



Economic Overview

Pee Dee WDA



| | |
|--------------------------------|----|
| Demographic Profile..... | 3 |
| Employment Trends | 5 |
| Unemployment Rate | 5 |
| Wage Trends | 6 |
| Cost of Living Index | 7 |
| Industry Snapshot | 8 |
| Occupation Snapshot | 10 |
| Industry Clusters | 12 |
| Education Levels..... | 13 |
| Gross Domestic Product..... | 14 |
| Pee Dee WDA Regional Map | 16 |
| Region Definition..... | 17 |
| FAQ..... | 18 |

Demographic Profile

The population in the Pee Dee WDA was 326,466 per American Community Survey data for 2018-2022.

The region has a civilian labor force of 144,644 with a participation rate of 55.7%. Of individuals 25 to 64 in the Pee Dee WDA, 19.1% have a bachelor's degree or higher which compares with 36.5% in the nation.

The median household income in the Pee Dee WDA is \$48,930 and the median house value is \$131,162.

Summary¹

| | Percent | | | Value | | |
|---------------------------------------------------------------------------------|-------------|----------------|-------|-------------|----------------|-------------|
| | Pee Dee WDA | South Carolina | USA | Pee Dee WDA | South Carolina | USA |
| Demographics | | | | | | |
| Population (ACS) | — | — | — | 326,466 | 5,212,774 | 332,387,540 |
| Male | 47.8% | 48.7% | 49.5% | 156,130 | 2,537,456 | 164,545,087 |
| Female | 52.2% | 51.3% | 50.5% | 170,336 | 2,675,318 | 167,842,453 |
| Median Age ² | — | — | — | 40.4 | 40.1 | 38.7 |
| Under 18 Years | 23.0% | 21.6% | 22.2% | 75,050 | 1,127,062 | 73,645,238 |
| 18 to 24 Years | 8.4% | 9.1% | 9.1% | 27,409 | 475,338 | 30,307,641 |
| 25 to 34 Years | 12.3% | 12.9% | 13.7% | 40,193 | 671,642 | 45,497,632 |
| 35 to 44 Years | 11.8% | 12.4% | 13.1% | 38,390 | 647,392 | 43,492,887 |
| 45 to 54 Years | 12.6% | 12.2% | 12.3% | 41,169 | 634,490 | 40,847,713 |
| 55 to 64 Years | 13.4% | 13.3% | 12.8% | 43,642 | 693,281 | 42,626,382 |
| 65 to 74 Years | 11.4% | 11.3% | 10.0% | 37,272 | 589,960 | 33,293,127 |
| 75 Years and Over | 7.1% | 7.2% | 6.8% | 23,341 | 373,609 | 22,676,920 |
| Race: White | 50.3% | 64.1% | 63.4% | 164,084 | 3,339,447 | 210,875,446 |
| Race: Black or African American | 42.8% | 25.3% | 12.4% | 139,835 | 1,318,630 | 41,070,890 |
| Race: American Indian and Alaska Native | 0.7% | 0.3% | 0.9% | 2,213 | 16,823 | 2,924,996 |
| Race: Asian | 0.8% | 1.7% | 5.8% | 2,666 | 89,723 | 19,352,659 |
| Race: Native Hawaiian and Other Pacific Islander | 0.0% | 0.1% | 0.2% | 63 | 3,642 | 629,292 |
| Race: Some Other Race | 1.6% | 2.7% | 6.6% | 5,336 | 142,798 | 21,940,536 |
| Race: Two or More Races | 3.8% | 5.8% | 10.7% | 12,269 | 301,711 | 35,593,721 |
| Hispanic or Latino (of any race) | 3.2% | 7.1% | 19.0% | 10,590 | 368,900 | 63,131,589 |
| Population Growth | | | | | | |
| Population (Pop Estimates) ⁴ | — | — | — | 325,571 | 5,373,555 | 334,914,895 |
| Population Annual Average Growth ⁴ | -0.5% | 1.2% | 0.6% | -1,815 | 60,709 | 1,885,495 |
| People per Square Mile ⁴ | — | — | — | 92.1 | 178.7 | 94.8 |
| Economic | | | | | | |
| Labor Force Participation Rate and Size (civilian population 16 years and over) | 55.7% | 60.2% | 63.3% | 144,644 | 2,513,298 | 168,567,852 |
| Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) | 76.3% | 81.6% | 83.0% | 90,899 | 1,577,860 | 107,055,165 |
| Work from Home | 5.7% | 10.0% | 13.5% | 7,592 | 237,424 | 21,267,373 |
| Armed Forces Labor Force | 0.3% | 0.9% | 0.5% | 759 | 39,412 | 1,287,774 |
| Veterans, Age 18-64 | 4.8% | 5.8% | 4.2% | 9,062 | 180,043 | 8,410,268 |
| Veterans Labor Force Participation Rate and Size, Age 18-64 | 69.4% | 74.3% | 77.0% | 6,285 | 133,696 | 6,478,181 |
| Median Household Income ² | — | — | — | \$48,930 | \$66,818 | \$78,538 |
| Per Capita Income | — | — | — | \$28,701 | \$37,993 | \$43,289 |
| Mean Commute Time (minutes) | — | — | — | 24.0 | 25.6 | 26.6 |
| Commute via Public Transportation | 0.1% | 0.4% | 3.5% | 191 | 10,086 | 5,528,841 |
| Educational Attainment, Age 25-64 | | | | | | |
| No High School Diploma | 12.1% | 9.6% | 10.0% | 19,791 | 254,842 | 17,176,172 |
| High School Graduate | 38.6% | 27.4% | 25.0% | 63,096 | 724,281 | 43,057,491 |
| Some College, No Degree | 19.5% | 20.2% | 19.3% | 31,792 | 534,191 | 33,315,654 |

Summary¹

| | Percent | | | Value | | |
|------------------------------------------------------------------------|-------------|----------------|-------|-------------|----------------|-------------|
| | Pee Dee WDA | South Carolina | USA | Pee Dee WDA | South Carolina | USA |
| Associate's Degree | 10.7% | 10.5% | 9.2% | 17,439 | 276,602 | 15,894,085 |
| Bachelor's Degree | 12.2% | 20.6% | 22.8% | 19,893 | 544,605 | 39,256,774 |
| Postgraduate Degree | 7.0% | 11.8% | 13.8% | 11,383 | 312,284 | 23,764,438 |
| Housing | | | | | | |
| Total Housing Units | — | — | — | 151,074 | 2,401,638 | 142,332,876 |
| Median House Value (of owner-occupied units) ^{2,5} | — | — | — | \$131,162 | \$236,700 | \$303,400 |
| Homeowner Vacancy | 1.3% | 1.0% | 1.0% | 1,114 | 15,717 | 850,724 |
| Rental Vacancy | 7.0% | 8.3% | 5.5% | 3,263 | 54,196 | 2,605,688 |
| Renter-Occupied Housing Units (% of Occupied Units) | 33.9% | 28.6% | 35.0% | 43,054 | 591,532 | 44,590,828 |
| Owner-Occupied Housing Units (% of Occupied Units) | 66.1% | 71.4% | 65.0% | 84,027 | 1,478,858 | 82,892,037 |
| Occupied Housing Units with No Vehicle Available (% of Occupied Units) | 9.2% | 5.7% | 8.3% | 11,680 | 117,832 | 10,602,826 |
| Social | | | | | | |
| Poverty Level (of all people) | 21.3% | 14.2% | 12.4% | 67,773 | 719,720 | 40,390,045 |
| Households Receiving Food Stamps/SNAP | 17.8% | 10.5% | 11.8% | 22,641 | 217,015 | 15,004,950 |
| Enrolled in Grade 12 (% of total population) | 1.3% | 1.2% | 1.3% | 4,125 | 64,573 | 4,405,676 |
| Disconnected Youth ³ | 5.4% | 2.9% | 2.4% | 879 | 8,046 | 420,352 |
| Children in Single Parent Families (% of all children) | 52.5% | 38.4% | 34.0% | 36,029 | 404,096 | 23,701,745 |
| Uninsured | 11.2% | 10.0% | 8.6% | 35,737 | 510,757 | 28,000,876 |
| With a Disability, Age 18-64 | 13.7% | 12.0% | 10.7% | 25,547 | 366,706 | 21,269,700 |
| With a Disability, Age 18-64, Labor Force Participation Rate and Size | 30.3% | 42.6% | 47.0% | 7,731 | 156,318 | 10,001,264 |
| Foreign Born | 2.2% | 5.6% | 13.9% | 7,040 | 293,556 | 46,108,901 |
| Speak English Less Than Very Well (population 5 yrs and over) | 1.4% | 3.0% | 8.4% | 4,329 | 150,169 | 26,299,012 |

Source: [JobsEQ®](#)

1. American Community Survey 2019-2023, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

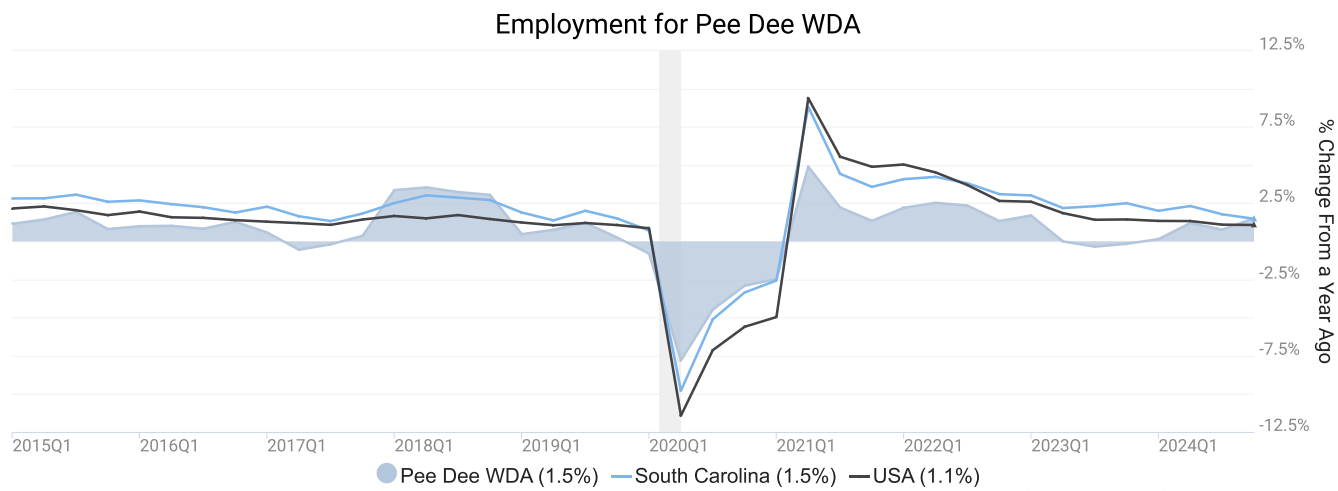
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2023, annual average growth rate since 2013.

5. The Census's method for calculating median house values changed with the 2022 data set, so pre-2022 values are not directly comparable with later data.

Employment Trends

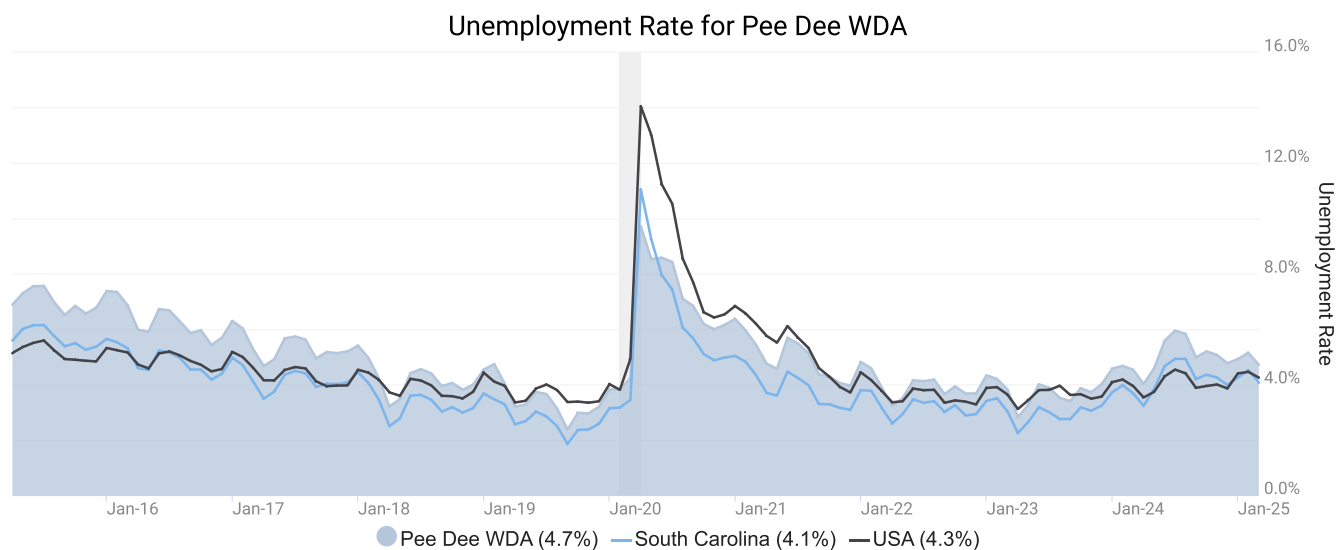
As of 2024Q4, total employment for the Pee Dee WDA was 135,602 (based on a four-quarter moving average). Over the year ending 2024Q4, employment increased 1.5% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2024Q3 with preliminary estimates updated to 2024Q4.

Unemployment Rate

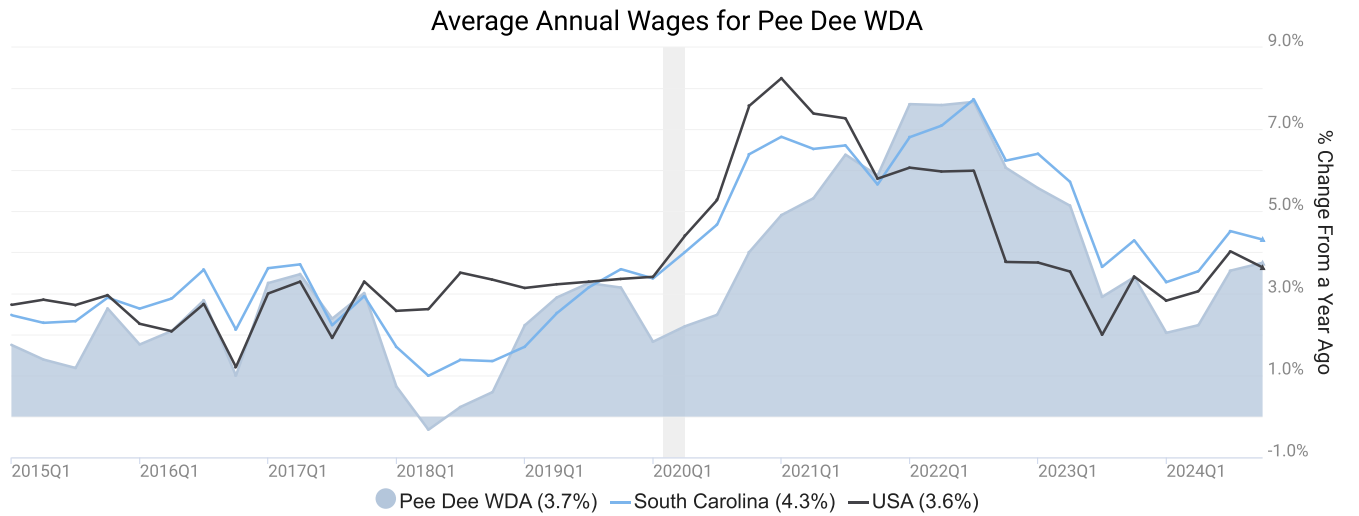
The unemployment rate for the Pee Dee WDA was 4.7% as of March 2025. The regional unemployment rate was higher than the national rate of 4.3%. One year earlier, in March 2024, the unemployment rate in the Pee Dee WDA was 4.5%.



Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through March 2025.

Wage Trends

The average worker in the Pee Dee WDA earned annual wages of \$50,272 as of 2024Q4. Average annual wages per worker increased 3.7% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$73,145 in the nation as of 2024Q4.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2024Q3 with preliminary estimates updated to 2024Q4.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 15.3% lower in Pee Dee WDA than the U.S. average.

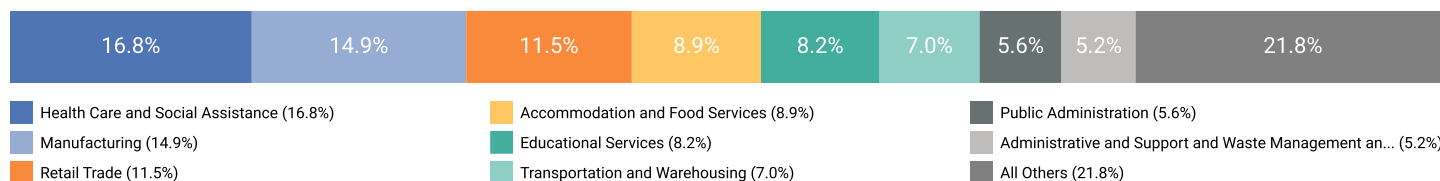
| | Cost of Living Information | | |
|----------------|----------------------------|-----------------------------------|---------------------|
| | Annual Average Salary | Cost of Living Index (Base US) | US Purchasing Power |
| Pee Dee WDA | \$50,272 | 84.7 | \$59,328 |
| South Carolina | \$58,950 | 92.8 | \$63,558 |
| USA | \$73,145 | 100.0 | \$73,145 |

Source: [JobsEQ®](#)
Data as of 2024Q4
Cost of Living per [COLI](#), data as of 2024Q3, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Pee Dee WDA is Health Care and Social Assistance, employing 22,717 workers. The next-largest sectors in the region are Manufacturing (20,269 workers) and Retail Trade (15,575). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Manufacturing (LQ = 1.90), Utilities (1.52), and Transportation and Warehousing (1.41).

Total Workers for Pee Dee WDA by Industry



Source: JobsEQ®
Data as of 2024Q4

Note: Figures may not sum due to rounding.

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2024Q3 with preliminary estimates updated to 2024Q4.

Sectors in the Pee Dee WDA with the highest average wages per worker are Utilities (\$117,780), Management of Companies and Enterprises (\$74,204), and Finance and Insurance (\$71,914). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Transportation and Warehousing (+1,786 jobs), Health Care and Social Assistance (+1,198), and Educational Services (+477).

Over the next 1 year, employment in the Pee Dee WDA is projected to expand by 143 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +0.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+155 jobs), Accommodation and Food Services (+35), and Transportation and Warehousing (+32).

Pee Dee WDA, 2024Q4¹

| NAICS | Industry | Current | | | 5-Year History | | 1-Year Forecast | | | | |
|------------------------|--------------------------------------------------------------------------|---------|---------------|------|----------------|-------|-----------------|-------|-----------|-------------|--------------|
| | | Empl | Avg Ann Wages | LQ | Empl Change | Ann % | Total Demand | Exits | Transfers | Empl Growth | Ann % Growth |
| 62 | Health Care and Social Assistance | 22,717 | \$56,951 | 1.11 | 1,198 | 1.1% | 2,371 | 1,010 | 1,206 | 155 | 0.7% |
| 31 | Manufacturing | 20,269 | \$69,706 | 1.90 | 59 | 0.1% | 1,968 | 751 | 1,289 | -72 | -0.4% |
| 44 | Retail Trade | 15,575 | \$32,801 | 1.18 | 56 | 0.1% | 2,046 | 892 | 1,232 | -78 | -0.5% |
| 72 | Accommodation and Food Services | 12,126 | \$20,814 | 1.03 | -482 | -0.8% | 2,188 | 917 | 1,236 | 35 | 0.3% |
| 61 | Educational Services | 11,126 | \$48,471 | 1.02 | 477 | 0.9% | 1,028 | 471 | 569 | -12 | -0.1% |
| 48 | Transportation and Warehousing | 9,542 | \$50,307 | 1.41 | 1,786 | 4.2% | 1,067 | 420 | 615 | 32 | 0.3% |
| 92 | Public Administration | 7,590 | \$48,743 | 1.19 | 140 | 0.4% | 686 | 278 | 416 | -8 | -0.1% |
| 56 | Administrative and Support and Waste Management and Remediation Services | 7,074 | \$36,613 | 0.86 | -376 | -1.0% | 817 | 321 | 482 | 14 | 0.2% |
| 81 | Other Services (except Public Administration) | 5,854 | \$31,013 | 1.01 | -117 | -0.4% | 679 | 272 | 393 | 14 | 0.2% |
| 23 | Construction | 5,390 | \$55,182 | 0.66 | -76 | -0.3% | 478 | 170 | 290 | 18 | 0.3% |
| 42 | Wholesale Trade | 4,172 | \$67,225 | 0.82 | -114 | -0.5% | 421 | 155 | 261 | 5 | 0.1% |
| 54 | Professional, Scientific, and Technical Services | 3,392 | \$66,102 | 0.34 | -148 | -0.9% | 294 | 101 | 172 | 21 | 0.6% |
| 52 | Finance and Insurance | 2,675 | \$71,914 | 0.50 | -1,211 | -7.2% | 222 | 85 | 136 | 1 | 0.0% |
| 55 | Management of Companies and Enterprises | 1,683 | \$74,204 | 0.79 | 139 | 1.7% | 152 | 53 | 89 | 11 | 0.6% |
| 11 | Agriculture, Forestry, Fishing and Hunting | 1,571 | \$52,294 | 0.96 | -265 | -3.1% | 184 | 91 | 101 | -8 | -0.5% |
| 71 | Arts, Entertainment, and Recreation | 1,359 | \$20,323 | 0.48 | 0 | 0.0% | 208 | 80 | 120 | 8 | 0.6% |
| 53 | Real Estate and Rental and Leasing | 1,358 | \$52,239 | 0.57 | 17 | 0.3% | 132 | 57 | 72 | 2 | 0.2% |
| 22 | Utilities | 1,068 | \$117,780 | 1.52 | -169 | -2.9% | 83 | 34 | 59 | -10 | -1.0% |
| 51 | Information | 853 | \$68,751 | 0.33 | -185 | -3.8% | 76 | 27 | 47 | 3 | 0.3% |
| 21 | Mining, Quarrying, and Oil and Gas Extraction | 209 | \$63,473 | 0.42 | 127 | 20.6% | 20 | 7 | 13 | 1 | 0.3% |
| Total - All Industries | | 135,602 | \$50,272 | 1.00 | 856 | 0.1% | 14,845 | 6,053 | 8,649 | 143 | 0.1% |

Source: [JobsEQ®](#)

Data as of 2024Q4

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average

Exits and transfers are approximate estimates based upon occupation separation rates.

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2024Q3 with preliminary estimates updated to 2024Q4. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the Pee Dee WDA is Transportation and Material Moving Occupations, employing 16,104 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (15,348 workers) and Production Occupations (12,617). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Production Occupations (LQ = 1.72), Transportation and Material Moving Occupations (1.37), and Healthcare Practitioners and Technical Occupations (1.19).

Occupation groups in the Pee Dee WDA with the highest average wages per worker are Management Occupations (\$111,000), Healthcare Practitioners and Technical Occupations (\$99,600), and Legal Occupations (\$93,100). The unemployment rate in the region varied among the major groups from 1.3% among Legal Occupations to 8.3% among Farming, Fishing, and Forestry Occupations.

Over the next 1 year, the fastest growing occupation group in the Pee Dee WDA is expected to be Healthcare Support Occupations with a +1.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+72 jobs) and Healthcare Practitioners and Technical Occupations (+65). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (2,181 jobs) and Transportation and Material Moving Occupations (2,034).

Pee Dee WDA, 2024Q4¹

| SOC | Occupation | Current | | | | | | 5-Year History | | 1-Year Forecast | | | | |
|---------|-----------------------------------------------|---------|-----------------------------|------|--------|-------------|-----------------------------|----------------|-------|-----------------|-------|-----------|-------------|--------------|
| | | Empl | Mean Ann Wages ² | LQ | Unempl | Unempl Rate | Online Job Ads ³ | Empl Change | Ann % | Total Demand | Exits | Transfers | Empl Growth | Ann % Growth |
| 53-0000 | Transportation and Material Moving | 16,104 | \$42,600 | 1.37 | 1,400 | 6.8% | 482 | 1,606 | 2.1% | 2,064 | 770 | 1,264 | 31 | 0.2% |
| 43-0000 | Office and Administrative Support | 15,348 | \$43,100 | 0.97 | 667 | 3.7% | 495 | -893 | -1.1% | 1,585 | 722 | 947 | -84 | -0.5% |
| 51-0000 | Production | 12,617 | \$45,600 | 1.72 | 929 | 5.6% | 179 | -778 | -1.2% | 1,291 | 489 | 866 | -64 | -0.5% |
| 41-0000 | Sales and Related | 12,029 | \$42,300 | 1.02 | 847 | 5.9% | 870 | -377 | -0.6% | 1,551 | 698 | 912 | -59 | -0.5% |
| 35-0000 | Food Preparation and Serving Related | 11,271 | \$28,100 | 1.01 | 1,046 | 7.2% | 763 | -525 | -0.9% | 2,208 | 946 | 1,235 | 27 | 0.2% |
| 29-0000 | Healthcare Practitioners and Technical | 9,657 | \$99,600 | 1.19 | 144 | 1.4% | 2,495 | 632 | 1.4% | 612 | 278 | 268 | 65 | 0.7% |
| 11-0000 | Management | 8,277 | \$111,000 | 0.79 | 162 | 1.9% | 699 | 656 | 1.7% | 691 | 236 | 422 | 33 | 0.4% |
| 25-0000 | Educational Instruction and Library | 7,461 | \$60,500 | 1.01 | 206 | 2.7% | 207 | 211 | 0.6% | 625 | 290 | 337 | -2 | 0.0% |
| 31-0000 | Healthcare Support | 6,789 | \$33,200 | 1.07 | 316 | 4.1% | 516 | 604 | 1.9% | 1,014 | 426 | 516 | 72 | 1.1% |
| 49-0000 | Installation, Maintenance, and Repair | 5,984 | \$53,000 | 1.14 | 269 | 3.3% | 348 | 51 | 0.2% | 538 | 215 | 303 | 20 | 0.3% |
| 13-0000 | Business and Financial Operations | 5,361 | \$74,400 | 0.62 | 160 | 2.9% | 232 | -2 | 0.0% | 459 | 151 | 285 | 23 | 0.4% |
| 37-0000 | Building and Grounds Cleaning and Maintenance | 4,519 | \$33,000 | 1.01 | 351 | 5.7% | 241 | -247 | -1.1% | 615 | 270 | 339 | 6 | 0.1% |
| 47-0000 | Construction and Extraction | 4,181 | \$48,500 | 0.69 | 411 | 6.1% | 116 | -86 | -0.4% | 366 | 131 | 221 | 14 | 0.3% |
| 39-0000 | Personal Care and Service | 3,254 | \$33,600 | 0.92 | 193 | 5.2% | 94 | -35 | -0.2% | 560 | 210 | 338 | 12 | 0.4% |
| 33-0000 | Protective Service | 2,758 | \$45,500 | 0.94 | 106 | 3.3% | 115 | -1 | 0.0% | 272 | 112 | 164 | -4 | -0.1% |
| 21-0000 | Community and Social Service | 2,556 | \$54,700 | 1.01 | 67 | 2.7% | 210 | -17 | -0.1% | 240 | 98 | 129 | 13 | 0.5% |
| 15-0000 | Computer and Mathematical | 2,053 | \$89,500 | 0.48 | 67 | 3.1% | 127 | 44 | 0.4% | 133 | 45 | 75 | 13 | 0.6% |

Pee Dee WDA, 2024Q4¹

| SOC | Occupation | Current | | | | | 5-Year History | | | 1-Year Forecast | | | | |
|--------------------------------|------------------------------------------------|----------------|-----------------------------|-------------|--------------|-------------|-----------------------------|-------------|-------------|-----------------|--------------|--------------|-------------|--------------|
| | | Empl | Mean Ann Wages ² | LQ | Unempl | Unempl Rate | Online Job Ads ³ | Empl Change | Ann % | Total Demand | Exits | Transfers | Empl Growth | Ann % Growth |
| 17-0000 | Architecture and Engineering | 1,794 | \$91,000 | 0.84 | 34 | 2.1% | 166 | 39 | 0.4% | 123 | 44 | 74 | 5 | 0.3% |
| 27-0000 | Arts, Design, Entertainment, Sports, and Media | 1,355 | \$54,300 | 0.55 | 35 | 3.7% | 113 | 17 | 0.3% | 136 | 56 | 78 | 2 | 0.2% |
| 19-0000 | Life, Physical, and Social Science | 872 | \$76,200 | 0.70 | 40 | 5.3% | 84 | 82 | 2.0% | 79 | 14 | 63 | 2 | 0.3% |
| 23-0000 | Legal | 708 | \$93,100 | 0.63 | 10 | 1.3% | 23 | -51 | -1.4% | 43 | 17 | 25 | 1 | 0.1% |
| 45-0000 | Farming, Fishing, and Forestry | 653 | \$39,700 | 0.84 | 67 | 8.3% | 15 | -73 | -2.1% | 93 | 39 | 57 | -3 | -0.4% |
| Total - All Occupations | | 135,602 | \$54,000 | 1.00 | 7,525 | 4.7% | 8,589 | 856 | 0.1% | 15,312 | 6,257 | 8,918 | 137 | 0.1% |

Source: [JobsEQ®](#)

Data as of 2024Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

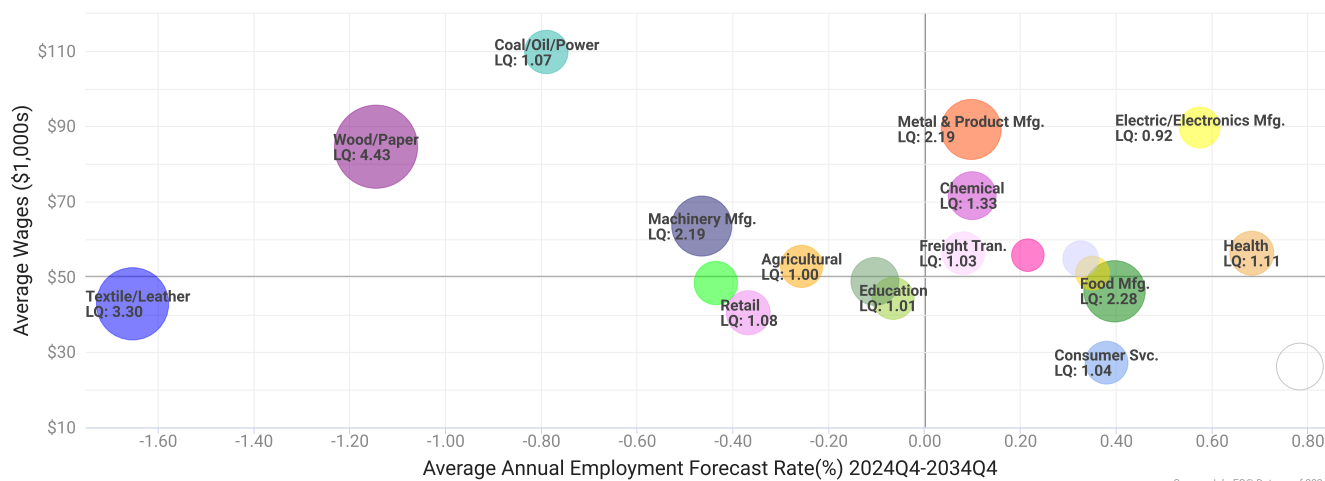
3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2024Q3, imputed where necessary with preliminary estimates updated to 2024Q4. Wages by occupation are as of 2024 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Pee Dee WDA with the highest relative concentration is Wood/Paper with a location quotient of 4.43. This cluster employs 4,390 workers in the region with an average wage of \$84,563. Employment in the Wood/Paper cluster is projected to contract in the region about 1.1% per year over the next ten years.

Industry Clusters for Pee Dee WDA as of 2024Q4

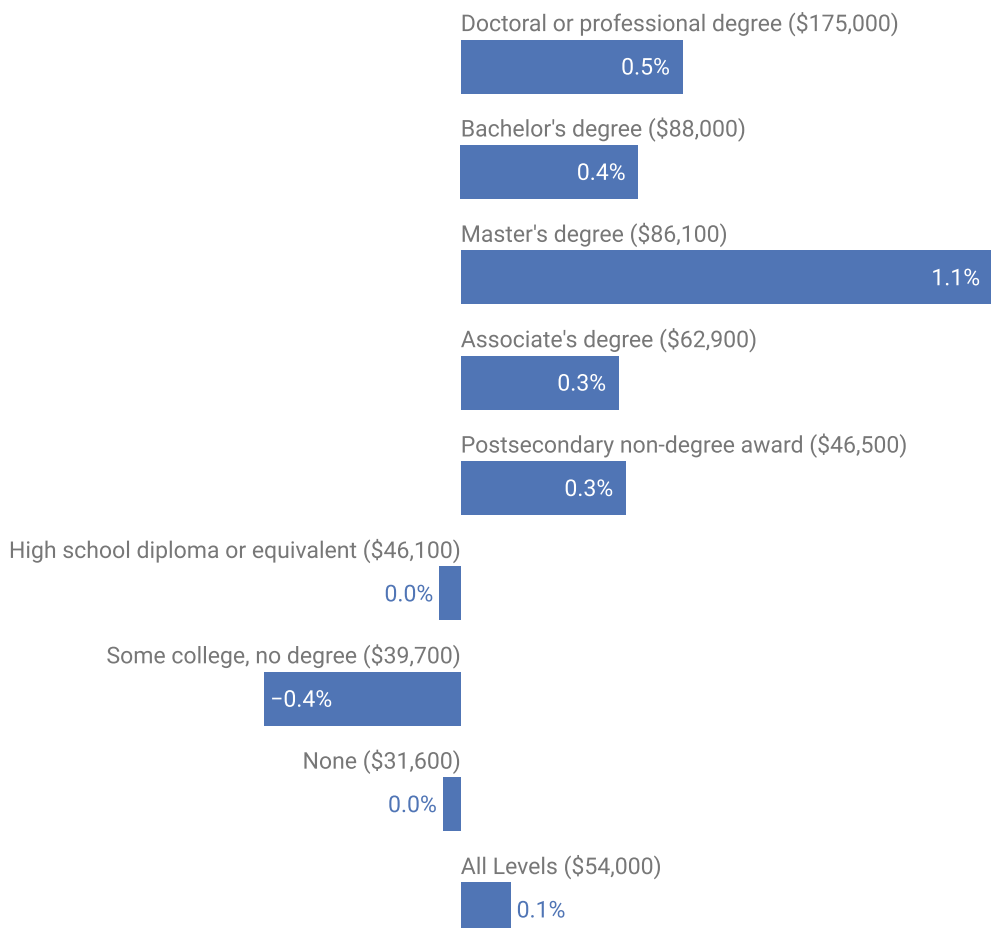


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2024Q3 with preliminary estimates updated to 2024Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Pee Dee WDA is projected to grow 0.1% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.5% per year, those requiring a bachelor's degree are forecast to grow 0.4% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.3% per year.

Annual Average Projected Job Growth by Education Levels

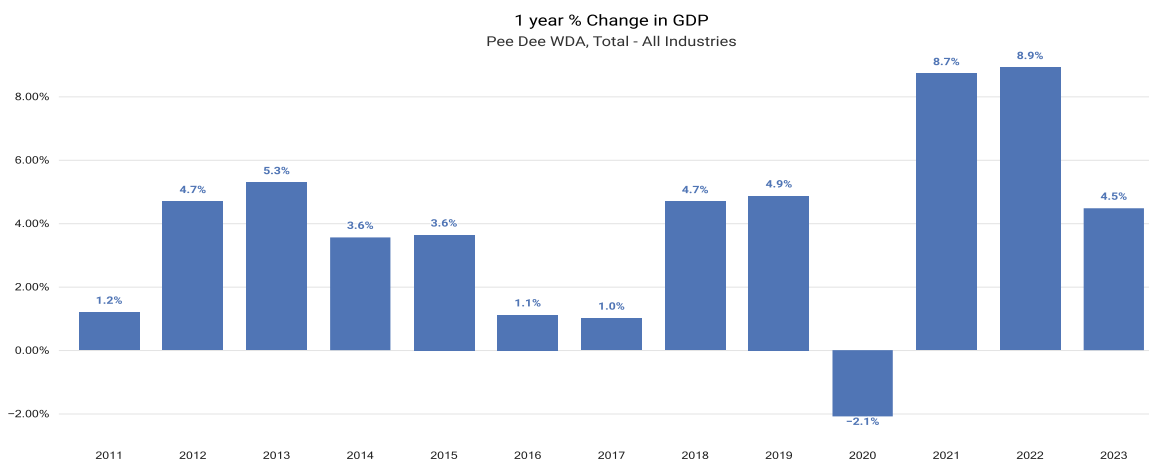


Source: JobsEQ®
Data as of 2024Q4

Employment by occupation data are estimates as of 2024Q4. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2023, nominal GDP in the Pee Dee WDA expanded 4.5%. This follows growth of 8.9% in 2022. As of 2023, total GDP in the Pee Dee WDA was \$14,685,031,000.



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

Of the sectors in the Pee Dee WDA, Manufacturing contributed the largest portion of GDP in 2023, \$3,091,017,000. The next-largest contributions came from Health Care and Social Assistance (\$1,841,450,000); Retail Trade (\$1,277,871,000); and Real Estate and Rental and Leasing (\$1,088,534,000).

GDP (in \$ millions)

Pee Dee WDA, 2023

Manufacturing (31)

\$3,091

Health Care and Social Assistance (62)

\$1,841

Retail Trade (44)

\$1,278

Real Estate and Rental and Leasing (53)

\$1,089

Transportation and Warehousing (48)

\$961

Educational Services (61)

\$960

Utilities (22)

\$802

Wholesale Trade (42)

\$799

Public Administration (92)

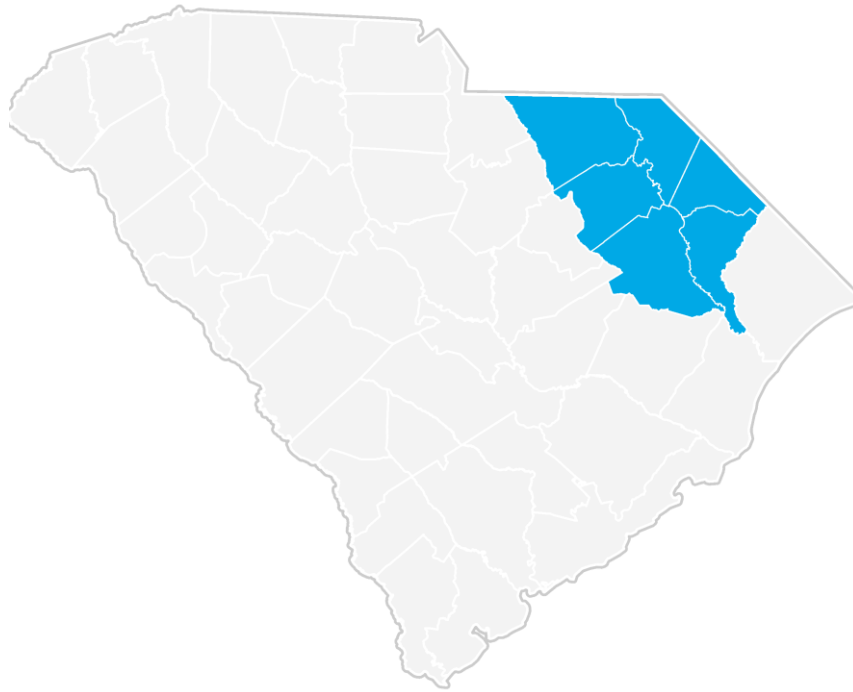
\$662

Construction (23)

\$524

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

Pee Dee WDA Regional Map



Region Definition

Pee Dee WDA is defined as the following counties:

Chesterfield County, South Carolina

Darlington County, South Carolina

Dillon County, South Carolina

Florence County, South Carolina

Marion County, South Carolina

Marlboro County, South Carolina

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.