

**THE  
HORRY COUNTY, SOUTH CAROLINA  
AREA  
LABOR AVAILABILITY REPORT**

September, 2009

Compiled and Prepared by



**THE PATHFINDERS**

[www.thepathfindersus.com](http://www.thepathfindersus.com)

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## INTRODUCTION

The Pathfinders has employed its many years of experience in workforce assessments for corporate site-selection clients and civilian workforce assessments for the Department of Defense in locations that faced military base closures to produce this evaluation of the Horry County area workforce. In site-selection projects, the question that most often drives the search is whether the candidate location has the workforce needed for a new or expanding operation; consequently, an analysis of an area's workforce became a key component of site searches conducted by The Pathfinders. Senior human resources executives from among corporate clients assisted in refining the methodology and report format.

While unemployed workers are a source considered in hiring, companies typically also staff a new operation with individuals who are working but who desire better jobs and who appear to possess the skills, education, and experience to qualify them for those better jobs. **By that definition**, those individuals can be considered "underemployed" and are identified as such in this report.

The Pathfinders was retained to quantify the extent to which both unemployment and underemployment exist in the Horry County area. This report also represents the objective and professional view of The Pathfinders with regard to workforce quality, availability, costs, experience and skills that a new or expanding employer can expect in the Horry County region.

**The information presented in this report has been developed independently of the client, and the client has not influenced the findings.**



## KEY FINDINGS

- The Horry County area, referred to in this report as the “labor shed”, has a household population of approximately 378,800; a civilian labor force of approximately 197,700; and a pool of approximately 24,800 unemployed persons who are actively seeking work.
- The results of this survey indicate that a new or expanding employer will be able to attract employees from an additional pool of about 51,000 underemployed workers.
- The desired pay rates of the underemployed workers are reasonable when compared to their existing pay rates. The median current pay rate of the underemployed workers is \$13.77 per hour, and their median desired pay rate is \$15.45 per hour.
- The median desired pay rate of the unemployed workers who are actively seeking work is \$11.65 per hour.
- Survey results indicate 3% of the underemployed and 11% of unemployed, actively seeking work individuals have less than a high school degree.
- In addition to the underemployed and those unemployed individuals who are actively seeking work, survey results indicate approximately 4,500 unemployed individuals in the labor shed who are not actively seeking work but would consider re-entering the workforce.
- In total, the Horry County area has approximately 80,300 available workers for new or expanding businesses.



## METHODOLOGY

The first step in assessing the workforce of the Horry County area was to determine the boundaries of the area to be assessed. To accomplish this task, The Pathfinders applied the same reasoning that would be used during a site search for a corporate client considering the area as a potential location. The Horry County survey area includes those locations from which workers might be drawn to a new employer and is referred to in this report as the "labor shed". This labor shed consists of Horry, Georgetown, Marion and Dillon Counties in South Carolina.

Selected online resources were used in this project. Additionally, The Pathfinders conducted interviews with individuals throughout the Horry County region. Those individuals were proportionally stratified across age, household income, and zip codes. The purpose of these surveys was to ascertain availability for work with a new employer; determine desired pay rates; and, collect information on such factors as age, education, commuting patterns, experience, and skills.

The data obtained as a result of those interviews enabled The Pathfinders to apply and employ a proprietary methodology that accurately determined the existence of underemployment and the quality and characteristics of both the underemployed and unemployed workers in the area. Further, The Pathfinders applied a proprietary process to the analysis of the data to correct for invalid responses. For example, those persons indicating they would take a new job but also indicating the desire for increased or decreased pay that is unreasonable are not included in the results.

It is important to note that companies making location decisions based upon these surveys have reported that when staffing actually began, the numbers reported by The Pathfinders proved to be accurate.



## NUMBER OF AVAILABLE WORKERS

### The Horry County Area Labor Shed

The Horry County area labor shed has a household population of approximately 378,800. The civilian labor force numbers approximately 197,700, and the labor shed contains approximately 24,800 unemployed people who are actively seeking work.

The results of this assessment determined that approximately 51,000 workers can be defined as underemployed: those individuals who are currently working but would take a better job if offered by a new or existing employer and who appear to possess the skills, education, and experience to qualify them to do so. Another 4,500 individuals would consider re-entering the workforce. Together with the unemployed, actively seeking work individuals, the Horry County area has approximately 80,300 available workers for new or existing employers.

#### TOTAL AVAILABLE WORKERS

Number of underemployed workers	51,000
Number of unemployed, actively seeking work individuals	24,800
Number of unemployed individuals who are considering re-entering the workforce	4,500
<b>Total Number of Workers Available for Employers*</b>	<b>80,300</b>

\* The reader is cautioned that, while the number of workers identified in the region, as well as their skills, experience, education, and costs, is accurate, all of those individuals may not be acceptable candidates for an employer. Their previous work records, stability, integrity, intelligence, appearance, and other factors are not considered in this report.



## ASSESSMENT OF THE UNDEREMPLOYED WORKFORCE

### The Horry County Area Labor Shed

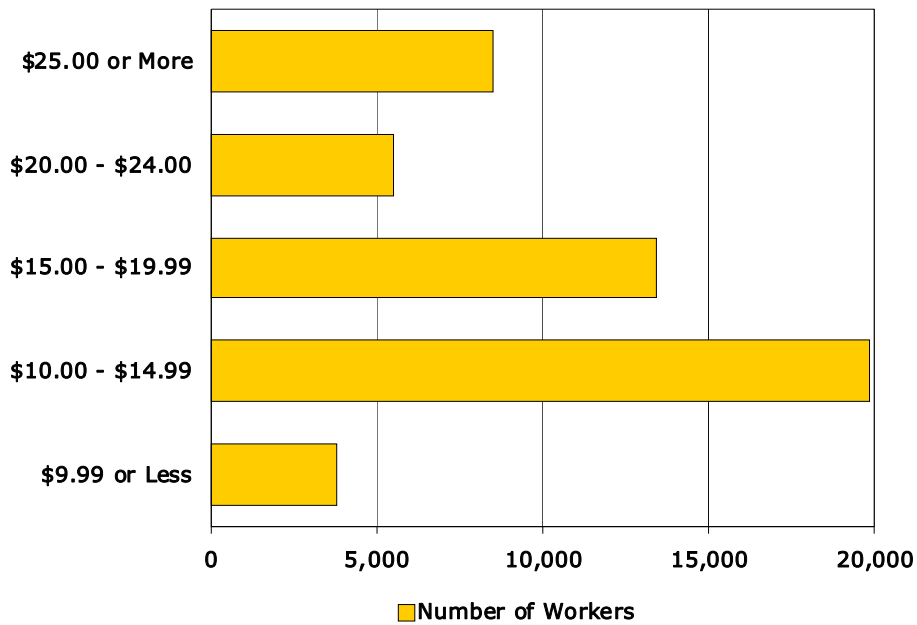
The 51,000 underemployed workers identified in this report might also be termed “upgraders”. They desire to move into an upgraded job and appear to possess the skills, education, and experience to enable them to do so. The following charts represent the desired pay rates of the underemployed individuals in the labor shed. Desired wages are shown by specific rates, range and percentiles.

#### NUMBER OF UNDEREMPLOYED WORKERS AVAILABLE AT SPECIFIC WAGE RATES PER HOUR (rounded)

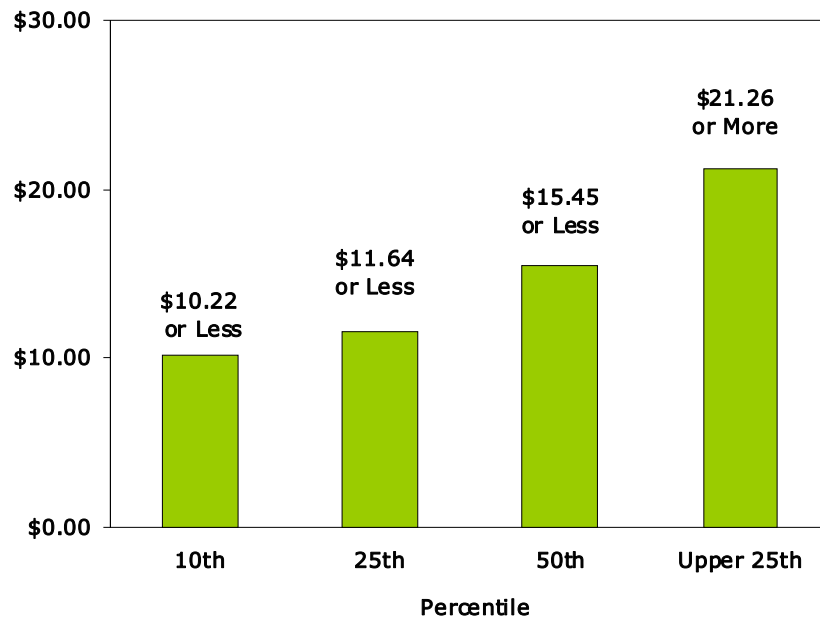
Desired Pay Rate	Number Available
\$7.99 or Less	600
\$8.00 - \$9.99	3,200
\$10.00 - \$11.99	10,700
\$12.00 - \$13.99	5,900
\$14.00 - \$15.99	7,500
\$16.00 - \$17.99	4,800
\$18.00 - \$19.99	4,300
\$20.00 - \$21.99	1,700
\$22.00 - \$23.99	2,200
\$24.00 - \$25.99	4,800
\$26.00 - \$27.99	1,600
\$28.00 - \$29.99	1,700
\$30.00 - \$31.99	200
\$32.00 or More	1,800



**DESIRED WAGE RATES PER HOUR BY RANGE**  
**51,000 Underemployed Workers**



**DESIRED WAGE RATES PER HOUR BY PERCENTILE**  
**51,000 Underemployed Workers**



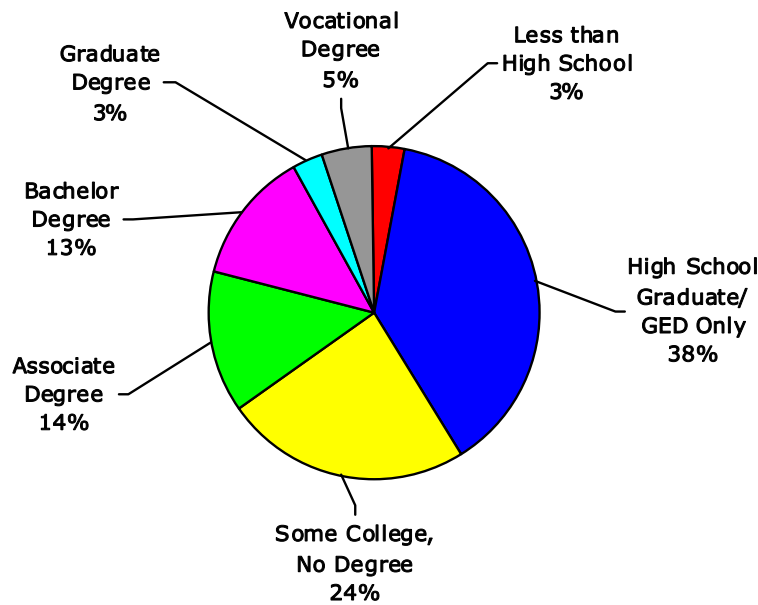
## CHARACTERISTICS OF UNDEREMPLOYED WORKERS

### The Horry County Area Labor Shed

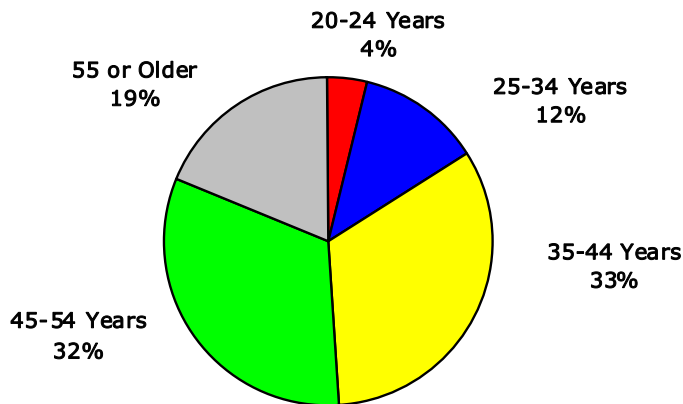
### 51,000 Underemployed Workers

The following charts provide information on various characteristics of the underemployed workers in the labor shed. As these data relate solely to those individuals in the labor shed who are underemployed, they will vary from data representative of the population and civilian labor force as a whole.

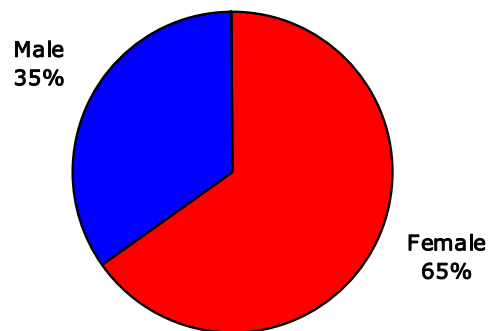
#### EDUCATION



#### AGE



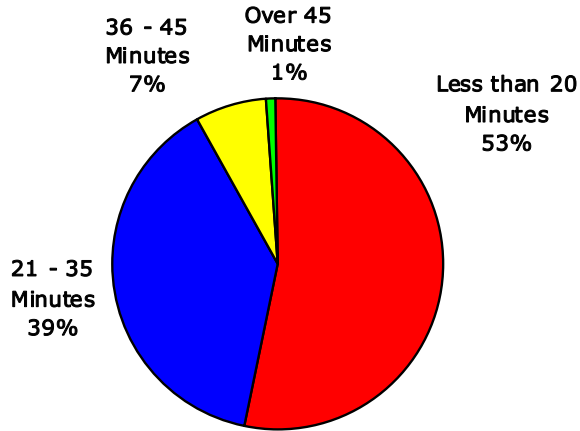
#### GENDER



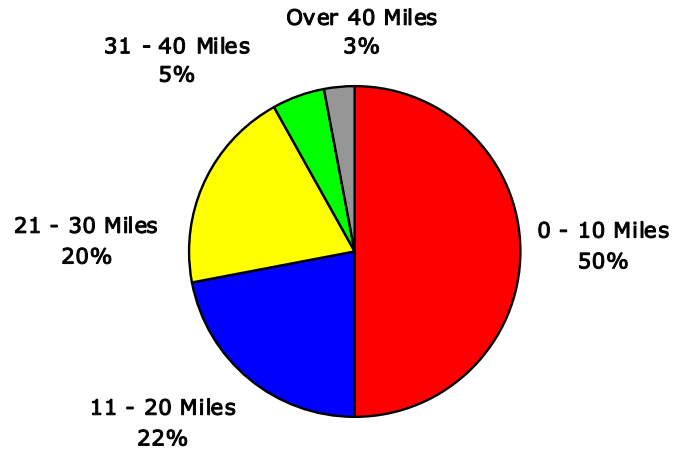
## CHARACTERISTICS OF UNDEREMPLOYED WORKERS

### 51,000 Underemployed Workers

**CURRENT COMMUTE TIME**



**CURRENT COMMUTE DISTANCE**



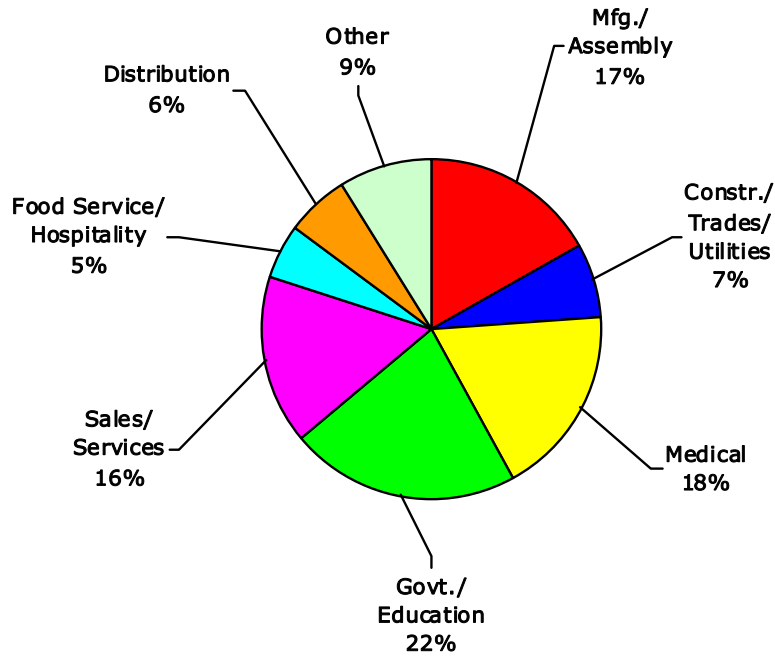
**LENGTH OF TIME IN CURRENT JOB**



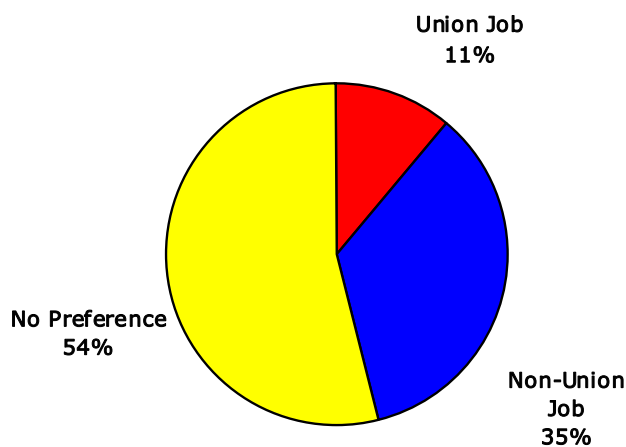
## CHARACTERISTICS OF UNDEREMPLOYED WORKERS

### 51,000 Underemployed Workers

**CURRENT AREA OF EMPLOYMENT**



**UNION PREFERENCE**



**MILES WILLING TO COMMUTE**



**EXPERIENCE AND SKILLS – UNDEREMPLOYED WORKERS**  
**51,000 Underemployed Workers**

Experience Category	Number of Workers (Rounded)	Percentage of Total	Average Years of Experience
Office Operations	32,600	64%	10
Customer Service	31,100	61%	10
Warehouse/Distribution/Transportation	29,100	57%	7
Manufacturing/Assembly/Fabrication	25,500	50%	10
Medical/Health Sciences	16,300	32%	8
Maintenance/Installation/Repair	15,300	30%	9
Information Technology	13,300	26%	10
Call Center	7,100	14%	8

The similarities between the experience and skills categories are designed to ensure inclusiveness considering the multitude of tasks and job titles present in most business, government and institutional operations. It should be noted that individuals polled normally have experience and/or skills in multiple categories.

Skills	Number of Workers (Rounded)	Percentage of Total
Warehouse/Materials Handling	31,600	62%
Office Operations	31,100	61%
Manufacturing/Assembly/Fabrication	26,000	51%
Information Technology	18,900	37%
Medical/Health Sciences	16,800	33%
Maintenance/Installation/Repair	16,300	32%
Technician/Quality Assurance	15,800	31%
Electronics/Engineering	7,100	14%



## FACTORS AFFECTING JOB DESIRABILITY

### 51,000 Underemployed Workers

In an effort to identify those factors most important to the Horry County area's underemployed workers relative to consideration of an employer's desirability, the surveyed individuals were asked to rate the following job factors on a scale of 1 to 5, with 5 being "extremely important" and 1 being "not important". The table below presents the ratings for each factor.

Factor	5 Extremely Important	4 Very Important	3 Important	2 Somewhat Important	1 Not Important
Financial Stability of the Company	72%	21%	5%	1%	1%
Retirement Benefits	67%	18%	11%	1%	3%
Insurance Benefits	66%	20%	11%	1%	2%
Salary	58%	26%	12%	2%	2%
Opportunity for Advancement	55%	33%	10%	1%	1%
Physical Working Environment	42%	32%	23%	1%	2%
Paid Training Programs	38%	38%	22%	1%	1%
Location	35%	23%	38%	2%	2%

As shown above, the underemployed workers in the Horry County labor shed rated financial stability of the company and retirement benefits as the two factors most important to them in consideration of a job change. This does not mean that the remaining factors are unimportant to the underemployed workers.



**ASSESSMENT OF THE UNEMPLOYED WORKFORCE**  
**The Horry County Area Labor Shed**

This report documents two groups of unemployed individuals in the Horry County area labor shed who would be available workers for a new or expanding business. The groups are classified as:

- Individuals who are actively seeking work
- Individuals who are considering re-entering the workforce

Published statistics document 24,800 unemployed workers in the labor shed who are actively seeking work. This number could possibly be higher due to individuals looking for work who are not on the roles of the state unemployment agencies. Survey results suggest that an additional 4,500 people, who are not currently employed or actively seeking work, would consider re-entering the workforce.

In total, the labor shed has approximately 29,300 unemployed individuals who would be considered potential workers for a new or expanding operation.

<b>UNEMPLOYED INDIVIDUALS</b>	
Number of unemployed, actively seeking work individuals	24,800
Number of unemployed individuals who would considering re-entering the workforce	4,500
Total Number of Unemployed Individuals Available for Employers	<hr style="width: 100px; margin: 0 auto;"/> 29,300

The determinations for these two segments of the workforce have a larger statistical variance than that for the underemployed.

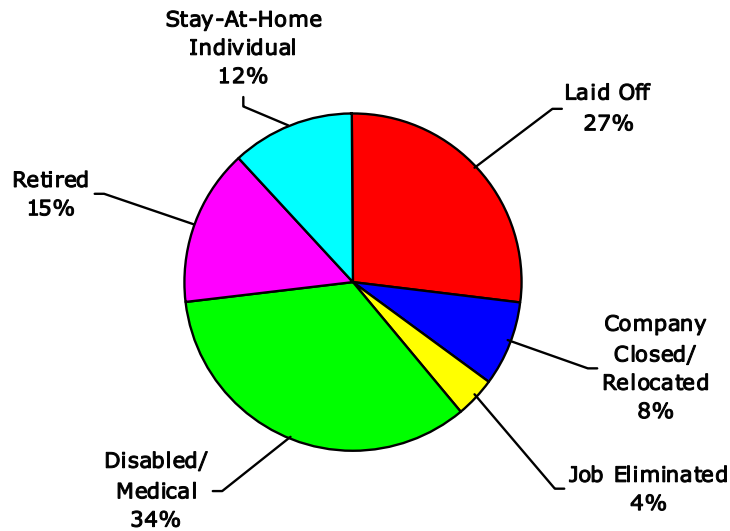


## ASSESSMENT OF INDIVIDUALS WHO WOULD CONSIDER RE-ENTERING THE WORKFORCE

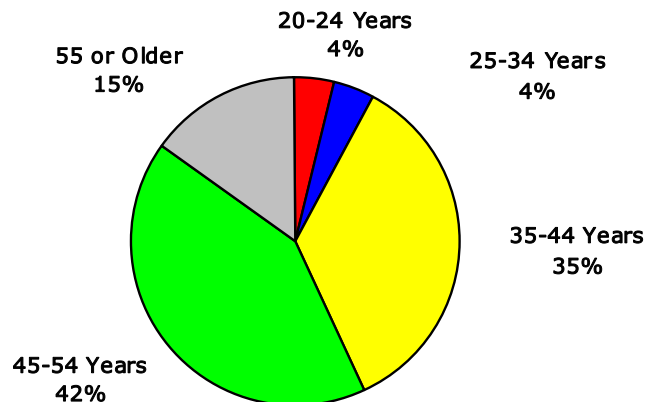
### The Horry County Area Labor Shed

The following charts provide information on that segment of unemployed individuals in the labor shed who would consider re-entering the workforce. **As these data relate solely to those individuals in the labor shed who are unemployed, they will vary from data representative of the population and civilian labor force as a whole.**

#### REASONS FOR UNEMPLOYMENT



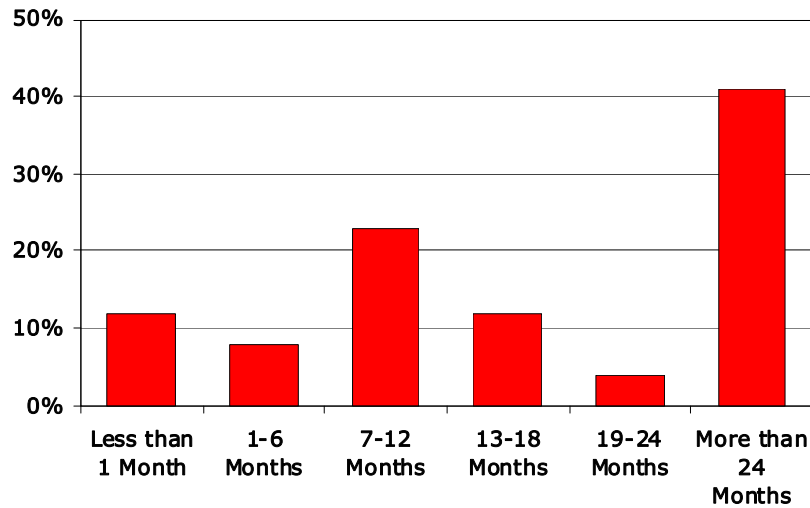
#### AGE



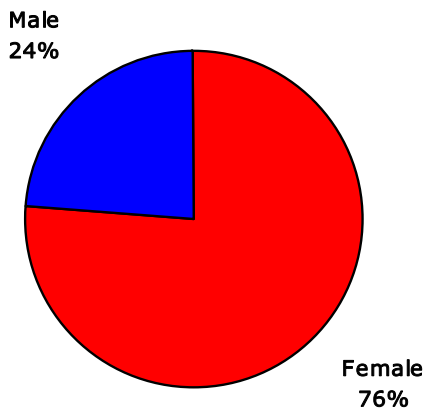
**CHARACTERISTICS OF INDIVIDUALS WHO  
WOULD CONSIDER RE-ENTERING THE WORKFORCE**

**4,500 Potential Workers**

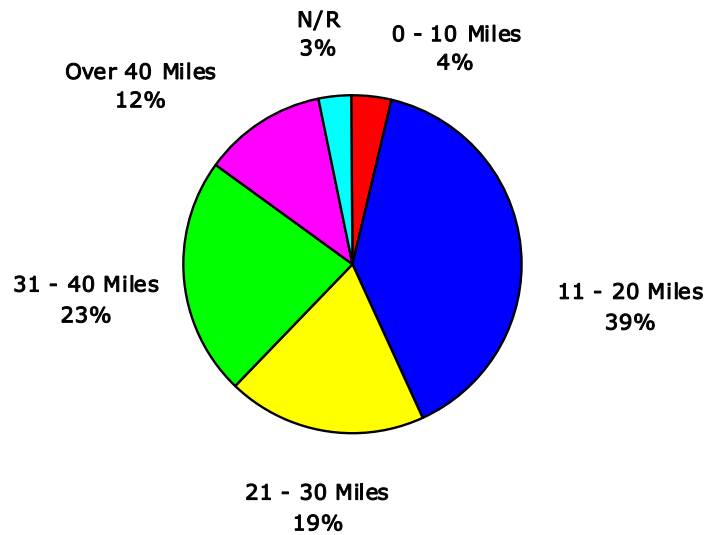
**LENGTH OF TIME UNEMPLOYED**



**GENDER**

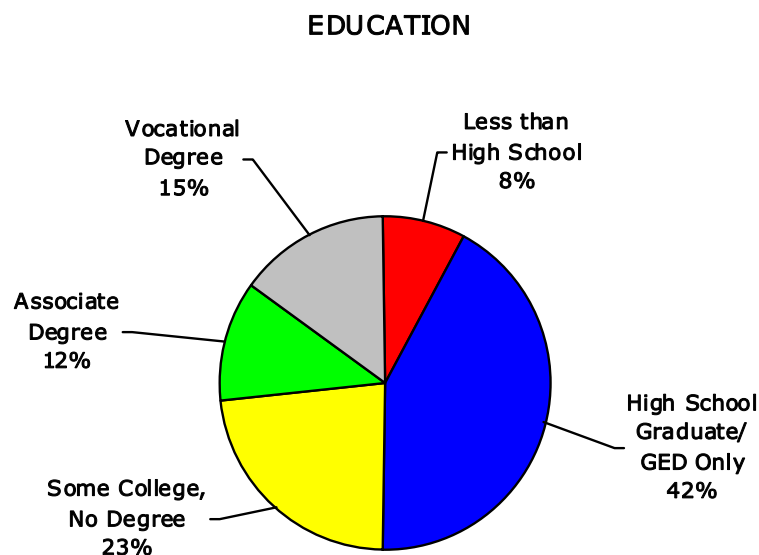


**MILES WILLING TO COMMUTE**



## CHARACTERISTICS OF INDIVIDUALS WHO WOULD CONSIDER RE-ENTERING THE WORKFORCE

4,500 Potential Workers



- The median desired pay rate of the unemployed individuals who would consider re-entering the workforce is \$11.40 per hour.

- The largest category of most recent employment for the unemployed individuals who would consider re-entering the workforce is manufacturing.

- The two factors most important to the unemployed individuals who would consider re-entering the workforce relative to consideration of a potential employer are insurance benefits and financial stability of the company.

- 4% of the unemployed individuals who would consider re-entering the workforce would prefer a union job; 12% a non-union job; and, 84% have no preference.



**EXPERIENCE AND SKILLS – INDIVIDUALS WHO  
WOULD CONSIDER RE-ENTERING THE WORKFORCE**

**4,200 Potential Workers**

Experience Category	Number of Individuals (Rounded)	Percentage of Total	Average Years of Experience
Office Operations	2,400	58%	8
Customer Service	2,300	54%	9
Manufacturing/Assembly/Fabrication	1,800	42%	4
Warehouse/Distribution/Transportation	1,500	35%	6
Medical/Health Sciences	1,400	34%	6
Information Technology	1,100	27%	7
Maintenance/Installation/Repair	1,000	23%	13
Call Center	1,000	23%	8

The similarities between the experience and skills categories are designed to ensure inclusiveness considering the multitude of tasks and job titles present in most business, government and institutional operations. It should be noted that individuals polled normally have experience and/or skills in multiple categories.

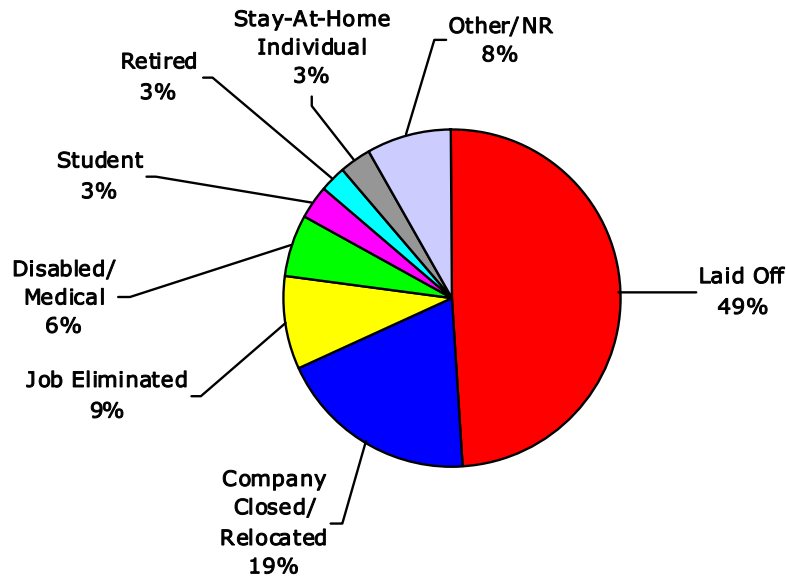
Skills	Number of Individuals (Rounded)	Percentage of Total
Office Operations	2,400	58%
Manufacturing/Assembly/Fabrication	1,900	46%
Information Technology	1,600	39%
Warehouse/Materials Handling	1,500	35%
Medical/Health Sciences	1,300	31%
Maintenance/Installation/Repair	600	15%
Technician/Quality Assurance	100	3%
Electronics/Engineering	100	3%



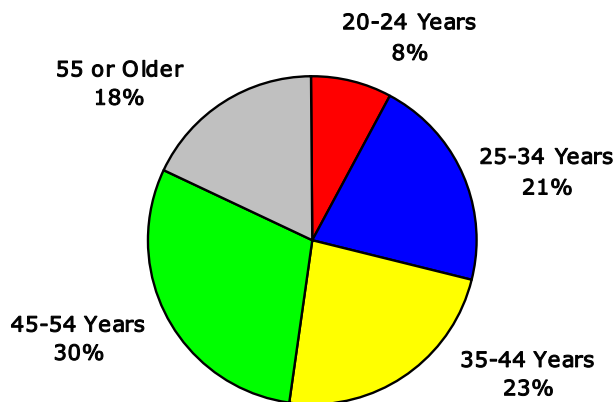
**CHARACTERISTICS OF UNEMPLOYED INDIVIDUALS WHO ARE  
ACTIVELY SEEKING WORK  
24,800 Workers**

According to survey results, the following charts provide information on those unemployed workers in the labor shed who are actively seeking work. **As these data relate solely to those individuals in the labor shed who are unemployed, they will vary from data representative of the population and civilian labor force as a whole.**

**REASONS FOR UNEMPLOYMENT**



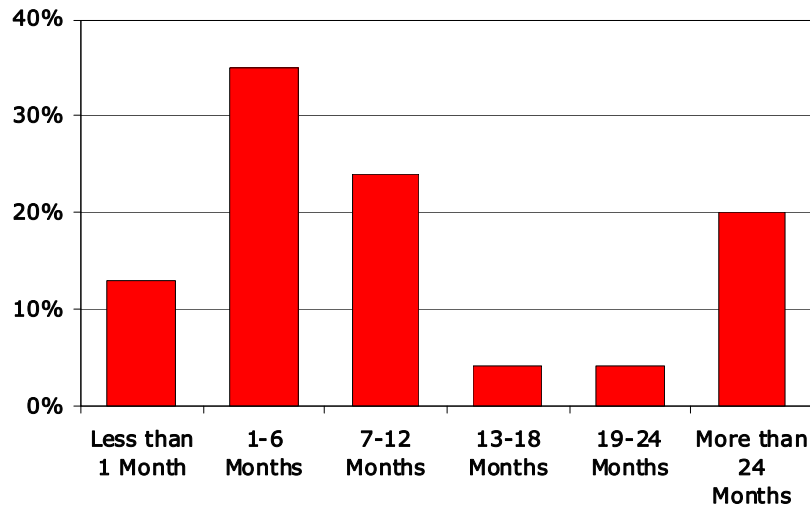
**AGE**



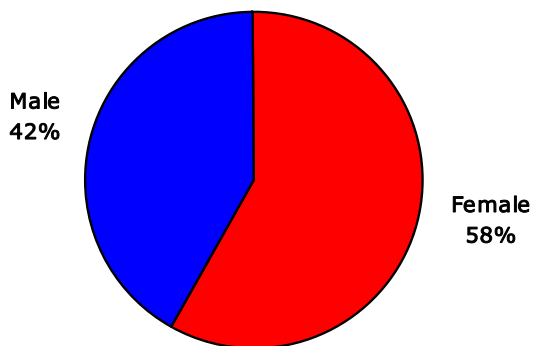
## CHARACTERISTICS OF UNEMPLOYED INDIVIDUALS WHO ARE ACTIVELY SEEKING WORK

24,800 Workers

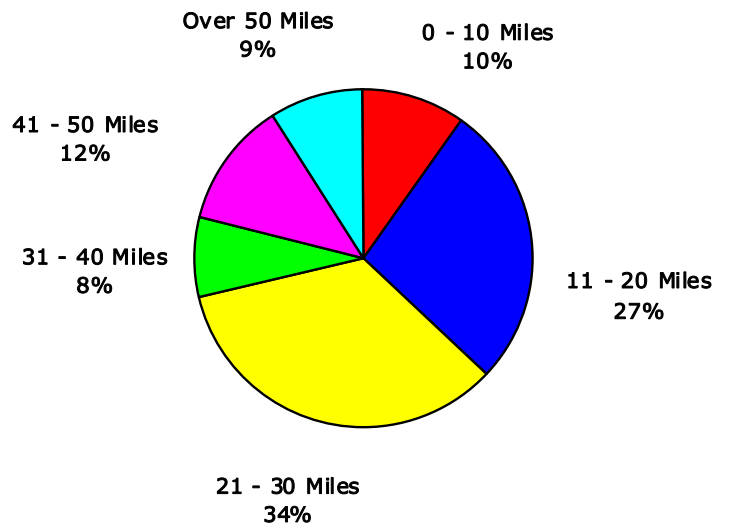
### LENGTH OF TIME UNEMPLOYED



### GENDER

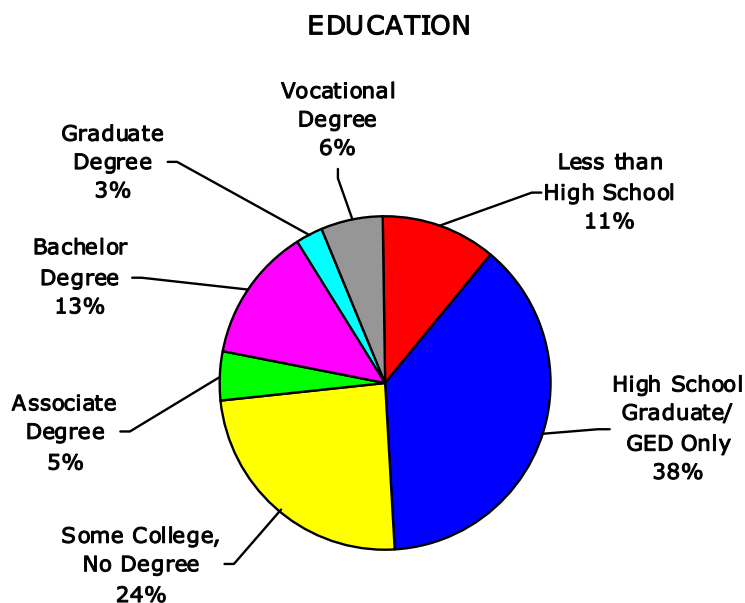


### MILES WILLING TO COMMUTE



## CHARACTERISTICS OF UNEMPLOYED INDIVIDUALS WHO ARE ACTIVELY SEEKING WORK

24,800 Workers



- The median most recent pay rate of the unemployed workers who are actively seeking work is \$12.04 per hour. The median desired pay rate of these individuals is \$11.65 per hour.
- The largest category of most recent employment for the unemployed individuals who are actively seeking work is manufacturing.
- The two factors most important to the unemployed individuals who are actively seeking work relative to consideration of a potential employer are insurance benefits and financial stability of the company.
- 12% of the unemployed individuals who are actively seeking work would prefer a union job; 10% a non-union job; and, 78% have no preference.



## EXPERIENCE AND SKILLS OF UNEMPLOYED INDIVIDUALS WHO ARE ACTIVELY SEEKING WORK

24,800 Workers

Experience Category	Number of Workers (Rounded)	Percentage of Total	Average Years of Experience
Customer Service	17,100	69%	8
Manufacturing/Assembly/Fabrication	12,200	49%	6
Office Operations	11,200	45%	9
Warehouse/Distribution/Transportation	10,900	44%	8
Maintenance/Installation/Repair	7,700	31%	10
Information Technology	7,400	30%	8
Call Center	5,700	23%	7
Medical/Health Sciences	3,000	12%	6

The similarities between the experience and skills categories are designed to ensure inclusiveness considering the multitude of tasks and job titles present in most business, government and institutional operations. It should be noted that individuals polled normally have experience and/or skills in multiple categories.

Skills	Number of Workers (Rounded)	Percentage of Total
Office Operations	13,400	54%
Manufacturing/Assembly/Fabrication	12,600	51%
Warehouse/Materials Handling	12,200	49%
Information Technology	9,700	39%
Maintenance/Installation/Repair	8,700	35%
Technician/Quality Assurance	4,700	19%
Electronics/Engineering	4,700	19%
Medical/Health Sciences	3,500	14%

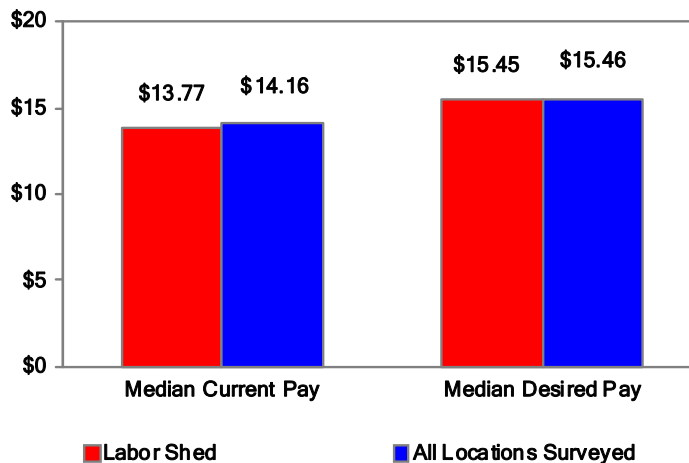


## NATIONAL COMPARISONS OF UNDEREMPLOYED WORKFORCE

This section of the report provides comparisons of the pay rates, experience and skills of the labor shed’s underemployed workforce with the underemployed workforces in other areas previously surveyed by The Pathfinders. A prospect company considering the Horry County region as a location will judge its workforce on a comparative basis. The comparative data for other locations used in the following charts reflect information accumulated over the past eighteen months. The Pathfinders maintains a continuing database of over 700 surveyed counties and communities and more than 30 million workers. In the charts, the Horry County region is referred to as “labor shed”.

The chart below illustrates the median current and desired wages of the underemployed workers in the Horry County labor shed as compared to those underemployed workers in all locations surveyed by The Pathfinders over the past eighteen months. As indicated, the median current pay of all surveyed, underemployed workers over the past eighteen months is \$14.16 per hour, and the median desired pay of these workers is \$15.46 per hour. As shown, survey results indicate that the Horry County region’s underemployed workers have similar pay rates in both median current pay and desired pay as other locations surveyed.

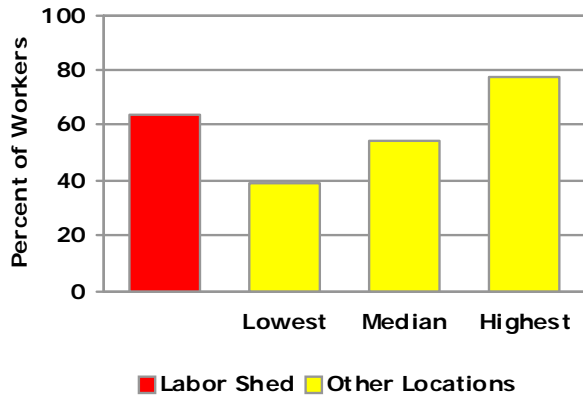
### COMPARISON OF MEDIAN CURRENT / DESIRED WAGES (per hour)



**COMPARISON OF EXPERIENCE  
UNDEREMPLOYED WORKERS**

**The Horry County Area /  
Locations Surveyed Over the Past 18 Months**

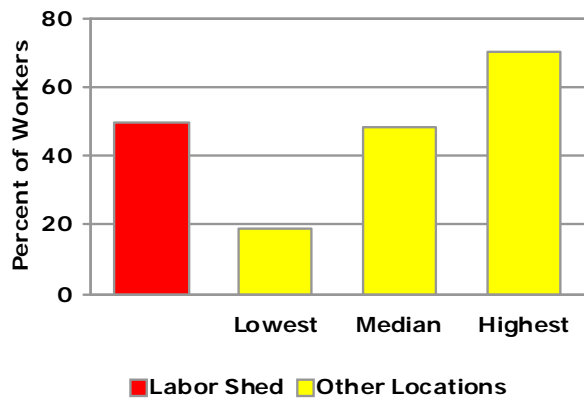
**OFFICE**



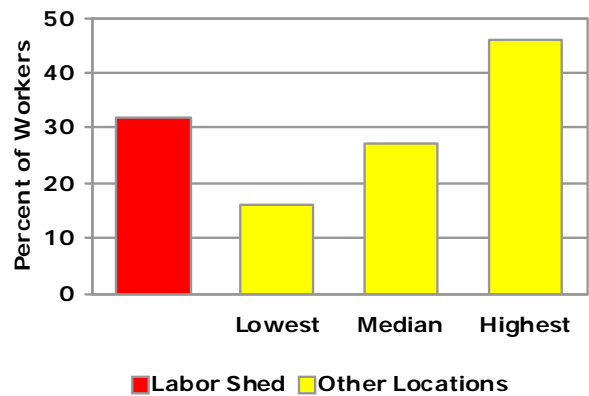
**WAREHOUSE / DISTRIBUTION /  
TRANSPORTATION**



**MANUFACTURING / ASSEMBLY /  
FABRICATION**



**MEDICAL /  
HEALTH SCIENCES**



**COMPARISON OF EXPERIENCE  
UNDEREMPLOYED WORKERS  
The Horry County Area /  
Locations Surveyed Over the Past 18 Months**

**MAINTENANCE /  
INSTALLATION / REPAIR**



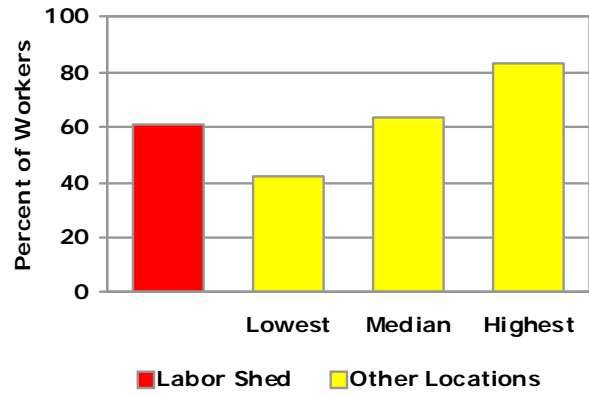
**CALL CENTER**



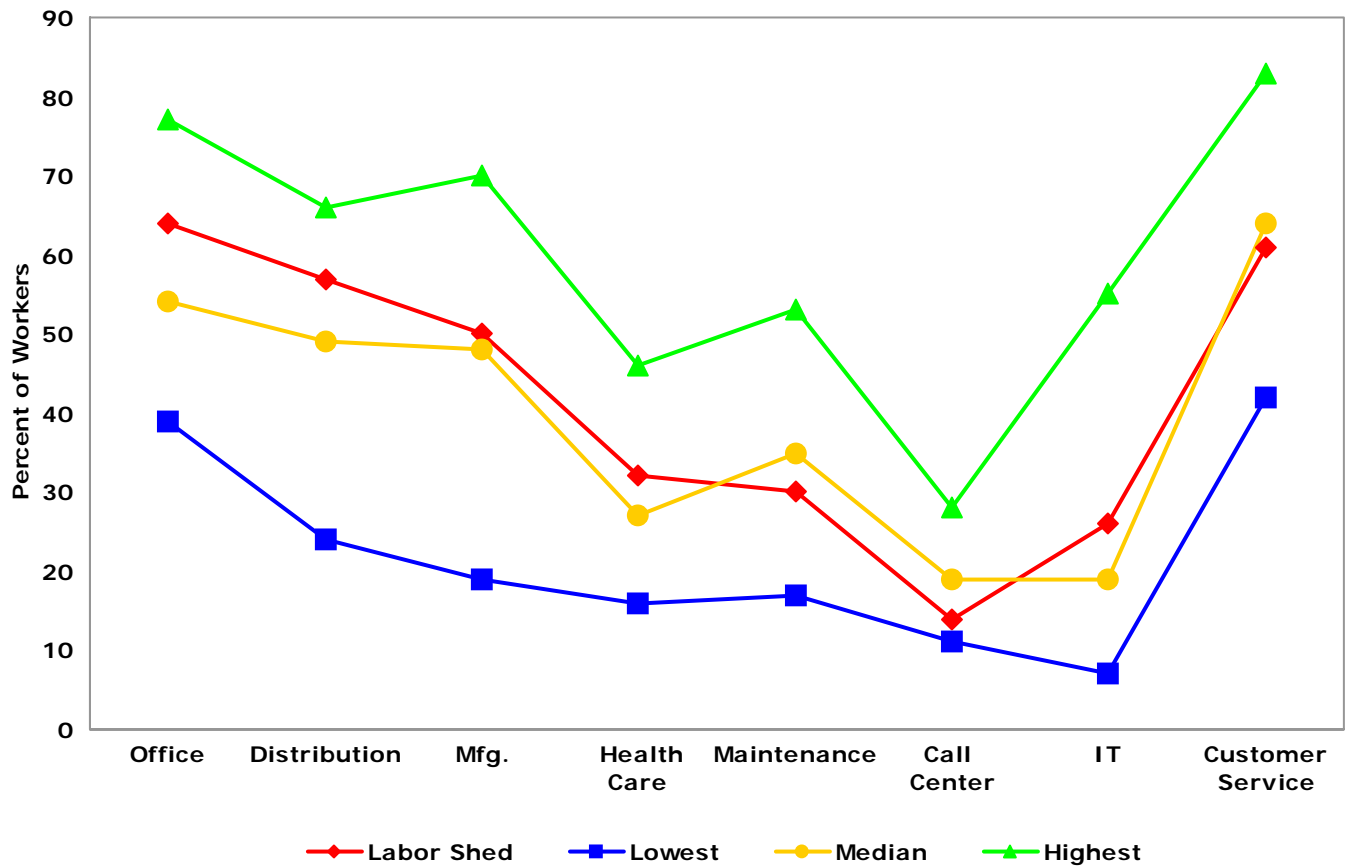
**INFORMATION TECHNOLOGY**



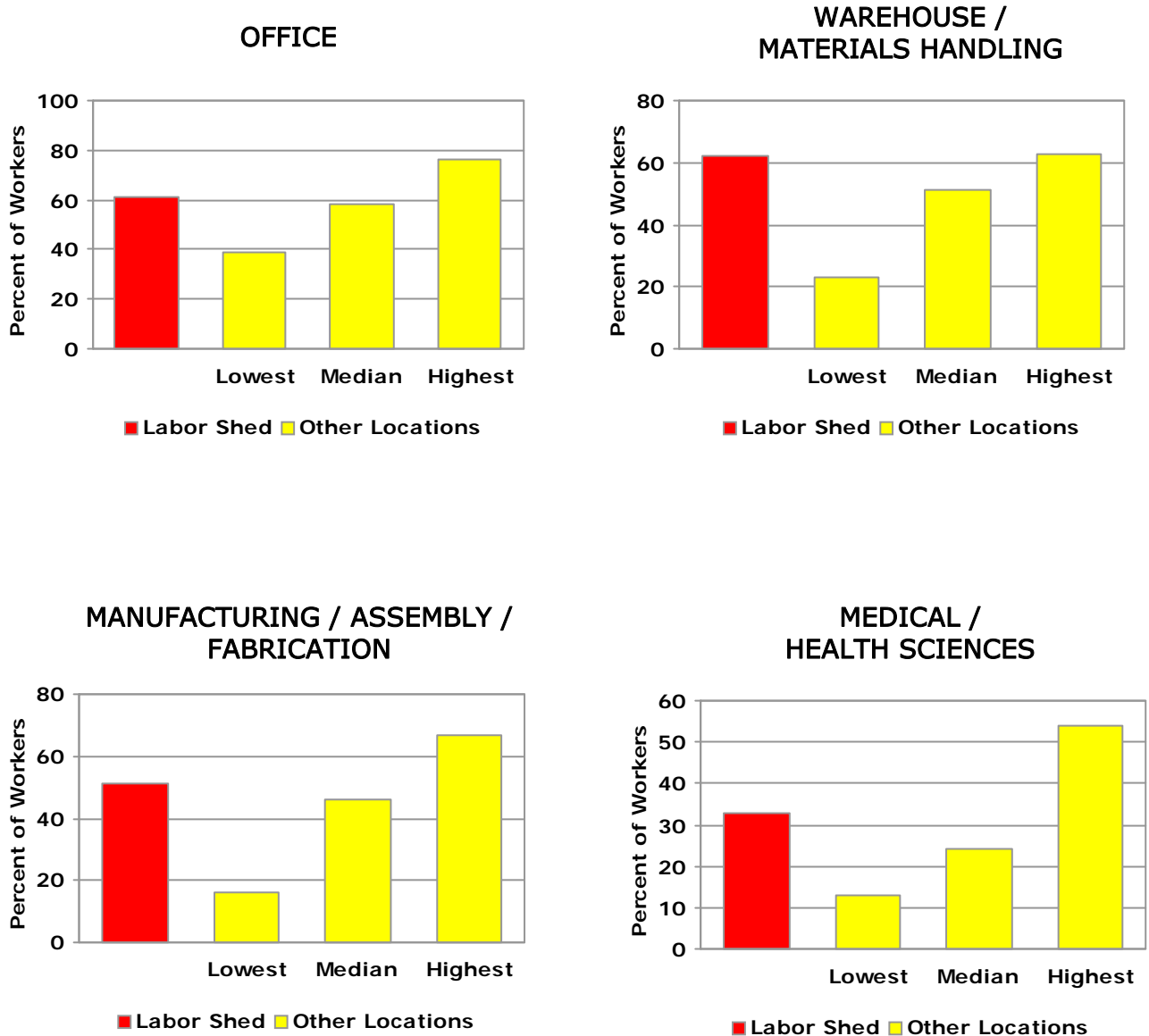
**CUSTOMER SERVICE**



**SUMMARY COMPARISON OF EXPERIENCE**  
**UNDEREMPLOYED WORKERS**  
 The Horry County Area /  
 Locations Surveyed Over the Past 18 Months

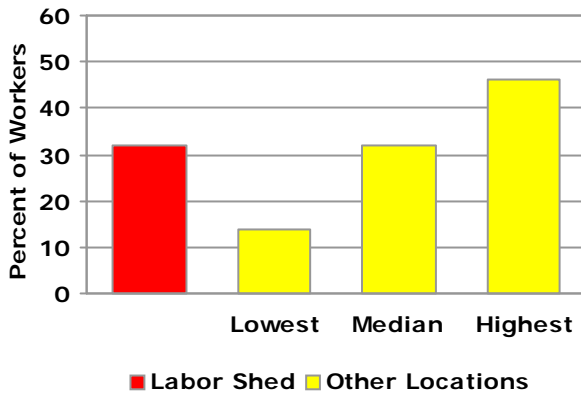


**COMPARISON OF SKILLS  
UNDEREMPLOYED WORKERS  
The Horry County Area /  
Locations Surveyed Over the Past 18 Months**



**COMPARISON OF SKILLS**  
**UNDEREMPLOYED WORKERS**  
 The Horry County Area /  
 Locations Surveyed Over the Past 18 Months

**MAINTENANCE /  
INSTALLATION / REPAIR**



**TECHNICIAN / QUALITY  
ASSURANCE**



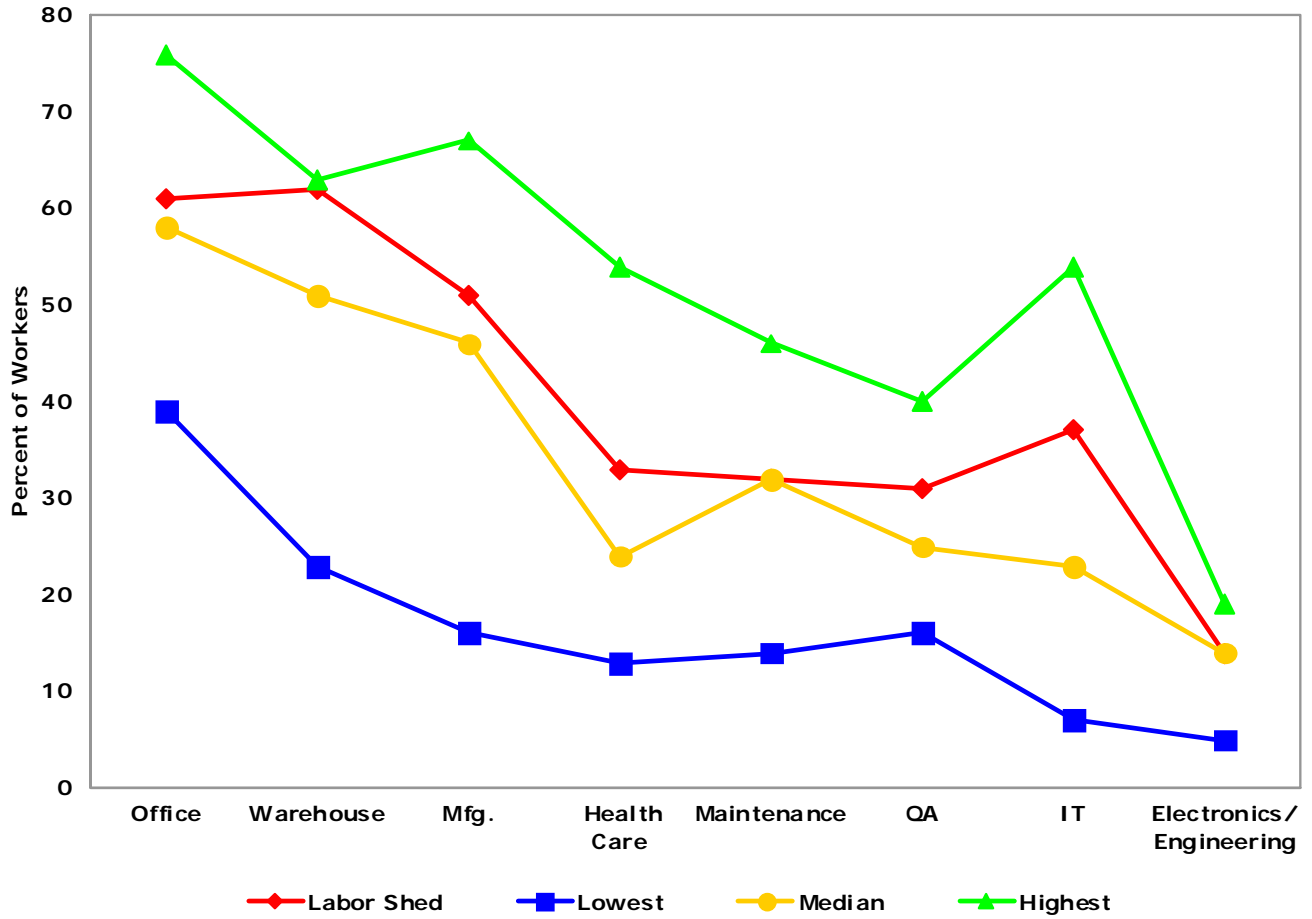
**INFORMATION TECHNOLOGY**



**ELECTRONICS /  
ENGINEERING**



**SUMMARY COMPARISON OF SKILLS  
UNDEREMPLOYED WORKERS  
The Horry County Area /  
Locations Surveyed Over the Past 18 Months**



## EMPLOYERS' VIEWS OF THE THE NESAS AREA TOTAL WORKFORCE

In developing a profile of existing workers in the NESAS region, The Pathfinders considered such factors as labor availability, productivity, unionization, attitudes, costs, and education. The analysis was based upon interviews conducted with senior management and human resources professionals from companies located in the labor shed.

As determined from the employer interviews, the tables below reflect the top two methods used to recruit hourly and salaried workers in the NESAS region and the percent of employers utilizing each method. Employers may use multiple recruitment methods.

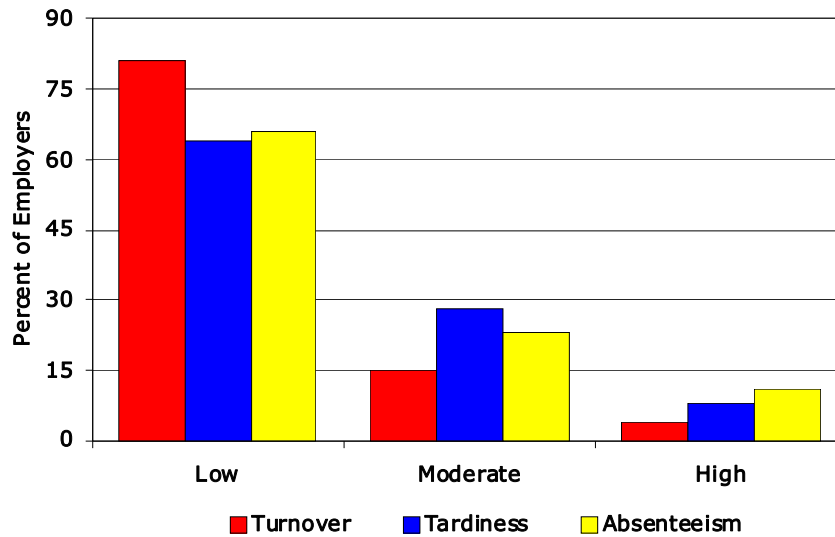
Recruiting Methods – Hourly Workers	% of Employers
Newspaper Ads	38%
Word of Mouth	32%

Recruiting Methods – Salaried Workers	% of Employers
Internet	38%
Newspaper Ads	37%

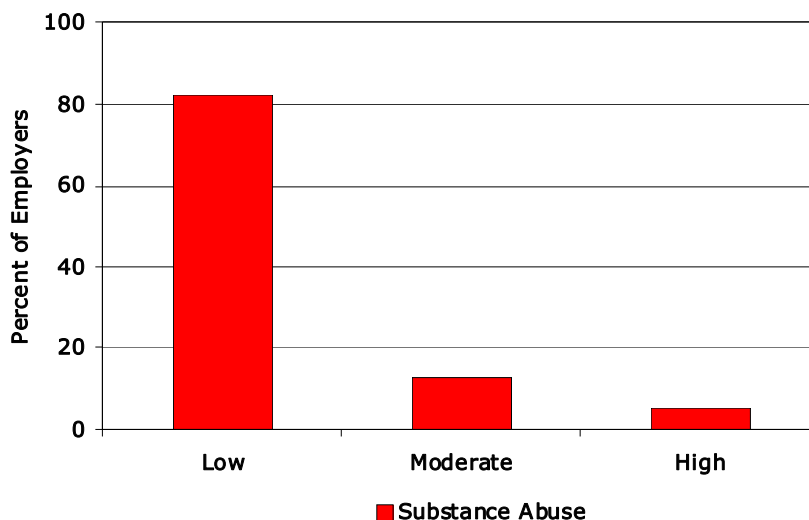
52% of the employers interviewed stated their companies had operations in other regions of the United States. Of these employers, those familiar with the workforces in those other locations reported that their NESAS area operations were comparable to or better than the other regions in terms of profitability and production.



Based upon the experience of The Pathfinders in evaluating labor forces in numerous locations, a definite correlation between productivity, absenteeism, tardiness, turnover, and substance abuse appears to exist. That correlation goes beyond the fact that an absent worker is obviously unproductive. Rather, those factors are indicative of an employee’s attitude toward the job. The chart below shows the percent of employers’ ratings for turnover, tardiness and absenteeism.

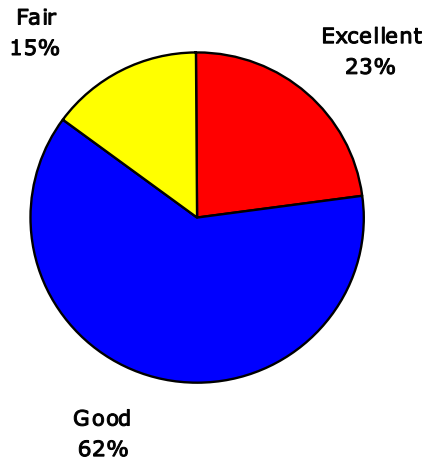


Additionally, in the NESAs region, 78% of the employers interviewed stated their companies tested for substance abuse, primarily pre-employment. Substance abuse within the workforce, as reported by the participating employers, is shown in the chart below.

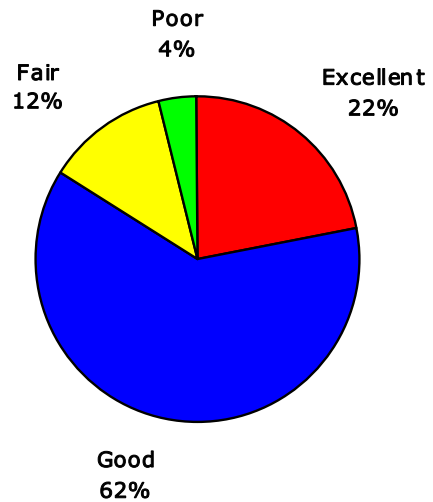


In consideration of all factors, 85% of the employers in the NESAs area rated the productivity of the workforce as "Good" to "Excellent". Worker attitudes received high marks from 86% of the employers.

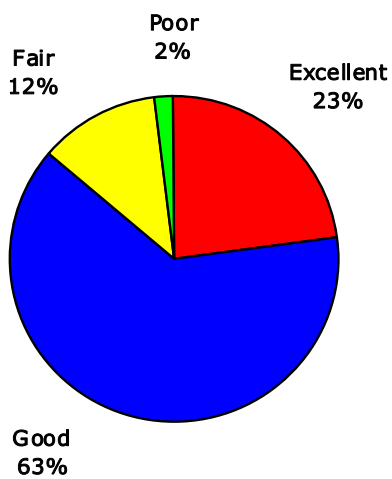
**WORKER PRODUCTIVITY**



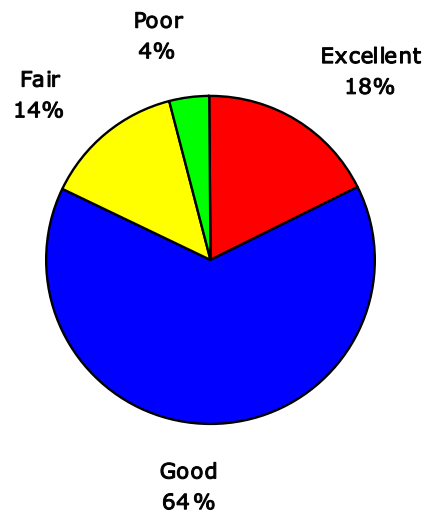
**WORKER RELIABILITY**



**WORKER ATTITUDES**

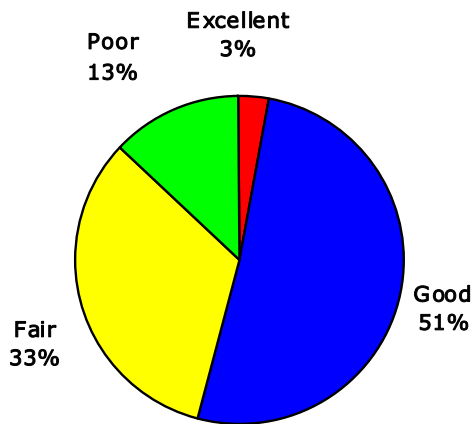


**TEAMWORK SKILLS**

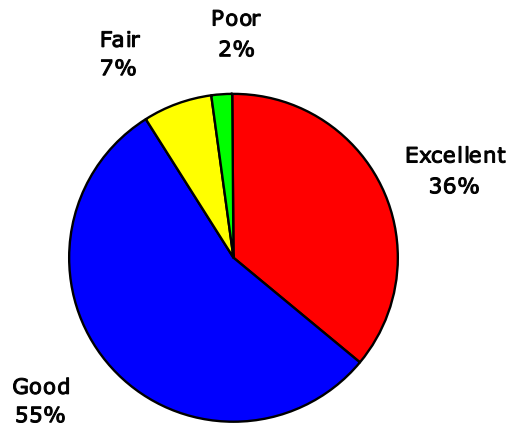


The educational competencies of employees are additional factors used to evaluate an area’s labor force. In the NESAs area, 54% of the employers interviewed rated the local public schools as “Excellent” or “Good”, and 91% of the employers rated the local community colleges and technical schools as “Excellent” or “Good”. Ratings for basic skills and other factors are also shown.

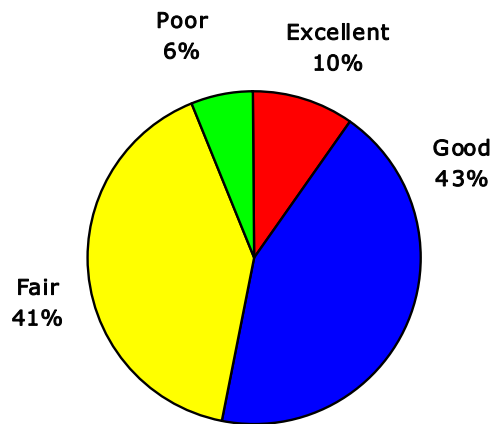
**LOCAL PUBLIC SCHOOLS**



**LOCAL COMMUNITY COLLEGES AND TECH SCHOOLS**

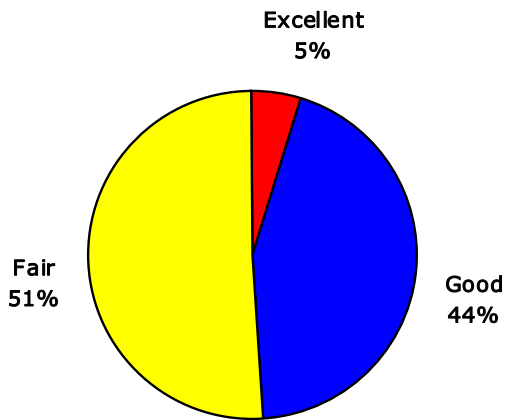


**READING SKILLS**

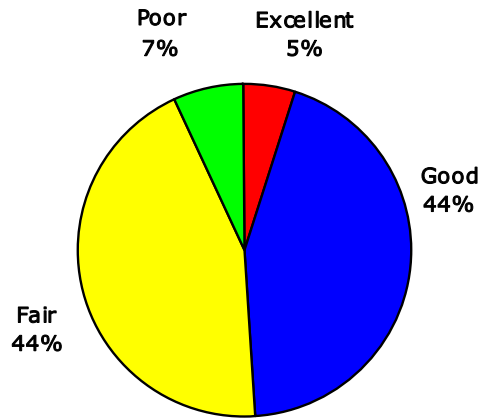


### EMPLOYERS' RATINGS The NESAs Area Labor Shed

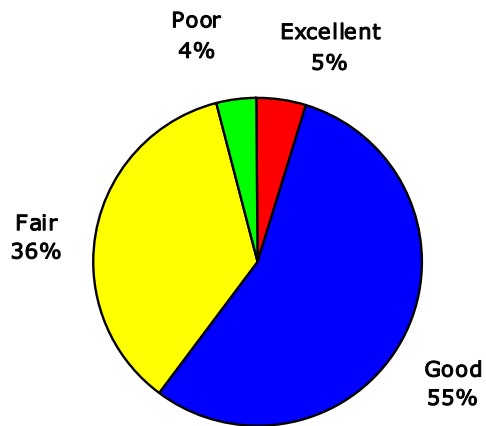
**WRITING SKILLS**



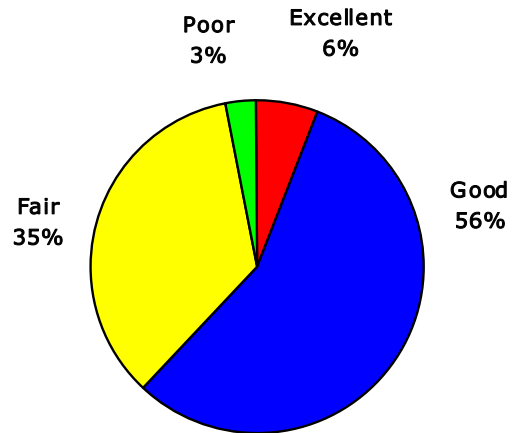
**MATH SKILLS**



**JOB READINESS SKILLS**

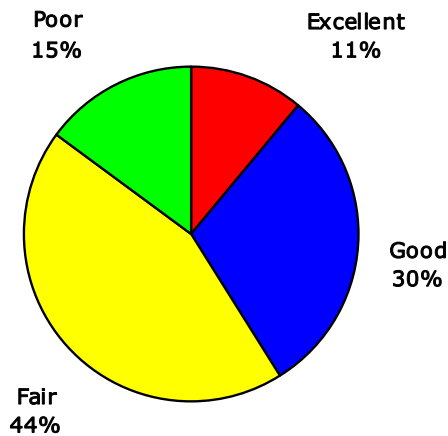


**ENTRY LEVEL SKILLS**

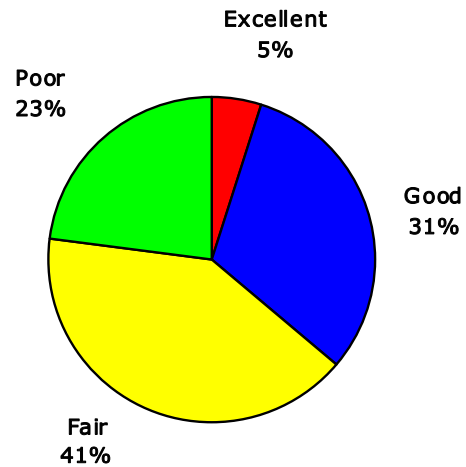


A common employer complaint relates to the shortage of skilled and technical workers. These workers are in great demand and difficult to find in the vast majority of locations. Of the companies in the labor shed interviewed, 41% considered skilled worker availability to be "Excellent" or "Good", while 44% considered it to be "Fair". The availability of technical workers in the labor shed was rated "Excellent" or "Good" by 36% of the interviewed companies and "Fair" by 41%. The ratings for availability of unskilled and professional workers are also illustrated in the pie charts below.

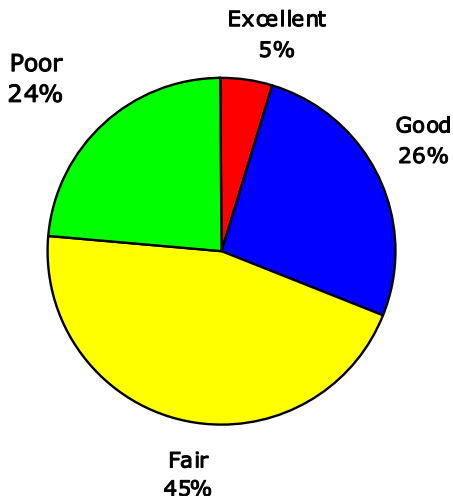
**SKILLED WORKERS AVAILABILITY**



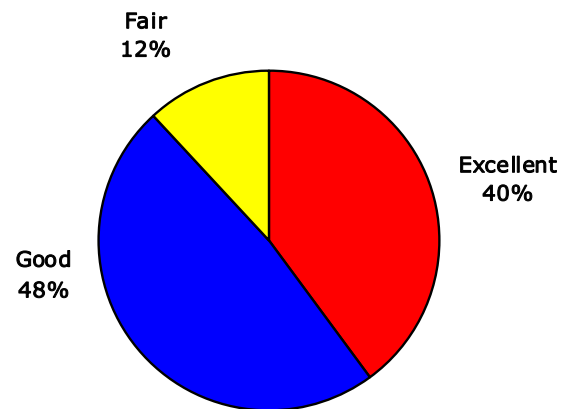
**TECHNICAL WORKERS AVAILABILITY**



**PROFESSIONAL WORKERS AVAILABILITY**



**UNSKILLED WORKERS AVAILABILITY**





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