Social Assistance, 5-Year Forecast

### 10-County Upstate Region

Source: Chmura JobsEQ, 2024Q4

Occupation	Average Current Annual Wage	5-Year Forecast Demand
Personal Care Aides	\$30,100	1663
Nursing Assistants	\$37,400	940
Registered Nurses	\$82,400	856
Home Health Aides	\$30,100	492
Medical Assistants	\$41,900	479
Childcare Workers	\$29,300	397
Medical Secretaries and Administrative Assistants	\$41,800	348
Receptionists and Information Clerks	\$35,700	291
Dental Assistants	\$49,700	258
Licensed Practical and Licensed Vocational Nurses	\$59,300	248
Medical and Health Services Managers	\$125,000	228
Office Clerks, General	\$37,800	196
Maids and Housekeeping Cleaners	\$28,600	175
Nurse Practitioners	\$121,500	156
Customer Service Representatives	\$39,300	151

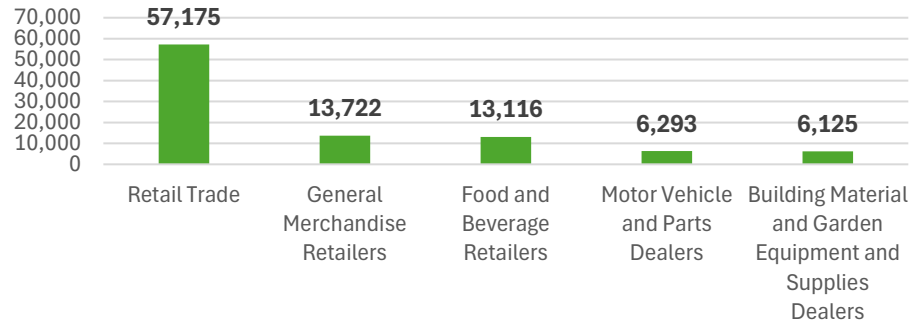


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# Retail Trade

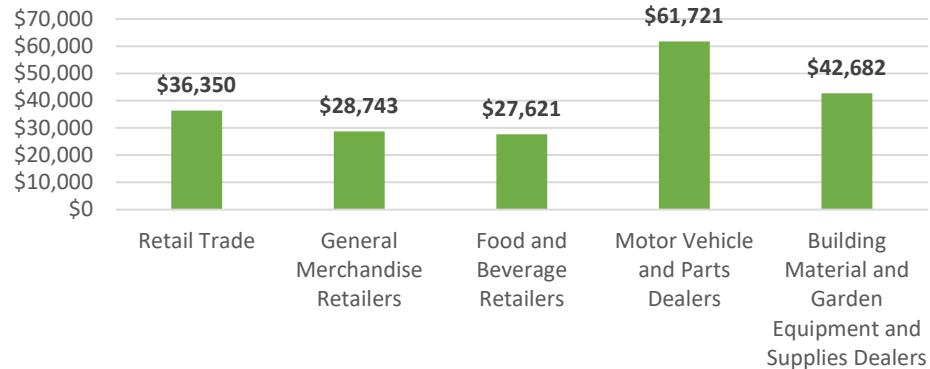
Top Retail Trade Sectors, Ranked on 5-Year Forecasted Talent Demand

Source: JobsEQ 2024Q4



Current Average Annual Salaries

Source: JobsEQ 2024Q4



While the U.S. Bureau of Labor Statistics projects a 2.3% decline in national Retail Trade employment between 2023 and 2033, this trend is not reflected in the Upstate region. Over the next five years, total workforce demand in Retail Trade—including both new growth and replacement needs—is expected to exceed 57,000 positions.

Of this demand, approximately 2,300 jobs are projected to result from sector growth, while the remaining 55,000 openings are anticipated due to retirements and voluntary separations.

Cashiers and retail salespersons represent the bulk of regional retail trade labor demand, with a combined 27,301 projected openings over the five-year period.

Notably, six occupations within the Retail Trade sector offer average annual wages that meet or exceed the Upstate living wage threshold for a single adult with no children, as calculated by the MIT Living Wage Calculator.

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

Source: Chmura JobsEQ, 2024Q4

Occupation	Average Current Annual Wage	5-Year Forecast Demand
Retail Salespersons	\$33,500	13,828
Cashiers	\$27,800	13,473
Stockers and Order Fillers	\$36,600	8,783
First-Line Supervisors of Retail Sales Workers	\$49,500	3,060
Customer Service Representatives	\$39,000	1,914
Fast Food and Counter Workers	\$27,500	1,328
Food Preparation Workers	\$29,700	1,256
Laborers and Freight, Stock, and Material Movers, Hand	\$39,100	1,207
Automotive Service Technicians and Mechanics	\$50,600	1,151
Pharmacy Technicians	\$41,700	801
General and Operations Managers	\$97,400	793
Parts Salespersons	\$35,200	666
Light Truck Drivers	\$30,900	585
Office Clerks, General	\$36,300	434
Packers and Packers, Hand	\$34,600	379

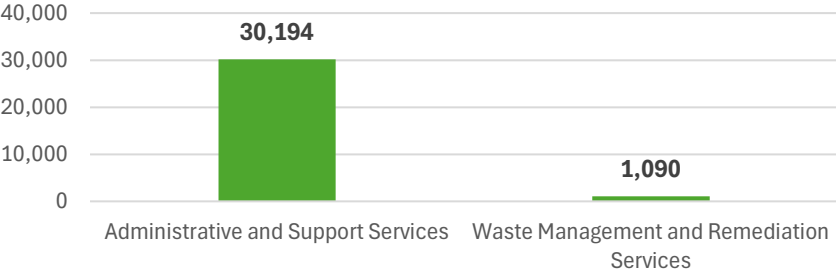


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# Administrative and Support and Waste Management and Remediation Services

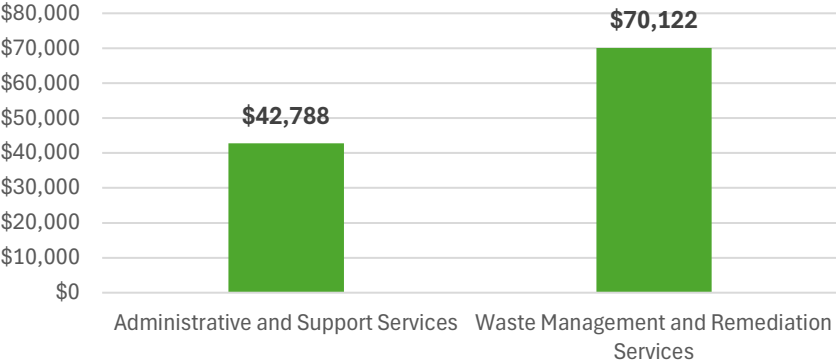
Administrative & Support and Waste Management, Ranked on 5-Year Total Talent Demand

Source: JobsEQ 2024Q4



Average Annual Salaries

Source: JobsEQ 2024Q4



As of Q4 2024, employment in the Administrative and Support and Waste Management sector in the Upstate region is just over 48,500, reflecting a slight decline from approximately 51,000 reported earlier in the year.

Looking ahead, total projected demand over the next five years is expected to exceed 31,000 positions. Of these, nearly 3,000 will be driven by sector growth, while the remaining demand will result from workforce turnover, including retirements, transfers, and voluntary separations.

Encouragingly, many occupations within this sector offer wages that meet—or closely approach—the MIT Living Wage for a single adult with no children in the Upstate region, currently estimated at \$39,620 annually.

Top 15 Occupations for Administrative and Support, Waste Management and Remediation, 5-Year Forecast 10-County Upstate Region		
Source: Chmura JobsEQ, 2024Q4		
Occupation	Average Current Annual Wage	5-Year Forecast Demand
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$32,900	3,875
Laborers and Freight, Stock, and Material Movers, Hand	\$36,300	3,011
Landscaping and Groundskeeping Workers	\$37,900	2,368
Security Guards	\$37,900	1,898
Customer Service Representatives	\$36,500	1,890
Maids and Housekeeping Cleaners	\$30,200	1,050
Team Assemblers	\$37,200	714
Office Clerks, General	\$36,700	647
Packers and Packagers, Hand	\$32,400	627
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$42,200	483
Human Resources Specialists	\$62,800	480
Pest Control Workers	\$40,600	457
Stockers and Order Fillers	\$32,900	442
First-Line Supervisors of Housekeeping and Janitorial Workers	\$56,100	432
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	\$63,300	424





# The Sixth Largest Sector Based on Projected Total Talent Demand: Educational Services

- Current Employment in 10-County Region:

57,817

- Current Average Annual Wages:

\$50,391

- Total 5-Year Forecasted Demand:

30,189

Source: Chmura JobsEQ, Industry Snapshot, 2024Q4

The 2024–2025 South Carolina Annual Supply and Demand Report, developed by the Center for Educator Recruitment, Retention, and Advancement (CERRA), indicates that district-level teacher vacancies have decreased for the first time since the 2019–2020 school year. Statewide, there were nearly 600 fewer teacher vacancies at the start of the 2024–2025 school year compared to the beginning of 2023–2024. Specifically, districts reported 1,043 vacancies for 2024–2025, down from 1,613 the previous year.

Regarding teacher departures, 19% were due to retirements, and 27% involved transfers to another South Carolina school. The remaining 54% left for other reasons.

[2024-25 Supply and Demand Report](#)

## Top 15 Occupations for Educational Services, 5-Year Forecast 10-County Upstate Region

Source: Chmura JobsEQ, 2024Q4

Occupation	Average Current Annual Wage	5-Year Forecast Demand
Elementary School Teachers, Except Special Education	\$57,800	2,520
Teaching Assistants, Except Postsecondary	\$28,700	2,170
Secondary School Teachers, Except Special and Career/Technical Education	\$62,300	1,761
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$32,700	1,309
Substitute Teachers, Short-Term	\$42,500	1,282
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$43,300	1,201
Middle School Teachers, Except Special and Career/Technical Education	\$61,700	965
Bus Drivers, School	\$39,000	875
Educational, Guidance, and Career Counselors and Advisors	\$57,700	791
Office Clerks, General	\$38,600	754
Cooks, Institution and Cafeteria	\$32,200	604
Coaches and Scouts	\$64,100	586
Education Administrators, Kindergarten through Secondary	\$109,300	567
Education Administrators, Postsecondary	\$105,300	563
Fast Food and Counter Workers	\$27,900	552



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## Top 10 Occupations in Upstate Job Postings by Educational Attainment Level

Associate Online Job Postings, May 2024-May 2025	
Source: Chmura JobsEQ, RTI	
Occupation	Active Job Ads
Registered Nurses	577
Medical and Health Services Managers	295
Maintenance and Repair Workers, General	292
Computer User Support Specialists	223
Bookkeeping, Accounting, and Auditing Clerks	162
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	157
First-Line Supervisors of Retail Sales Workers	155
Social and Human Service Assistants	151
Mechanical Drafters	134
Human Resources Specialists	127

Bachelor Online Job Postings, May 2024-May 2025	
Source: Chmura JobsEQ, RTI	
Occupation	Active Job Ads
Architectural and Engineering Managers	1,111
Medical and Health Services Managers	933
Industrial Engineers	747
Human Resources Specialists	744
Accountants and Auditors	740
Business Operations Specialists, All Other	737
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	674
Computer and Information Systems Managers	673
Social and Human Service Assistants	584
Management Analysts	555

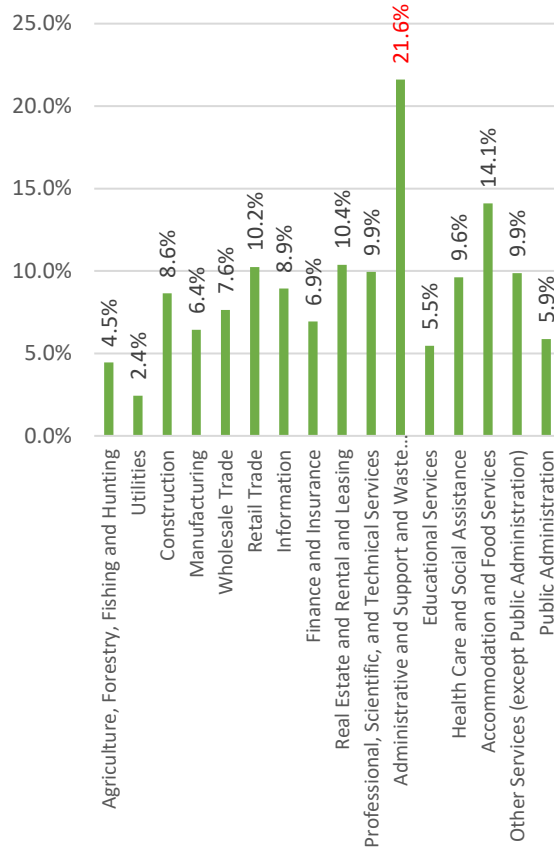
Postgraduate Online Job Postings, May 2024-May 2025	
Source: Chmura JobsEQ, RTI	
Occupation	Active Job Ads
Speech-Language Pathologists	455
Mental Health Counselors	285
Mental Health and Substance Abuse Social Workers	209
Nurse Practitioners	193
Medical and Health Services Managers	172
Education Administrators, Postsecondary	159
Lawyers	146
Veterinarians	142
Business Teachers, Postsecondary	123
Medical Scientists, Except Epidemiologists	101



# Turnover Rates by Sector and Education

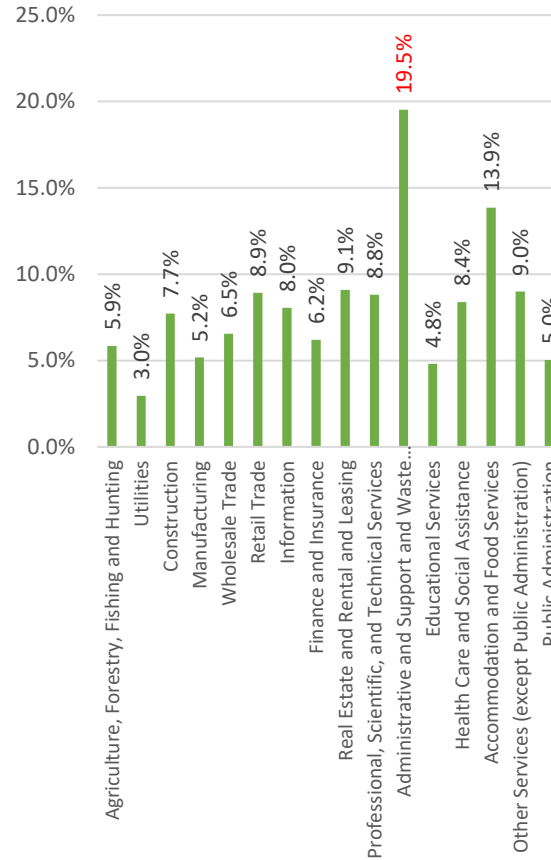
## Less Than High School - NA Removed

Source: JobsEQ Industry Diversity (4 quarters ending 2023Q4)



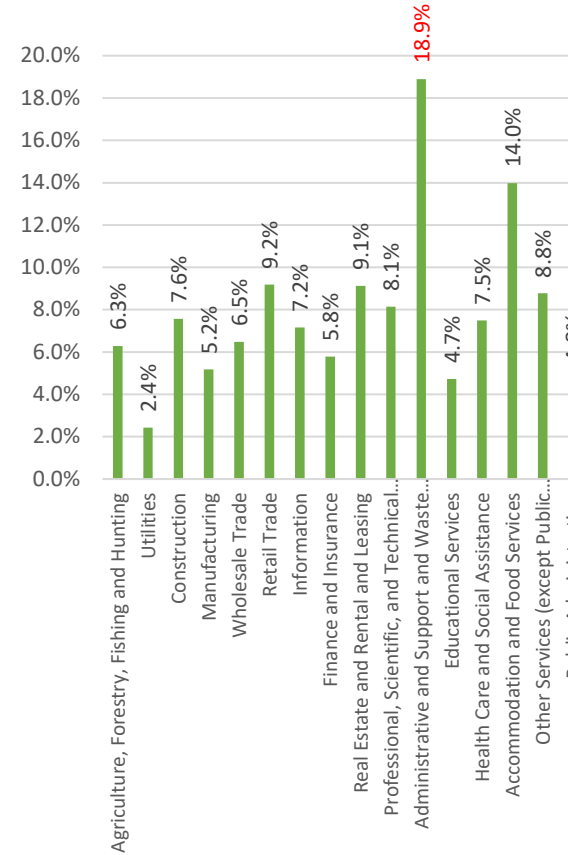
## High School or Equivalent

Source: JobsEQ Industry Diversity (4 quarters ending 2023Q4)



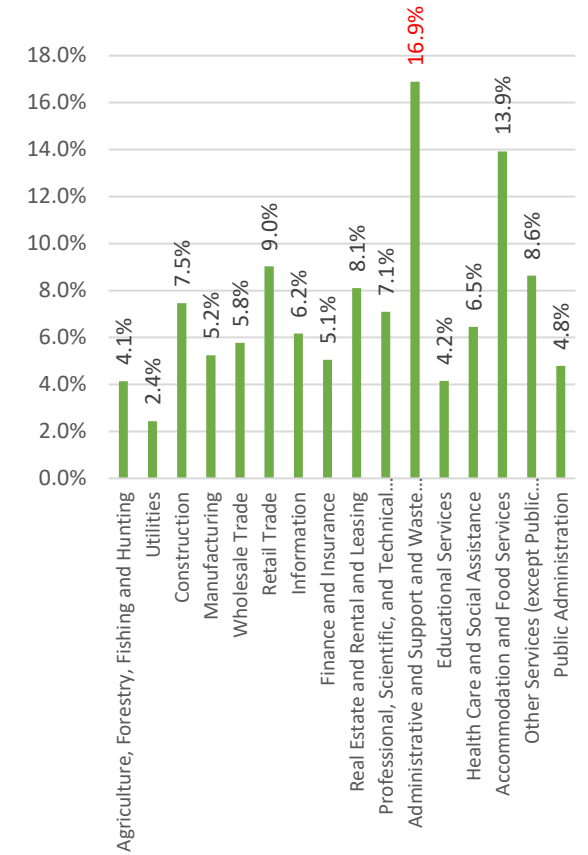
## Some College or Associate's Degree - N/A Removed

Source: JobsEQ Industry Diversity (4 quarters ending 2023Q4)



## Bachelor's or Advanced Degree

Source: JobsEQ Industry Diversity (4 quarters ending 2023Q4)



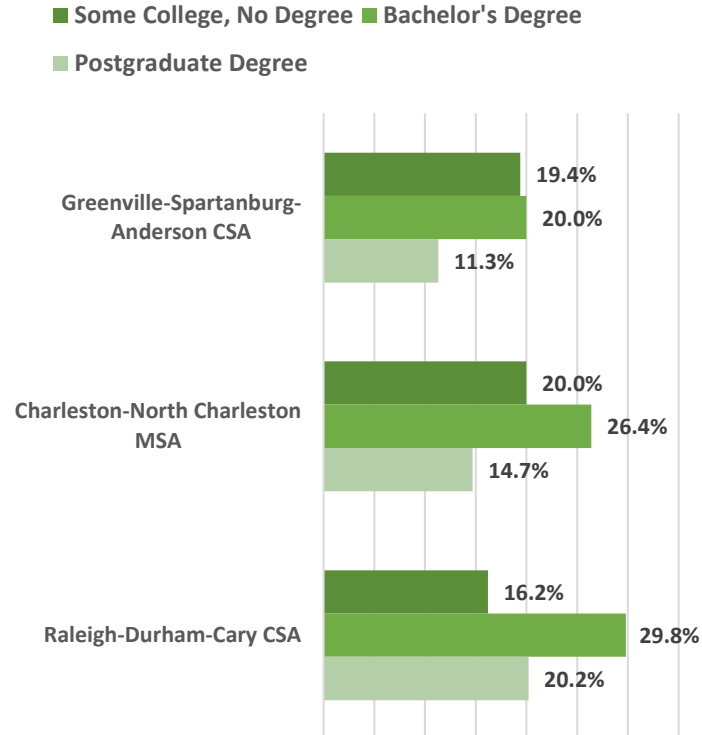
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# Regional Comparison, part 1

Greenville-Spartanburg-Anderson CSA / Charleston-North Charleston MSA / Raleigh-Durham-Cary CSA

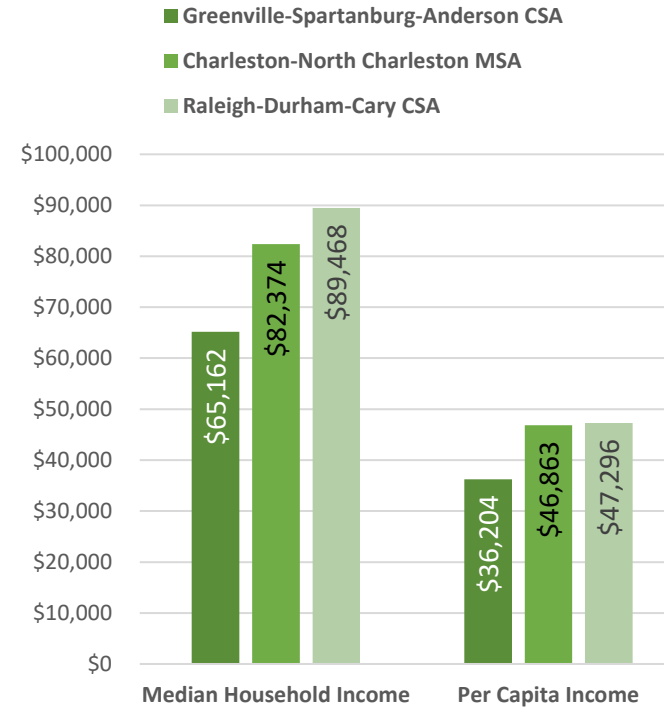
## Multi-Region Education Comparison

Source: Chmura JobsEQ, Economic Overview, Data  
Extracted May 5, 2025



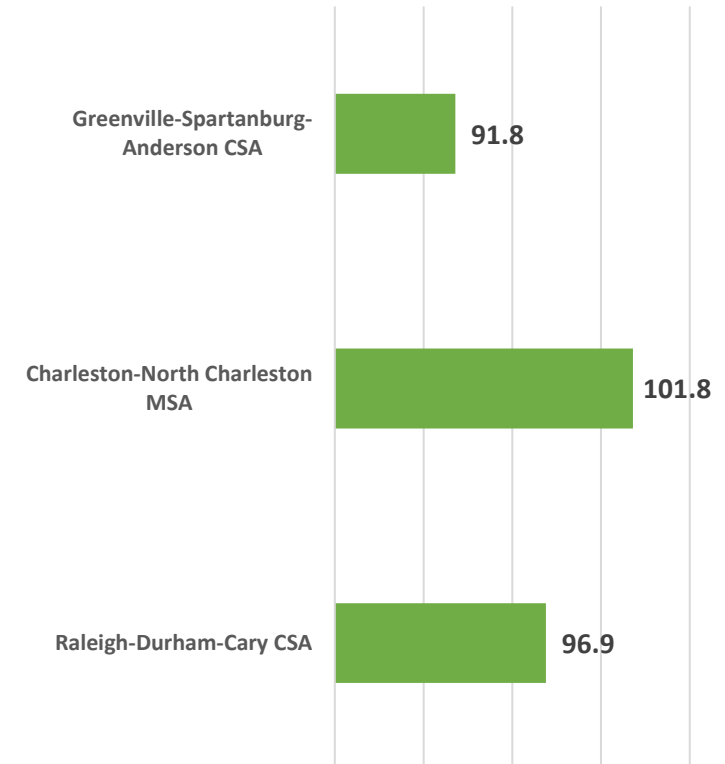
## Median Household Income & Per Capita Income

Source: Chmura JobsEQ, Economic Overview, Data  
Extracted May 5, 2025



## Cost of Living Index

Source: Chmura JobsEQ, May 5 2025



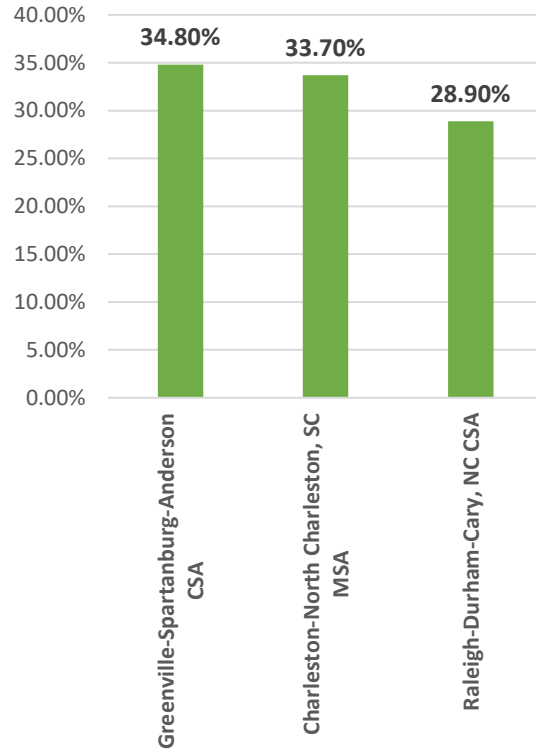
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## Regional Comparison, part 2

Greenville-Spartanburg-Anderson CSA / Charleston-North Charleston MSA / Raleigh-Durham-Cary CSA

### Children in Single Parent Families (% of all children)

Source: Chmura JobsEQ, Data 2024Q4



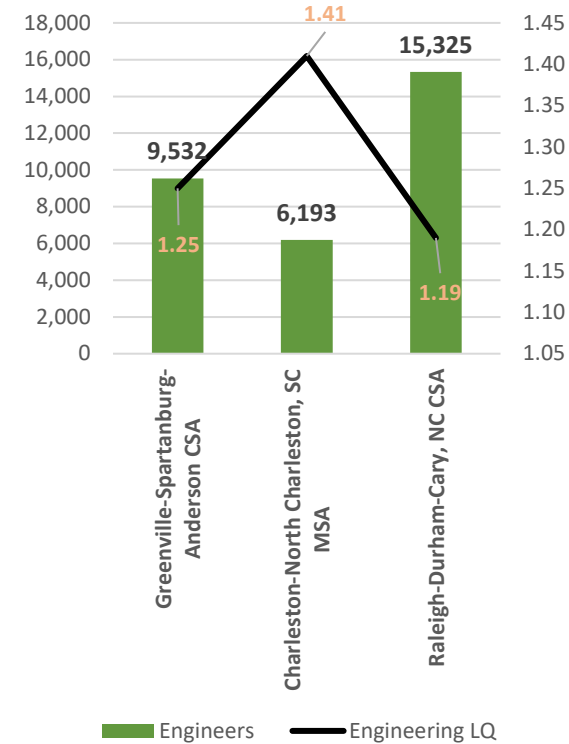
### Work from Home

Source: Chmura JobsEQ, Data 2024Q4



### Number of Engineers and Engineering LQ by Region

Source: Chmura JobsEQ, Data 2024Q4



There is a notable difference in the percentage of children living in single-parent households across the three regions. In the Greenville-Spartanburg-Anderson CSA, nearly 35% of children live with a single parent. In contrast, the Raleigh-Durham-Cary CSA has a significantly lower rate at 28.9%. This indicator is important because single-parent households often face greater barriers to consistent labor force participation. These challenges can also have downstream effects on educational outcomes, healthcare access, and the future labor supply.

Remote work has become a defining feature of the post-COVID-19 labor landscape. In the Raleigh-Durham-Cary CSA, more than one in five workers worked from home in late 2024. Meanwhile, the Greenville-Spartanburg-Anderson region falls on the opposite end of the spectrum, with fewer than one in ten employees working remotely. This divergence highlights regional differences in job types, infrastructure, and workforce flexibility.

The final chart on this page illustrates the total number of engineers in each region, along with their respective Location Quotients\* (LQ). The LQ measures the concentration of engineers in a region compared to the national average. All three regions exhibit an LQ greater than 1.0, indicating a higher-than-average concentration of engineering professionals, which may suggest a regional specialization or strength in engineering-related industries. There is a 1:76.1 ratio of engineers to all employees in GSA, 1:67.3 ratio in CNC, and 1:79.6 in RDC.

\*Location Quotient: If greater than 1.0, then the region's employment in the occupation exceeds the occupation's national average. If the LQ is less than 1.0, then employment in the occupation for the region falls below the national average. Example: An LQ of 10 suggests that the occupation is ten-times more concentrated in the region than it is nationally.



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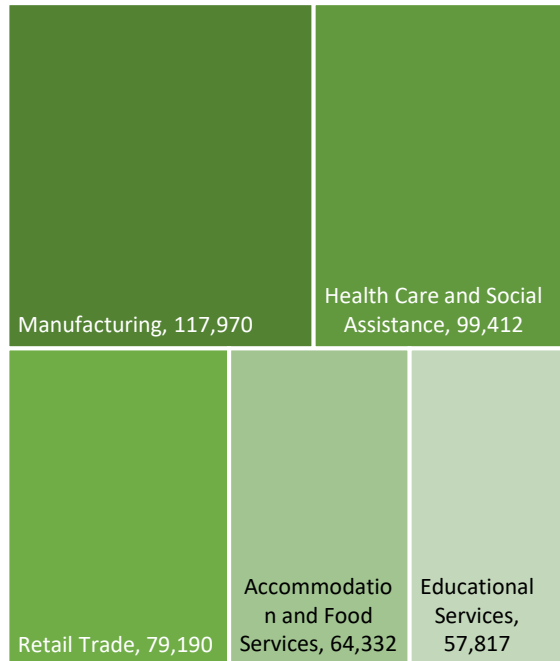


# Regional Comparison, part 3

Greenville-Spartanburg-Anderson CSA / Charleston-North Charleston MSA / Raleigh-Durham-Cary CSA

## Greenville-Spartanburg-Anderson CSA Top 5 Industry Sectors and Current Total Employment

Source: Chmura JobsEQ, 2024Q4 Data



Population: 1,590,636  
Labor Force (16 years & older): 751,948  
Labor Force Participation (16 years & over): 60.9%

## Charleston-North Charleston MSA Top 5 Industry Sectors and Current Total Employment

Source: Chmura JobsEQ, 2024Q4 Data



Population: 817,756  
Labor Force (16 years & older): 421,330  
Labor Force Participation (16 years & over): 65.1%

## Raleigh-Durham-Cary CSA Top 5 Industry Sectors and Current Total Employment

Source: Chmura JobsEQ, 2024Q4 Data



Population: 2,287,314  
Labor Force (16 years & older): 1,212,691  
Labor Force Participation (16 years & over): 66.6%

The Health Care and Social Assistance sector currently employs the most people in both the Charleston-North Charleston MSA (CNC) and the Raleigh-Durham-Cary CSA (RDC). In the Greenville-Spartanburg-Anderson CSA (GSA), it ranks second in employment.

Manufacturing is the top employment sector in GSA, ranks fourth in CNC, and is not among the top five sectors in RDC.



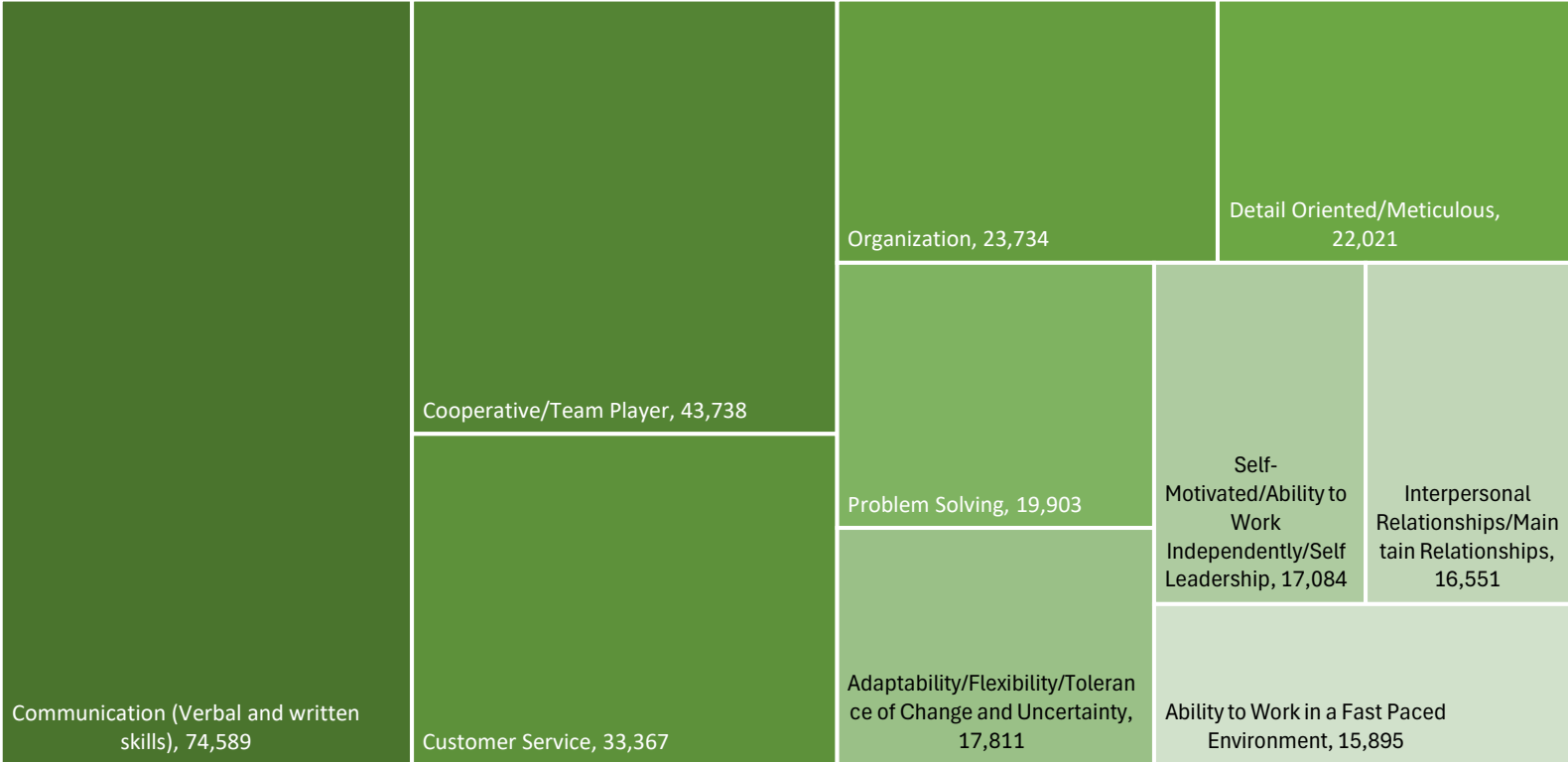
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# Soft/Durable/Transferable Skills

Transferable skills are reasonable consistent across many occupations. The data provide below represents the top soft skills demanded across all occupations/job postings in the Greenville-Spartanburg-Anderson CSA for the 12-months ending May 2025.

## Top Soft/Durable/Transferable Skills Across All Occupations and Job Postings

Source: RTI, Chmura JobsEQ, Data Extracted on May 15, 2025



# The Center for Business Analytics and Community Research

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- Data Visualization
- Communicating Data Impact to Diverse Audiences

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- Data Analysis for Nonprofit & For-profit Organizations
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- 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.  
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Telephone: 864-503-5854  
Website: [CBACR](http://CBACR)



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