



Occupation Report

Cosmetology

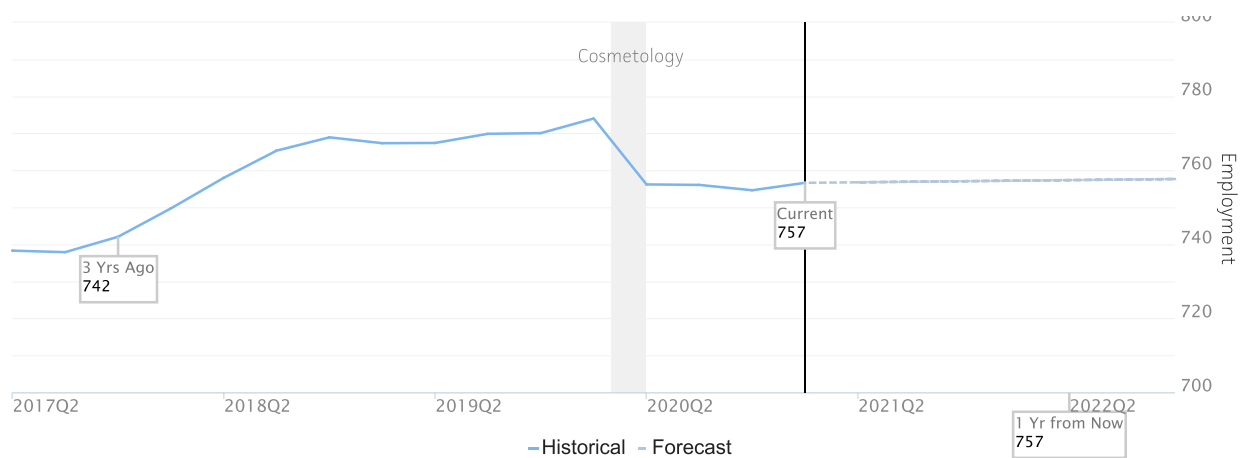
Florence, SC MSA



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Occupation Snapshot

6-Digit Occupation	Empl	Avg Mean Wages	LQ	3-Year Empl Change	Annual Demand	Forecast Ann Growth
Hairdressers, Hairstylists, and Cosmetologists	351	\$29,600	1.04	-4	44	0.0%
Compliance Officers	139	\$55,400	0.72	14	13	0.2%
Manicurists and Pedicurists	55	\$32,000	0.81	5	7	0.8%
Career/Technical Education Teachers, Secondary School	54	\$46,800	1.32	0	3	-0.5%
Funeral Home Managers	46	\$78,400	2.69	7	3	-0.9%
Barbers	42	\$30,500	1.18	0	5	0.3%
Skincare Specialists	34	\$35,000	0.85	3	4	0.8%
Career/Technical Education Teachers, Postsecondary	29	\$49,500	0.49	-17	3	0.5%
Shampooers	6	\$20,800	0.74	-1	1	0.6%
Cosmetology	757	\$39,700	0.95	7	82	0.1%



- 💡 “Annual Demand” is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.
- 💡 “Forecast Ann Growth” is the expected change in jobs due to national, long-term trend projections (per the BLS) as well as local factors such as industry mix and population growth (as computed and modeled by Chmura).

Employment by Industry

Industry Title	% of Occ Empl	Empl	10-Year Separations	10-Year Empl Growth	10-Year Total Demand
Personal Care Services	54.7%	414	507	8	515
Elementary and Secondary Schools	7.0%	53	37	-3	34
Death Care Services	6.1%	46	33	-4	29
General Merchandise Stores, including Warehouse Clubs and Supercenters	4.5%	34	41	-1	40
Administration of Human Resource Programs	3.1%	24	20	-1	20
Health and Personal Care Stores	2.1%	16	20	1	21
Administration of Economic Program	1.7%	13	11	-1	10
Technical and Trade Schools	1.5%	12	10	0	10
Agencies, Brokerages, and Other Insurance Related Activities	1.5%	12	11	1	11
Junior Colleges	1.5%	11	10	1	11
Executive, Legislative, and Other General Government Support	1.4%	11	10	0	10
Management of Companies and Enterprises	1.3%	10	9	1	10
Offices of Physicians	1.0%	7	8	0	9
General Medical and Surgical Hospitals	0.8%	6	6	0	6
Department Stores	0.7%	6	7	0	7
Justice, Public Order, and Safety Activities	0.7%	5	5	0	4
Scientific Research and Development Services	0.6%	5	4	0	4
Other Personal Services	0.6%	4	5	0	5
Employment Services	0.5%	4	4	0	4
Electric Power Generation, Transmission and Distribution	0.5%	4	3	-1	2
All Others	7.9%	60	56	3	59

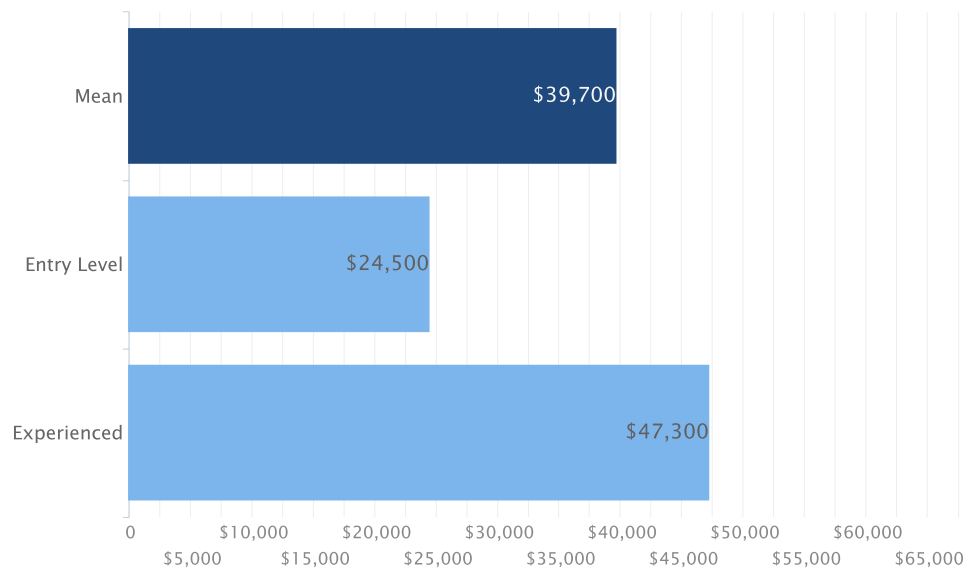


The industry distribution indicates the industries in which workers in the occupation(s) are primarily found.



“10-Year Empl Growth” may show industries with positive as well as negative growth; this would indicate that the occupation(s) being examined are expected to expand within some industries while contracting in others.

Wages

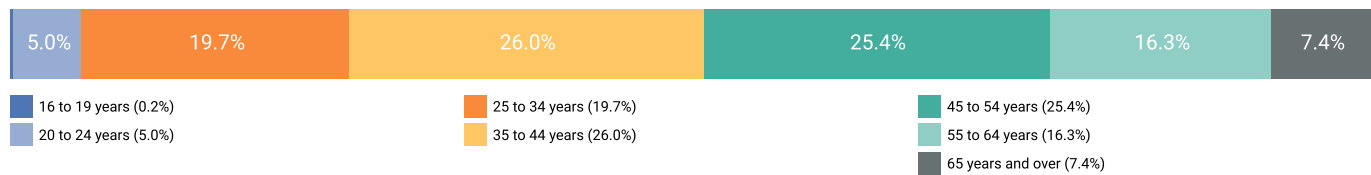


Occupation	Mean	Median	Entry Level	Experienced
Cosmetology	\$39,700	\$33,300	\$24,500	\$47,300

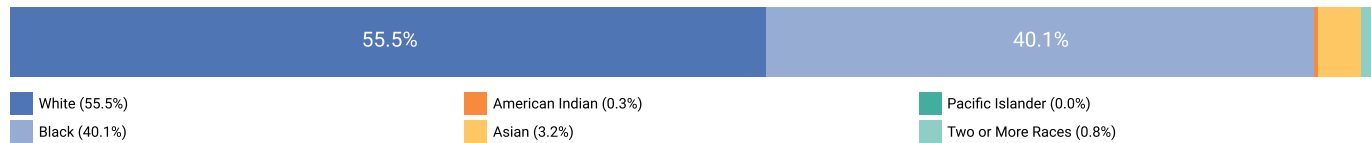
- Occupation wages here are based on data from the Bureau of Labor Statistics, OES program, and imputed by Chmura where necessary.
- When this report is run for an occupation group, the table above displays up to the top ten detailed occupations which have the highest average wages within the occupation group.

Occupation Demographics

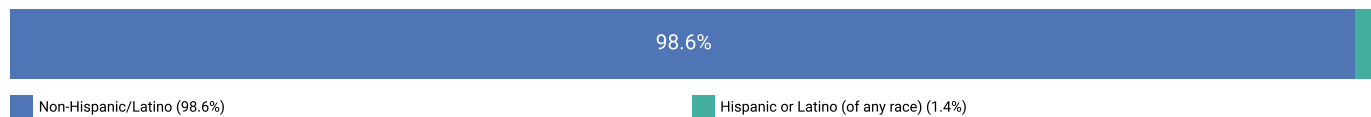
Age



Race



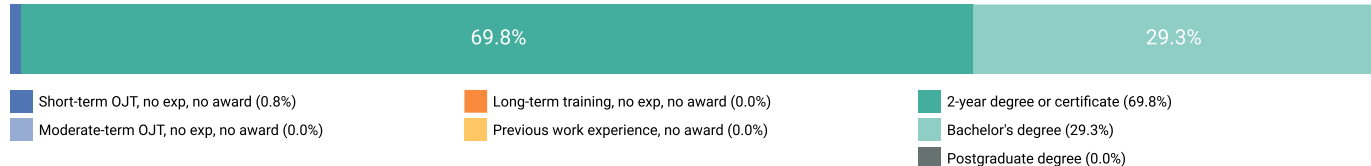
Ethnicity



Gender

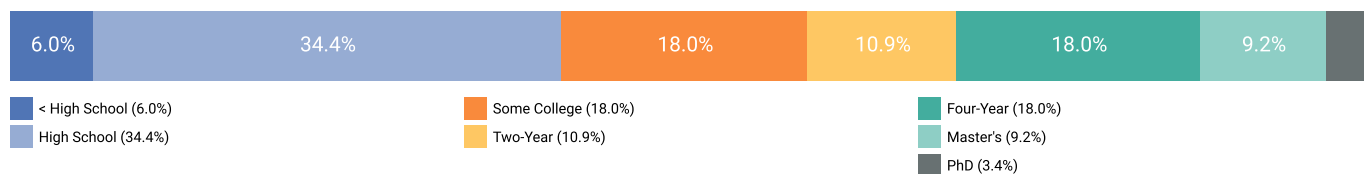


Education and Training Requirements



Education Profile

Educational Attainment



Occupation	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
Hairdressers, Hairstylists, and Cosmetologists	Postsecondary non-degree award	None	None
Compliance Officers	Bachelor's degree	None	Moderate-term on-the-job training
Manicurists and Pedicurists	Postsecondary non-degree award	None	None
Career/Technical Education Teachers, Secondary School	Bachelor's degree	Less than 5 years	None
Funeral Home Managers	Associate's degree	Less than 5 years	None
Barbers	Postsecondary non-degree award	None	None
Skincare Specialists	Postsecondary non-degree award	None	None
Career/Technical Education Teachers, Postsecondary	Bachelor's degree	Less than 5 years	None
Shampooers	None	None	Short-term on-the-job training

 The stacked bar chart here illustrates the estimated mix of educational attainment of the workers in this occupation(s) in aggregate.

 The table indicates typical education and training requirements rather than the mix of attainment of workers in such positions.

Postsecondary Programs Linked to Cosmetology

Program	Awards
Coker University	
Education, General	0
Florence-Darlington Technical College	
Cosmetology/Cosmetologist, General	13
Kenneth Shuler School of Cosmetology-Florence	
Aesthetician/Esthetician and Skin Care Specialist	36
Cosmetology, Barber/Styling, and Nail Instructor	3
Cosmetology/Cosmetologist, General	45

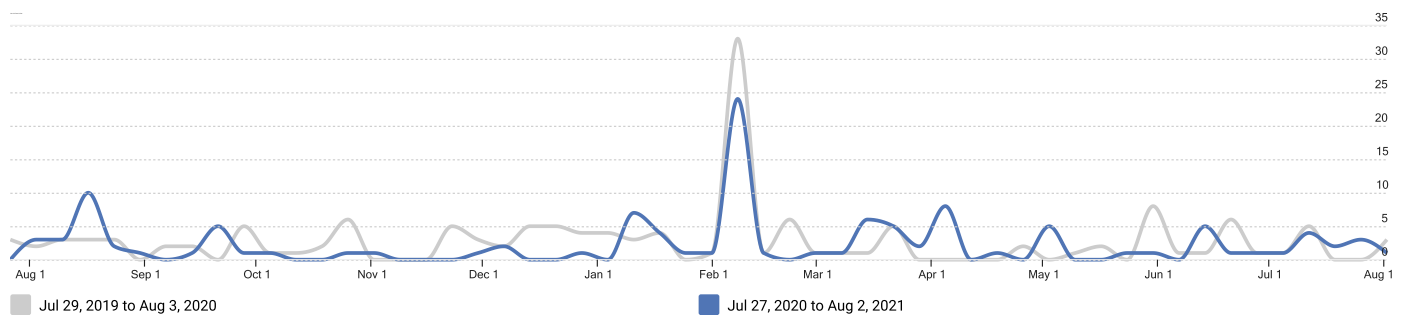


The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.



Among postsecondary programs at schools located in the Florence, SC MSA, the sampling above identifies those most linked to Remote Jobs. For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>

RTI (Job Postings)



Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

Occupations

SOC	Occupation	Total Ads
25- 1194.00	Career/Technical Education Teachers, Postsecondary	74
39- 5012.00	Hairdressers, Hairstylists, and Cosmetologists	57
39- 5092.00	Manicurists and Pedicurists	3
11- 9171.00	Funeral Home Managers	1
13- 1041.00	Compliance Officers	1
25- 2032.00	Career/Technical Education Teachers, Secondary School	1
39- 5011.00	Barbers	1

Locations

Location	Total Ads	
Florence County, SC 29501-0548	58	
Florence, South Carolina	11	
Florence, SC 29501	9	
Florence County, South Carolina	6	
Hemingway, South Carolina 29554	5	
Florence, SC 29506	4	
Lamar, South Carolina 29069	4	
Mcbee, South Carolina 29101	4	
Hartsville, South Carolina	3	
Effingham, SC 29541	2	

Employers

Employer Name	Total Ads	
State of South Carolina	68	
Great Clips	48	
City of Florence	2	
Forum Spa	2	
McLeod Health	2	
Ulta Beauty	2	
Butler Academy	1	
David's Bridal, Inc.	1	
Florence School District 1	1	
Hotel Florence	1	

Hard Skills

Skill Name	Total Ads	
Teaching/Training, School	56	
Microsoft Office	6	
Gas Metal Arc Welding (GMAW)	4	
Radiology	4	
Microsoft Word	3	
Calculators	2	
Finance	2	
Mathematics	2	
Microsoft Excel	2	
Payroll Management	2	

Job Titles

Job Title	Total Ads	
Hair Stylist - Florence Mall	20	
Hair Stylist - Hartsville Crossing	10	
Hair Stylist	6	
Hair Stylist - Gateway Plaza	5	
Adjunct Electrical Instructor - 2021	4	
Hair Stylist - Surfside Commons	4	
Adjunct HVAC Instructor - Summer 2021	3	
Adjunct Cosmetology Instructor - temporary	2	
Adjunct Dentist - 2021 (Summer)	2	
Adjunct Dentist - Fall 2020/2021	2	

Education Levels

Minimum Education Level	Total Ads	
Associate's degree	25	
Master's degree	12	
Bachelor's degree	8	
High school diploma or equivalent	7	
Unspecified/other	86	

Programs

Program Name	Total Ads	
Chemical Engineering	1	
Civil Engineering	1	
Counseling	1	
Engineering Technology	1	
English	1	
Humanities	1	
Materials Science	1	
Mathematics	1	
Mechanical Engineering	1	
Psychology	1	

Top Skill and Certification Gaps

Top 10 Skill Gaps in Florence, SC MSA

Name	Candidates	Openings	Gap
Teaching/Training, Job	1	3	-2
Payroll Management	0	1	-1
Finance	1	2	-1
Point of Sale Systems (POS Systems)	1	2	-1
Retail Management	0	1	-1
Plumbing	0	1	0
People Skills	1	1	0
Microsoft Office	5	5	0
Auditing	0	1	0
Budgeting	1	1	0

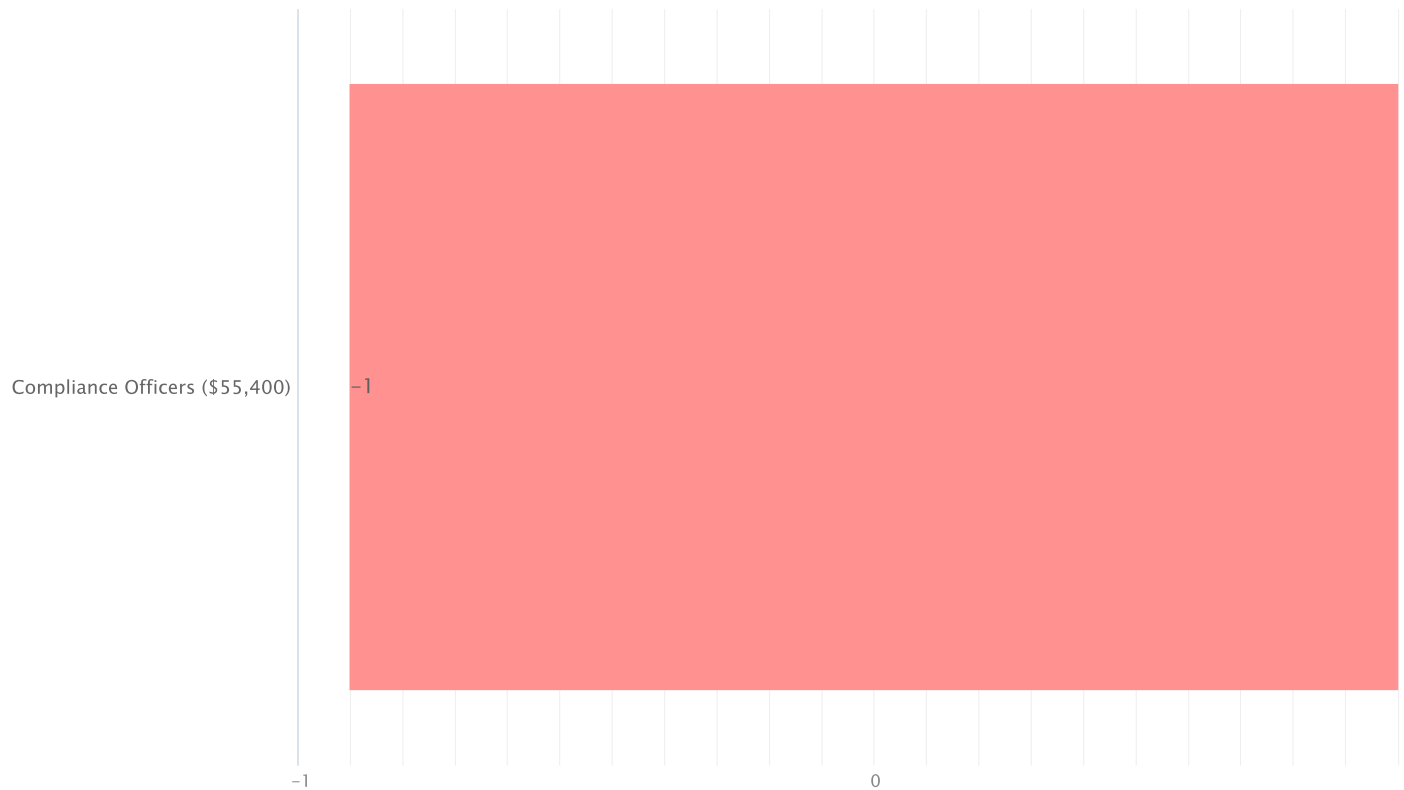
Top 10 Certification Gaps in Florence, SC MSA

Name	Candidates	Openings	Gap
Commercial Driver's License (CDL)	0	2	-2



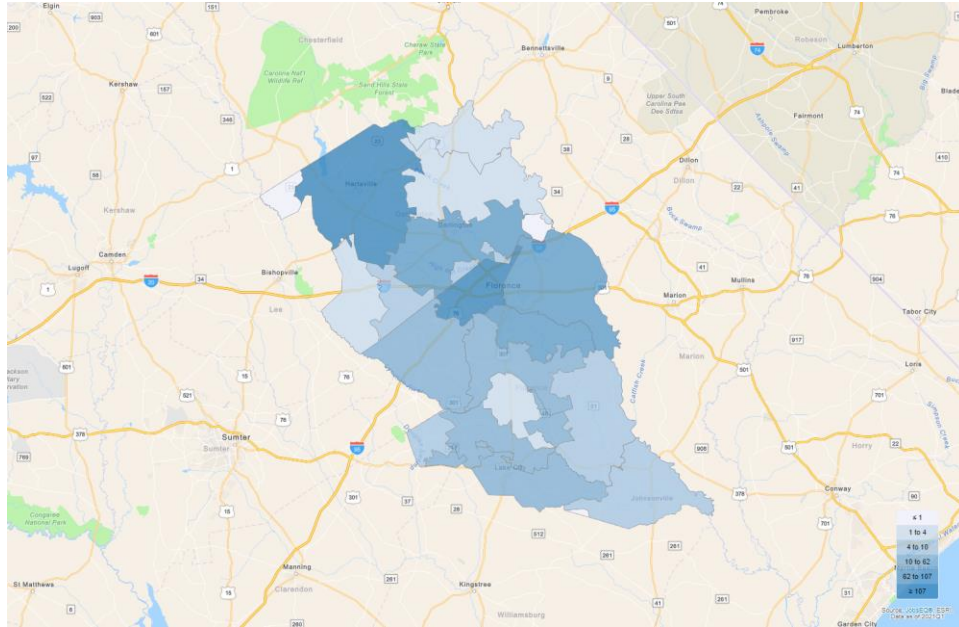
Skill and certifications gaps can help inform employee development programs, as well as provide a comparison of the needs of regional employers to the supply.

Occupation Gaps



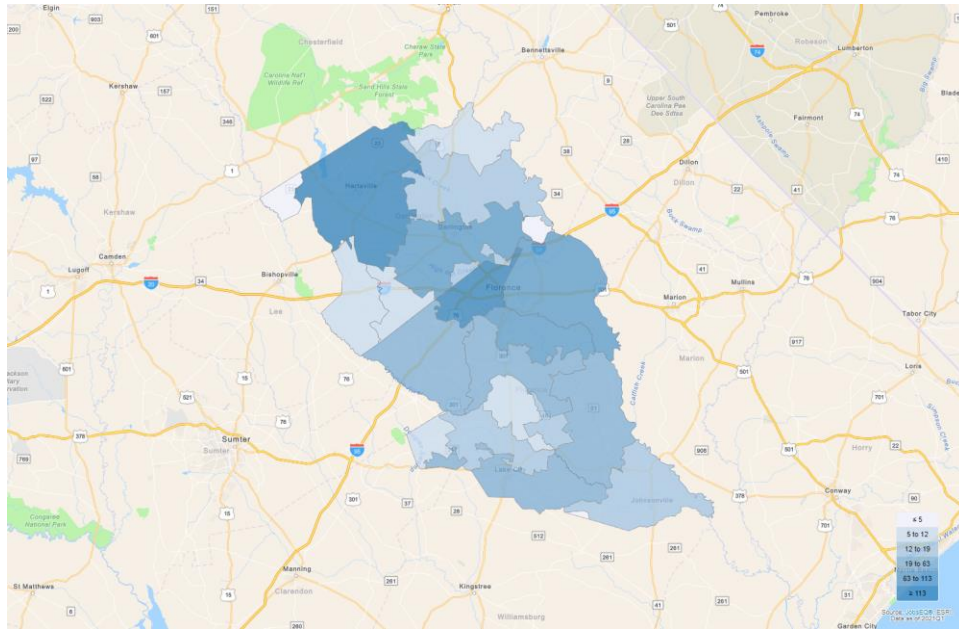
- 💡 The above are the potential average annual gaps over 10 years. Many variables go into this analysis, but at its core it is based on a forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents. When an area, for example, has an occupation expected to grow quickly but the educational requirement for the occupation does not match well with the educational attainment of its residents, there is a high potential for an occupation shortfall in the region. Alternatively, slow-growing or contracting occupations often represent potential supply surpluses.
- 💡 The potential supply shortfall is an underlying force that the market needs to resolve one way or another, such as by employers recruiting from further distances for these occupations, wages going up to attract more candidates, and/or increased demand and wages enticing more local residents to get training for these occupations. While this an important analysis for determining local occupation needs, the occupation gap should be considered along with other regional data including growth and separation forecasts, unemployment rates, wage trends, and award and skill gap analyses.

Geographic Distribution



Top ZCTAs by Place of Work for Cosmetology, 2021Q1

Region	Employment
ZCTA 29501 (Florence County, SC portion)	298
ZCTA 29550 (Darlington County, SC portion)	108
ZCTA 29506 (Florence County, SC portion)	98
ZCTA 29532 (Darlington County, SC portion)	68
ZCTA 29505	63
ZCTA 29560 (Florence County, SC portion)	39
ZCTA 29541	17
ZCTA 29161 (Florence County, SC portion)	16
ZCTA 29591	10
ZCTA 29555 (Florence County, SC portion)	9

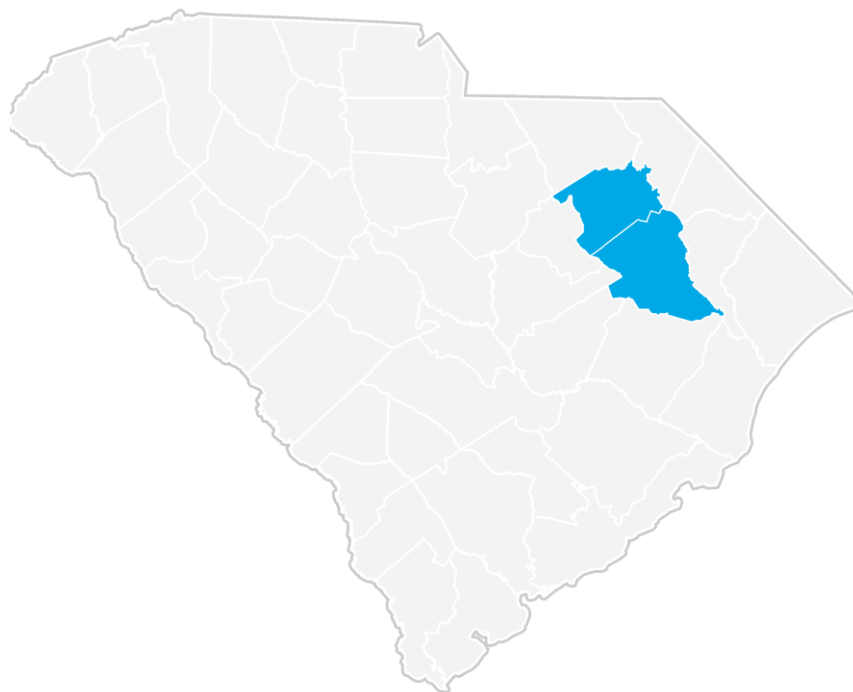


Top ZCTAs by Place of Residence for Cosmetology, 2021Q1

Region	Employment
ZCTA 29501 (Florence County, SC portion)	184
ZCTA 29550 (Darlington County, SC portion)	113
ZCTA 29505	98
ZCTA 29532 (Darlington County, SC portion)	66
ZCTA 29506 (Florence County, SC portion)	64
ZCTA 29560 (Florence County, SC portion)	31
ZCTA 29161 (Florence County, SC portion)	29
ZCTA 29541	28
ZCTA 29583	19
ZCTA 29555 (Florence County, SC portion)	14

💡 “Place of work” employment is based upon the location of employers for these workers. “Place of residence” data refers to the home locations of the workforce, which is typically the preferred data set to use when calculating labor availability within a drive-time or radius of a potential worksite.

Florence, SC MSA Regional Map



Region Definition

Florence, SC MSA is defined as the following counties:

Darlington County, South Carolina

Florence County, South Carolina

Data Notes

- Occupation employment by default indicates employment by place of work. Occupation employment is as of 2021Q1 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OES data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts. Occupation wages (mean, median, and percentiles) are derived from BLS OES data and are as of 2020 and represent the average for all Covered Employment. Entry-level and experienced wages are derived from these source data, computed by Chmura.
- Industry employment is as of 2021Q1 and is based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data.
- Education and training requirements are from the BLS. Educational attainment mix and other occupation demographics data are modeled by Chmura for 2021Q1 using regional occupation employment from JobsEQ, ZCTA-level demographics data from the Census Bureau, and national occupation-demographics patterns from the BLS.
- Postsecondary awards are per the NCES and are for the 2018-2019 academic year. Any programs shown are linked with the occupation(s) being analyzed via the program-occupation crosswalk, which may not be comprehensive. Any programs shown reflect only data reported to the NCES; reporting is required of all Title IV schools. Training providers that do not report data to the NCES are not reflected.
- Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 08/12/2021 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.
- For skill and certification gaps, openings and candidates are based upon regional occupation demand (growth plus separations) and the percent of skill demand and supply. Skill demand mix data are per a one-year sample of RTI data; skill supply data are estimated using a five-year sample of resumes data; both data sets compiled as of January 2021. Data may be based, at least in part, on data from broader geographies; see the Skill Gaps analytic export for more details.
- Occupation gaps are modeled by Chmura, indicating long-term potential supply and demand mismatches in a region due, in part, to job demand and labor pool dynamics, including educational attainment and projected growth.
- Occupation employment by place of residence is as of 2021Q1 and modeled by Chmura based upon occupation employment by place of work and commuting patterns. Commuting patterns are derived from source data from the Census Bureau, occupation-specific commuting tendencies, and updated to reflect more recent population and employment estimates.
- Figures may not sum due to rounding.

FAQ

What is (LQ) location quotient?

Location quotient 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 annual demand?

Annual demand is a of the sum of the annual projected growth demand and 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. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.