

# The Heartbeat of Hartsville: The Economic Impact of Sonoco on South Carolina



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## Table of Contents

EXECUTIVE SUMMARY .....	4
SECTION I – INTRODUCTION.....	7
SECTION II – METHODOLOGY .....	8
<i>Overview</i> .....	8
<i>Data Inputs</i> .....	12
SECTION III – RESULTS .....	12
<i>Statewide Impacts</i> .....	13
<i>Regional Impacts</i> .....	15
<i>Sonoco’s Impact on the Florence-Darlington MSA</i> .....	19
SECTION IV – TAX IMPLICATIONS.....	20
SECTION V – CONCLUSION.....	21

## **Executive Summary**

The economic recovery that is currently taking place in South Carolina has been primarily driven by the manufacturing sector. Over the last three years, manufacturing employment has increased by approximately 19,000 jobs, or a 3.1% average annual increase.<sup>1</sup> By comparison, the average annual employment growth rate for South Carolina over the same time period was 1.4 percent. In addition, South Carolina is unique in that it is the only southeastern state that has seen post-recession gains in manufacturing employment above 2 percent and the only state to see any gains in manufacturing at all from 2009 to 2011.<sup>2</sup>

A major contributor to this manufacturing renaissance in South Carolina is Sonoco, a multi-billion dollar global provider of consumer packaging, industrial products, protective packaging, and packaging supply chain services. Sonoco's global headquarters is located in Hartsville, South Carolina, which employs over 1,700 workers – including the management and executive staff that oversee more than 340 operations across 34 countries.

Yet the impact of Sonoco goes beyond that of most other in-state manufacturers. While the economic activity produced by Sonoco supports an extensive supply-chain network throughout the state that generates major economic ripple effects, Sonoco's headquarters also facilitates improvements to South Carolina's labor force, as the employment opportunities they create give rise to an increase in demand for workforce training and higher education. This leads to improvements in the local knowledge economy, which in turn has economic spillover effects across many industries.

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<sup>1</sup> This estimate is likely understated, as manufacturers have hired many workers through employment staffing firms. The U.S. Bureau of Labor Statistics does not classify these employees in the manufacturing sector.

<sup>2</sup> Southeastern states include Alabama, Georgia, North Carolina, Tennessee, and Virginia.



This study specifically estimates the economic impact of Sonoco on the state of South Carolina as a whole as well as on eight specific regions within the state. The major findings of this report are as follows:

- Sonoco's total economic impact on the state of South Carolina is approximately \$1 billion. This impact corresponds to nearly 9,300 jobs and over \$473 million in income for South Carolinians that would not exist otherwise.
- This total economic impact is associated with a statewide employment multiplier of approximately 1.9 and a labor income multiplier of 2.3. This implies that for every ten direct jobs created by Sonoco, an additional nine jobs are created elsewhere in the South Carolina economy through the economic multiplier effect. Similarly, the labor income multiplier of 2.3 implies that for every dollar generated directly in labor income through Sonoco, an additional \$1.30 in labor income is generated elsewhere in South Carolina.
- Sonoco is also unique in that it contributes to employment in South Carolina that is high in both quantity and quality. The average weekly earnings from jobs that are generated (directly or indirectly) through the activities of Sonoco pay approximately \$980/week. This is about 35 percent above the overall state average (\$724/week) and about 7 percent higher than the manufacturing industry as a whole in South Carolina (\$913/week).
- The impact of Sonoco is not uniformly distributed across the state. Sonoco has an especially strong presence in the Florence-Darlington MSA, and in fact is the primary economic driver of this region of South Carolina. Sonoco supports over 5 percent of the region's overall economic activity, meaning that growth in the Florence-Darlington MSA strongly depends on the

performance of Sonoco. To put this into perspective, when measured against rates of annual economic growth in the region from 2002 to 2011, a 10 percent increase in Sonoco's operations in the Florence-Darlington MSA would lead (on average) to a 40 percent increase in the overall rate of economic growth in the Florence-Darlington MSA.

- Increases in personal income and expenditure activity due to Sonoco's presence contribute to a net increase in tax revenue for the state of South Carolina. Specifically, Sonoco's \$1 billion annual economic impact is estimated to generate an annual contribution of nearly \$35 million to state tax revenue.

## **Section I – Introduction**

As a multi-billion dollar packaging manufacturer located in the city of Hartsville, the Sonoco Products Company is a major economic engine in South Carolina. Sonoco is a local company that was founded in Hartsville in 1899 as the Southern Novelty Company. Their first product was developed for the thriving textile industry, one of South Carolina's largest industries in the early 20<sup>th</sup> century. This product was a cone-shaped paper yarn carrier used for winding and transporting yarn, and the Southern Novelty Company soon became the leading producer of these cone-shaped carriers in the United States. The company continually diversified its product offerings and in 1923 became the Sonoco Products Company. Today it is one of the world's leading providers of consumer packaging, industrial products, protective packaging, and packaging supply chain services, with more than 340 operations across 34 countries.

Sonoco's impact is largely concentrated in the Florence-Darlington MSA region, in which Hartsville is located. Nevertheless, Sonoco's influence also extends statewide through its various expenditures and procurement effects. South Carolina's major source of economic growth since 2009 has come from manufacturing, and Sonoco plays a major role in this industry by directly employing over 1,700 employees statewide. The direct impact of Sonoco's workforce and various expenditures also create economic ripple effects throughout the state through inter-industry supply networks and household spending, yielding further economic benefits.

Yet Sonoco also has a unique impact above and beyond that of most manufacturers in South Carolina because it houses its corporate headquarters in Hartsville. This provides ongoing employment opportunities for highly skilled professionals, which increases demand for worker training and higher education. This leads to improvements in the local knowledge economy, which in turn has economic spillover effects across the local Florence-Darlington MSA region as well as throughout South Carolina. Part of this knowledge spillover effect can be observed



through the wage premium of the jobs created by Sonoco when compared to other manufacturing jobs in South Carolina.

This study estimates the economic impact of Sonoco on the state of South Carolina as well as on eight specific regions within the state: Aiken/Augusta, Charleston, Rock Hill, Grand Strand, Lowcountry, Midlands, Upstate, and Pee Dee. The study begins with a discussion of the economic impact methodology used, including a description of direct, indirect, and induced effects. Section III of this study then presents the estimates of the statewide economic impact as well as all regional effects. Section IV addresses the tax implications to the state of South Carolina in terms of added state revenue due to the economic activity of Sonoco. Finally, Section V concludes the report with a brief summary of all results.

## **Section II – Methodology**

The purpose of this report is to estimate the economic impact of Sonoco on the state of South Carolina and eight specific regions within the state: Aiken/Augusta, Charleston, Rock Hill, Grand Strand, Lowcountry, Midlands, Upstate, and Pee Dee. This section outlines the nature of economic impact analysis and how the impact of Sonoco on South Carolina and each of the eight regions can be determined.

### ***Overview***

The goal of an economic impact analysis is to establish the total impact, or contribution, of an organization to its local economic region. For example, part of this analysis will estimate how many total jobs are supported in South Carolina due to the ongoing operations of Sonoco. To determine the total impact of an organization, an economic impact analysis requires, as a starting point, the identification of a direct effect on the economy. This direct effect will, in turn, lead to additional economic ripple effects over a broader region.



A direct effect represents an initial injection of funds into a local area. For example, consider a firm that opens for business in a particular region and has total annual expenditures of \$100 million – some of which is payroll and some of which is spent on non-labor inputs. The purchases of non-labor inputs from other businesses in the local region will, of course, increase their demand and sales levels. This increase in sales activity due to the purchases of the original firm represents a direct effect on the local economy. Similarly, expenditures that consist of payroll for employees of the original firm increase household income levels for each of these employees. Part of this additional household income will then be spent in the local economy at a variety of local businesses, again increasing their demand and sales levels. This too, reflects a direct effect on the economy.

These direct effects, however, only represent the initial effects on the local economy. The total impact on the economy will be far greater. The initial direct expenditures (both labor and non-labor) lead to additional rounds of spending in the local economy, known more generally as the economic ripple effect or multiplier effect. These effects take two forms, the indirect effect and the induced effect.

The indirect effect represents all additional rounds of spending that result from inter-industry linkages between local businesses as additional rounds of spending move through a supply chain. For example, consider a firm that purchases cranes as an input to its production process. The crane supplier would, as a result of the firm's purchases, see an increase in demand. This would, in turn, require him to purchase additional crane parts from his suppliers. This purchase activity from the crane parts suppliers represents the first round of the indirect effect. The original spending of the local business on the crane supplier led to an additional round of spending by the crane supplier. The crane parts suppliers must then purchase additional inputs to fill their increased demand, representing a second round of indirect spending. These additional rounds of spending continue on through the supply chain. The total size of the indirect effect is naturally a function of the total size of the local supplier network.



In addition to the direct effects and the indirect effects, there is one further set of impacts that also must be considered: the induced effects. Induced effects reflect all of the additional economic impacts that result from household spending that occurs as the result of income earned directly or indirectly off of the initial, direct change in economic activity. For example, look once again at the firm that purchases cranes to use as inputs. The crane supplier must hire additional employees to service this rise in demand. These employees will then spend part of their additional income in the local economy on (for example) food, entertainment, and housing. Part of the wages earned in those industries can be attributed to the original firm's spending, which in turn supports further household expenditures. These impacts resulting from household expenditures reflect the induced effects. Taken together, the direct, indirect, and induced effects provide the total economic impact of an organization.

Of course, the successive rounds of indirect and induced spending outlined above do not go on forever. In each round, part of the money is "leaked out" of the local economy. For example, households may save a portion of their income or spend it outside of the local region. Businesses too, may purchase some of their inputs and supplies outside of the local economy. Spending that is leaked out cannot be used to support further economic activity in the local area. Thus, in each successive round of spending, the indirect and induced effects become smaller and smaller and eventually drop to zero. Because the successive rounds of spending eventually end, estimates can be generated for both the indirect and induced effects.

The economic multiplier effect is way of measuring the total indirect and induced effects that result from an initial direct effect. An economic multiplier is defined as the ratio of the total economic impact (direct, indirect, and induced) to the initial, direct effect. For example, if a firm was to spend \$100 million within a particular sector of South Carolina and this led to a total economic output of \$300 million, the output multiplier would be 3.0. Naturally, multiplier effects are larger when the region being analyzed is larger. For example, the total economic impact resulting

from an initial direct effect will be larger in South Carolina than it would be in Darlington County alone. Multiplier effects also vary from sector to sector because the sizes of supply networks vary among different local industries.

As the above discussion implies, an economic impact analysis involves two steps: (1) determining appropriate levels of direct business activity; (2) determining and applying the appropriate values for economic multipliers to calculate the total impact in terms of economic output, employment, and labor income. These are three standard variables generally used to measure the major contributions of an organization to its local economy. Total economic output represents an aggregate measure of total spending that results from the initial direct expenditures. This includes spending by both businesses and consumers on goods and services, and is thus a broad, all-inclusive measure of the impact on total economic activity.

The employment variable simply represents the total number of full-time equivalent jobs associated with the estimated total economic output, and labor income represents the total wages and benefits associated with these job estimates. These four standard economic impact measures are summarized in Table 1 below.

Total Economic Impact (or Output)	The dollar value representing the total contribution to overall economic activity
Employment	The total number of full-time equivalent jobs needed to deliver the demand for the goods and services as measured by total economic output
Labor Income	The dollar value representing total wages, salaries, and benefits associated with total employment

### **Data Inputs**

In order to accomplish the first step of this economic impact analysis, Sonoco provided the most recent annual data available to the Division of Research that included all expenditures made by Sonoco within the state of South Carolina – both labor and non-labor components. In addition, all expenditures were broken down by city in order to allow for the estimation of regional impacts. Labor expenditures were also broken down by income categories.

The second step of this economic impact analysis was accomplished through the use of a structural economic model, known more commonly as an input-output model. An input-output model contains specific, detailed information on economic linkages between different industries within a particular region. Thus, the input-output model of a local economy can quantify various changes in local employment and spending patterns and track the associated multiplier effects (indirect and induced) through the many sectors of the economy and estimate the total impacts. In this analysis, the model was developed using the state-of-the-art economic modeling program *IMPLAN*, and all estimates were calculated using this software.

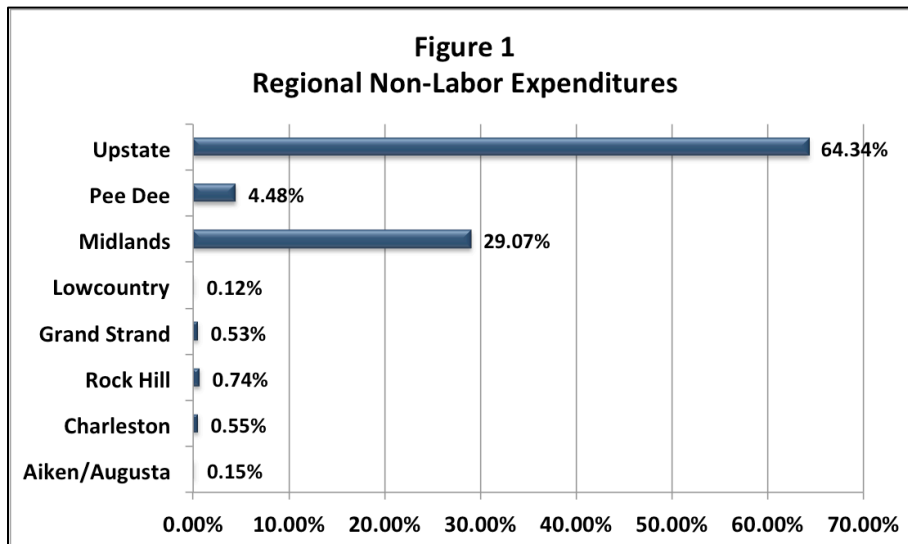
### **Section III – Results**

This section of the report details all estimates of the regional and statewide economic impact of Sonoco. Specific estimates will be provided for economic output, labor income, and employment as defined in Section II. Additionally, the direct, indirect, and induced impacts of each of these three variables will be detailed. For the purposes of this report, the state has been divided into eight regions. These are defined in Table 2.

Region Name	Included Counties
Aiken/Augusta	Aiken, Allendale, Bamberg, Barnwell, Edgefield
Charleston	Berkeley, Charleston, Dorchester
Rock Hill	Chester, Lancaster, York
Grand Strand	Georgetown, Horry
Lowcountry	Beaufort, Colleton, Hampton, Jasper
Midlands	Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda, Sumter
Upstate	Abbeville, Anderson, Cherokee, Greenville, Greenwood, Laurens, McCormick, Oconee, Pickens, Spartanburg, Union
Pee Dee	Chesterfield, Darlington, Dillon, Florence, Marion, Marlboro, Williamsburg

**Statewide Impacts**

Though headquartered in Hartsville, Sonoco nevertheless has a significant impact on the state of South Carolina as a whole. In fact, the majority of Sonoco’s non-labor expenditures occur outside of the Hartsville area. Figure 1 below highlights the annual percentage of the non-labor purchase activity of Sonoco that occurs in each South Carolina region.



The top three regions of the state directly affected by Sonoco expenditure activity are the Upstate (64%), the Midlands (29%), and the Pee Dee Region (5%). This should come as no surprise given that South Carolina’s manufacturing cluster is especially concentrated in the Upstate Region of South Carolina. 34 percent of total



manufacturing employment exists in the Upstate, which is higher than any other region of South Carolina.<sup>3</sup>

Once these direct expenditures are combined with direct labor costs, the total impact of Sonoco on the state of South Carolina can be estimated. The results are displayed in Table 3 below.

	<b>Economic Output</b>	<b>Labor Income</b>	<b>Employment</b>
Direct Impact	\$559,275,140	\$209,838,684	4,833
Indirect Impact	\$111,909,097	\$38,538,329	1,040
Induced Impact	\$341,681,635	\$224,552,220	3,397
<b>Total Impact</b>	<b>\$1,013,057,457</b>	<b>\$473,021,214</b>	<b>9,271</b>

The approximately \$559 million in direct economic output leads to an additional \$112 million in indirect effects, which is the estimated total dollar value of the increased demand for goods and services of in-state suppliers that result from the \$559 million in direct procurement activity. This direct output also leads to another \$342 million in induced effects, which represents the total increase in household spending that occurs across a wide variety of industries in South Carolina. The combination of the direct, indirect, and induced impacts leads to a total impact of over \$1 billion on the state of South Carolina.

Table 3 also highlights the indirect and induced impacts for labor income and employment. The \$112 million in indirect effects is associated with 1,040 additional employees working to fill the increased demand for industry related in-state suppliers throughout the state. This indirect employment is also associated with \$39 million in additional labor income. Another 3,397 employees are supported through the \$342 million estimated induced impact. These are employees who work in industries that experience an increase in demand due to increased household spending.

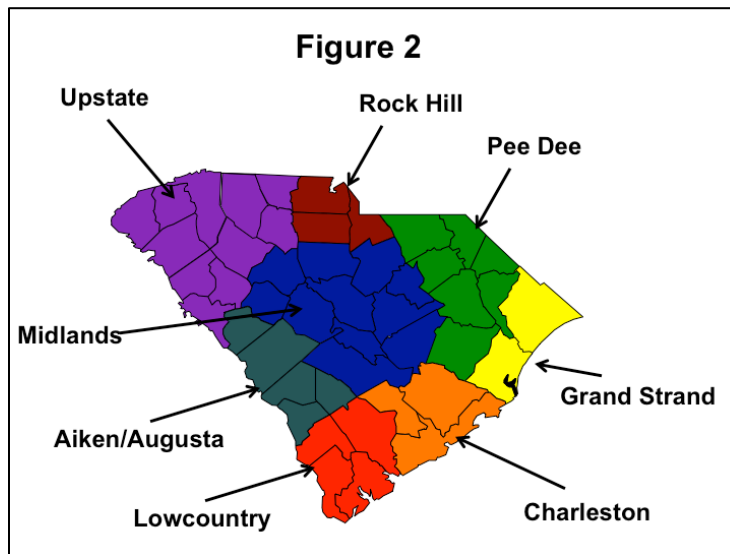
<sup>3</sup> Source: U.S. Bureau of Labor Statistics Non-Seasonally Adjusted CES Data (December 2012)



Thus, the \$1 billion total economic impact of Sonoco on the state of South Carolina is associated with 9,271 jobs and \$473 million in labor income. This implies that the employment and income multipliers associated with Sonoco are 1.9 and 2.3, respectively. On average, for every ten jobs created directly by Sonoco, an additional nine jobs are added to South Carolina's economy. Similarly, for every \$1 paid by Sonoco towards direct labor income, an additional \$1.30 in income is generated in the South Carolina economy.

### **Regional Impacts**

The statewide impact estimates can be broken down by region. Table 2 lists the counties associated with each region, while Figure 2 details a county-level map to give a visual perspective on the various regions of South Carolina these economic impact estimates represent.



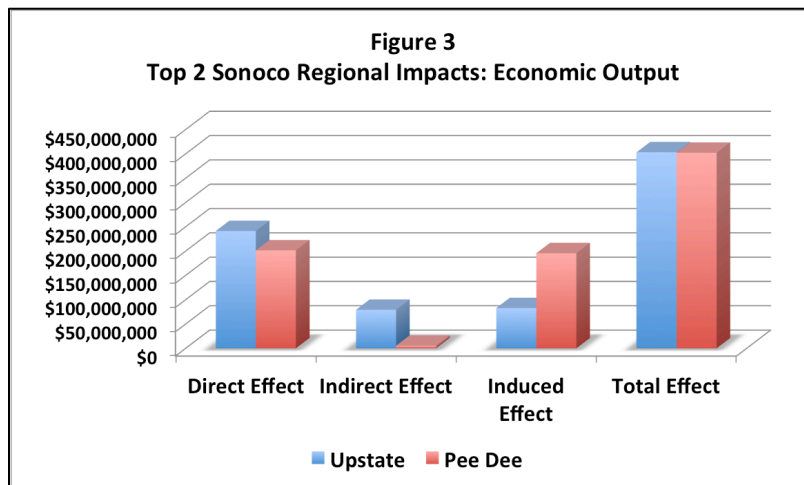
The top two regions of the state that have the highest economic impacts are the Upstate Region (\$403 million) and the Pee Dee Region (\$402 million), with the Midlands Region (\$195 million) coming in at a distant third. Tables 4-6 display the total economic activity, labor income, and employment associated with each region.

	Economic Output	Labor Income	Employment
Direct Impact	\$241,217,616	\$74,739,616	2,027
Indirect Impact	\$79,092,856	\$26,433,600	736
Induced Impact	\$82,757,368	\$27,551,968	835
Total Impact	\$403,067,840	\$128,725,184	3,597

	Economic Output	Labor Income	Employment
Direct Impact	\$205,295,424	\$67,973,752	1,880
Indirect Impact	\$5,265,291	\$1,922,661	44
Induced Impact	\$195,517,488	\$175,893,440	1,922
Total Impact	\$402,078,203	\$245,789,853	3,845

	Economic Output	Labor Income	Employment
Direct Impact	\$108,855,176	\$63,832,052	874
Indirect Impact	\$25,605,688	\$9,481,787	244
Induced Impact	\$60,139,232	\$20,018,990	608
Total Impact	\$194,791,680	\$93,424,808	1,726

Figure 3 compares the composition of the Upstate and Pee Region impact below. Notice that while the total impact in each region is similar, the composition of the economic multiplier effects varies considerably.





Specifically, about half of the total economic multiplier effect that occurs due to Sonoco's activities in the Upstate (49%) comes in the form of indirect effects, compared to just three percent in the Pee Dee region. Further, the Sonoco's Upstate activities have the highest percentage of indirect impacts of all estimated regions in South Carolina. This difference comes about primarily because of the extensive manufacturing supply chain that exists in the Greenville-Spartanburg MSA. Conversely, the Pee Dee Region houses Sonoco's headquarters and is therefore a large source of employment, including the company's executive staff.

The wages associated with Sonoco's economic impact are another way to gauge the impact of the corporate headquarters in the Pee Dee Region. The average wage associated with all jobs created due to Sonoco's activities in the Pee Dee Region is \$1,229/week, or approximately \$63,925 annually. The average wage associated with all jobs created due to Sonoco's activities outside of the Pee Dee Region - that is, elsewhere in South Carolina - is \$806/week, or approximately \$41,886 annually. To put this into perspective, the average wage for workers in South Carolina is approximately \$724/week. Further, the economic activity generated by Sonoco in seven out of the eight South Carolina regions analyzed produces jobs that generate an average wage in excess of the average manufacturing wage in South Carolina (\$913/week).

The high wage jobs produced by Sonoco in the Pee Dee Region are a direct effect of the location of the corporate headquarters. Most of the positions in the corporate office require extensive management and business talent as well as high levels of corporate experience. More generally, these positions require high levels of creativity and extensive problem solving abilities, which are necessary to constantly innovate and commercialize new ideas. This type of intellectual talent is highly sought after because it forms the basis of what economists call the knowledge economy. These positions - that is, positions that foster innovation and commercialization - are crucial for economic growth and development. Further, regions with high levels of intellectual capital generate extensive knowledge



spillover effects. All workers become more productive over time when they are placed in an environment that contains a large pool of high-skilled workers. Individual employees learn new skillsets when they work with other high-skilled employees, whether this occurs on the job or in social settings outside of the office environment. These additional skillsets then benefit the employee directly over time through making the employee more productive and thus increasing the employee’s wage premium.

Tables 7-11 detail the total impacts resulting from Sonoco’s economic activity in Aiken/Augusta, Charleston, Rock Hill, the Grand Strand, and the Lowcountry.

<b>Table 7 – Economic Impact of Sonoco on Aiken/Augusta Region</b>			
	<b>Economic Output</b>	<b>Labor Income</b>	<b>Employment</b>
Direct Impact	\$559,622	\$219,203	3
Indirect Impact	\$138,990	\$51,019	2
Induced Impact	\$220,921	\$73,554	2
Total Impact	\$919,534	\$343,776	7

<b>Table 8 – Economic Impact of Sonoco on Charleston Region</b>			
	<b>Economic Output</b>	<b>Labor Income</b>	<b>Employment</b>
Direct Impact	\$2,098,171	\$1,001,916	17
Indirect Impact	\$482,513	\$169,493	4
Induced Impact	\$958,961	\$319,238	10
Total Impact	\$3,539,645	\$1,490,647	31

<b>Table 9 – Economic Impact of Sonoco on Rock Hill Region</b>			
	<b>Economic Output</b>	<b>Labor Income</b>	<b>Employment</b>
Direct Impact	\$2,779,814	\$1,064,008	17
Indirect Impact	\$713,955	\$253,985	5
Induced Impact	\$1,078,166	\$358,948	11
Total Impact	\$4,571,935	\$1,676,941	33



**Table 10 – Economic Impact of Sonoco on Grand Strand Region**

	Economic Output	Labor Income	Employment
Direct Impact	\$2,020,574	\$777,262	12
Indirect Impact	\$513,445	\$188,369	4
Induced Impact	\$789,834	\$262,957	8
Total Impact	\$3,323,853	\$1,228,589	24

**Table 11 – Economic Impact of Sonoco on Lowcountry Region**

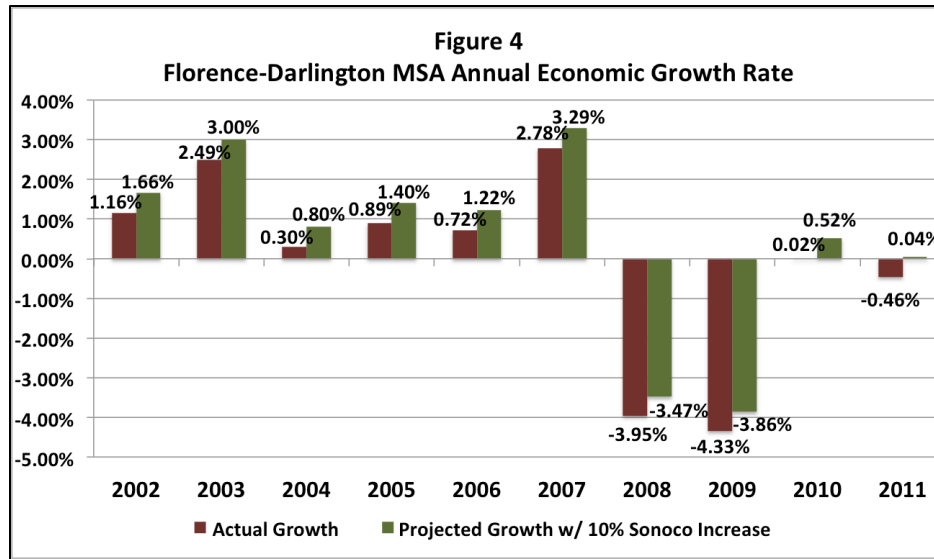
	Economic Output	Labor Income	Employment
Direct Impact	\$448,743	\$230,875	4
Indirect Impact	\$96,359	\$37,416	1
Induced Impact	\$219,665	\$73,126	2
Total Impact	\$764,767	\$341,416	7

### ***Sonoco’s Impact on the Florence-Darlington MSA***

Sonoco’s economic impact within the Pee Dee Region of South Carolina has already been examined, but it is important to recognize the level of its total contribution to the Florence-Darlington metropolitan region (MSA). Currently, Sonoco’s economic activity comprises just over five percent of total gross regional product in the Florence-Darlington MSA and is the primary economic driver of this region of South Carolina. To clearly see the impact that Sonoco has in this region, Figure 4 outlines the annual economic growth (i.e., gross regional product growth) from 2002 to 2011 for the Florence-Darlington MSA. This figure also displays an alternative scenario that shows what the growth rate would have looked like if Sonoco had increased its direct economic activity by ten percent in each year, holding all other factors constant.<sup>4</sup>

<sup>4</sup> These alternative scenarios assume that Sonoco’s economic activity each year comprised five percent of total gross regional product, which is the approximate percentage of gross regional product that Sonoco currently maintains.





For example, the annual rate of economic growth in the Florence-Darlington MSA in 2011 would have been approximately 0.04 percent if Sonoco had increased its activities by ten percent, rather than the -0.46 percent the region actually experienced. The size of this impact obviously varies considerably from year to year, but the conclusion is clear: any changes in Sonoco’s business activities will have a sizeable influence on the economic health of the Florence-Darlington MSA.

## Section IV – Tax Implications

After determining the total economic impact of Sonoco on the state of South Carolina, it becomes possible to estimate the impact that this total economic activity has on state tax revenue. Increases in the income levels of workers in South Carolina due (either directly or indirectly) to Sonoco lead directly to additional state income tax revenue. In addition, Sonoco’s non-labor expenditures increase sales and business tax revenue throughout the state, as Sonoco’s initial expenditures lead to increases in demand in other businesses (through the economic multiplier effect) and thus generate additional tax revenue.

The total impact on state tax revenue can be specifically estimated by first determining the ratio of the South Carolina general funds revenue (from the South Carolina Board of Economic Advisors) to South Carolina’s nominal GDP (from the

U.S. Department of Commerce, Bureau of Economic Analysis). This ratio can then be used to determine the ongoing state tax revenue that is generated from direct, indirect, and induced economic activity due to Sonoco's presence in South Carolina. Using this ratio, the annual tax revenue generated by Sonoco for the state of South Carolina is approximately \$34.6 million.

### **Section V – Conclusion**

As a globally headquartered company located in Hartsville, Sonoco is a major economic driver in both the Florence-Darlington MSA and the state of South Carolina as a whole. Sonoco's annual economic impact on the state totals over \$1 billion, which includes over \$473 million in labor income and supports (directly and indirectly) approximately 9,271 jobs statewide that would not exist otherwise. In the Florence-Darlington MSA, Sonoco's impact is especially strong. Sonoco is the primary driver of economic activity in this region, supporting over five percent of annual gross regional product. Any change in Sonoco's business activities is likely to have a substantial impact on the local economy. Sonoco's economic impact also yields nearly \$35 million in annual state tax revenue.

Yet Sonoco's economic impact goes beyond that of other manufacturers in the state of South Carolina. The presence of Sonoco's global headquarters provides an intellectual talent base that contributes to the knowledge economy of South Carolina and the Florence-Darlington MSA. Most of the positions on the corporate staff require significant management and business talent as well as many years of experience. These types of positions also require the ability to innovate and commercialize new ideas, and thus attract workers with high levels of creativity and extensive problem solving abilities. Innovation and the application of new ideas are the keys to economic growth and development.

Large amounts of intellectual capital also generate knowledge spillover effects – that is – all workers become more productive over time when working in an

environment that contains a large amount of intellectual talent. The most easily recognizable measure of this impact comes in the form of higher wages. The average wage of jobs that are supported (directly and indirectly) by Sonoco in South Carolina is \$980/week. This is approximately 35 percent above the state average (\$724/week) and about 7 percent higher than the state's manufacturing industry as a whole (\$913/week).

Thus, Sonoco represents an example of a South Carolina corporate success story. As a locally founded, multi-billion dollar global company headquartered within the state, Sonoco makes major contributions to individuals and to the state as a whole. Individual citizens benefit through the high-wage jobs created (directly and indirectly) by Sonoco and the state as a whole benefits from additional tax revenue generated through Sonoco's economic activities and through contributions to the knowledge economy that aid in the ongoing process of South Carolina's economic growth and development.

