



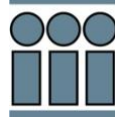


Hairdressers, Hairstylists, and Cosmetologists

Labor Market Analysis: San Diego County

March 2022

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 Do Not Proceed with New Program			<input type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input checked="" type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
The COE defers to the region	<div style="background-color: #4a7c9c; color: white; padding: 2px; font-weight: bold; font-size: 0.8em;">HIGH</div> 	<div style="background-color: #4a7c9c; color: white; padding: 2px; font-weight: bold; font-size: 0.8em;">HIGH</div> 	

The San Diego-Imperial Center of Excellence for Labor Market Research (COE) developed this brief to assist the region's community colleges with strategic planning and program development. According to available labor market information, *Hairdressers, Hairstylists, and Cosmetologists* in San Diego County have a labor market demand of 902 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings), and nine educational institutions in San Diego County supply 1,027 awards for this occupation, suggesting that there is an oversupply in the labor market. Entry-level and median wages for this occupation are below the living wage. This brief recommends to not proceed with developing a new program and defers to the region for a program modification because 1) there is an oversupply in the region; 2) entry-level earnings for this occupation are below the living wage; and 3) there is a high number of institutions that train for this occupation. **The community colleges should also note that the percentage of students who earn a living wage is below the percentage of students who complete Career Education programs in general.**

Introduction

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)¹ system:

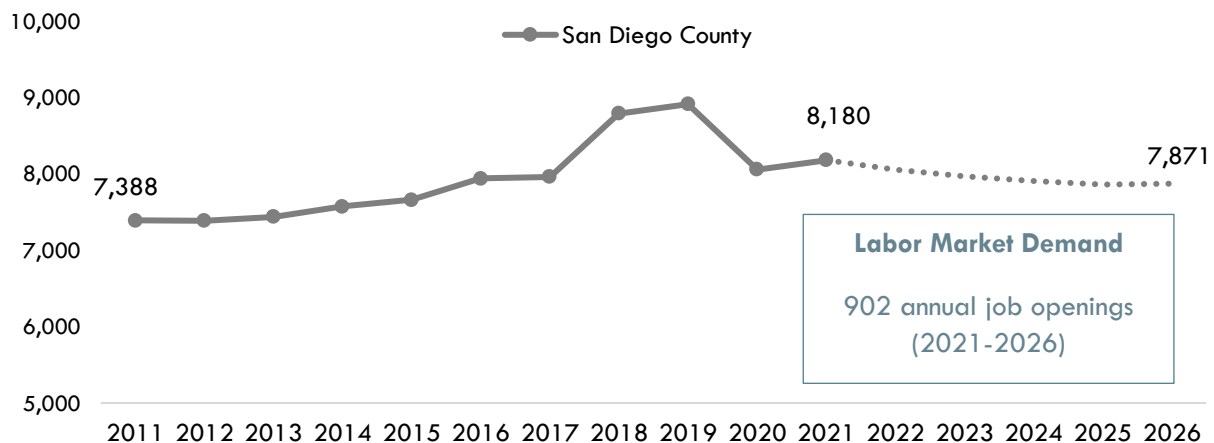
Hairdressers, Hairstylists, and Cosmetologists (SOC 39-5012): Provide beauty services, such as cutting, coloring, and styling hair, and massaging and treating scalp. May shampoo hair, apply makeup, dress wigs, remove hair, and provide nail and skincare services. Sample reported job titles include:

- Stylist
- Beautician
- Hair Dresser
- Master Cosmetologist
- Manager Stylist
- Barber Stylist

Projected Occupational Demand

Between 2021 and 2026, *Hairdressers, Hairstylists, and Cosmetologists* are projected to decrease by 309 net jobs or four percent (Exhibit 1). Employers in San Diego County will need to hire 902 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1: Number of Jobs for *Hairdressers, Hairstylists, and Cosmetologists* (2011-2026)²



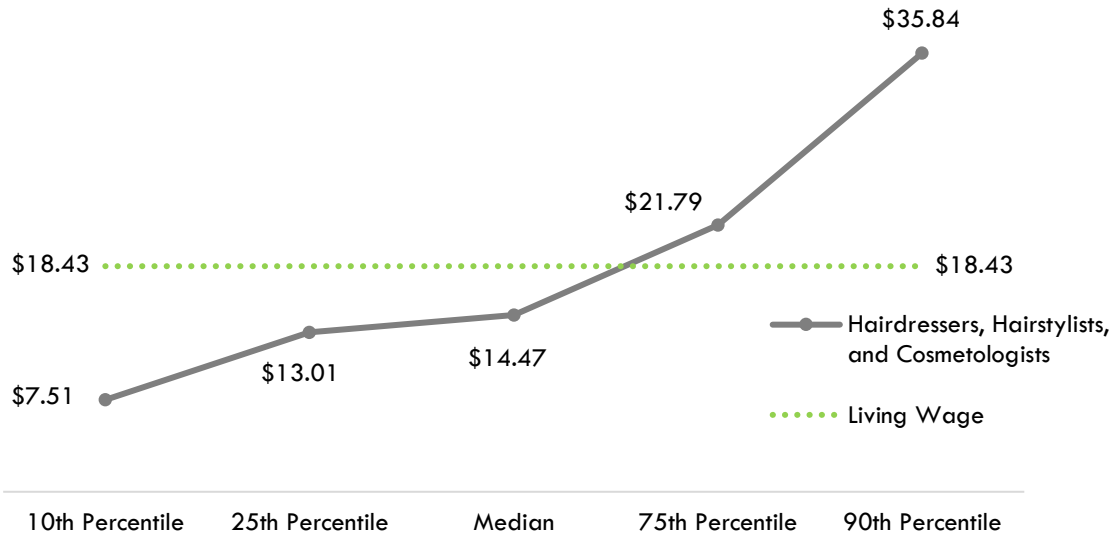
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

² EMSI 2022.01; QCEW, Non-QCEW, Self-Employed.

Earnings

Hairdressers, Hairstylists, and Cosmetologists receive entry-level hourly earnings of **\$13.01**; this is less than the living wage for a single adult in San Diego County, which is **\$18.43** per hour (Exhibit 2).³

Exhibit 2: Hourly Earnings⁴ for *Hairdressers, Hairstylists, and Cosmetologists* in San Diego County⁵



³ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightccd.org/family-needs-calculator/.

⁴ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁵ EMSI 2022.01; QCEW, Non-QCEW, Self-Employed.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁶ There is **one** TOP code and **11** CIP codes related to *Hairdressers, Hairstylists, and Cosmetologists* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Hairdressers, Hairstylists, and Cosmetologists*

TOP or CIP Code	TOP or CIP Program Title
TOP 3007.00	Cosmetology and Barbering
CIP 12.0401	Cosmetology/Cosmetologist, General
CIP 12.0402	Barbering/Barber
CIP 12.0406	Make-Up Artist/Specialist
CIP 12.0407	Hair Styling/Stylist and Hair Design
CIP 12.0408	Facial Treatment Specialist/Facialist
CIP 12.0409	Aesthetician/Esthetician and Skin Care Specialist
CIP 12.0410	Nail Technician/Specialist and Manicurist
CIP 12.0412	Salon/Beauty Salon Management/Manager
CIP 12.0413	Cosmetology, Barber/Styling, and Nail Instructor
CIP 12.0414	Master Aesthetician/Esthetician
CIP 12.0499	Cosmetology and Related Personal Grooming Arts, Other

⁶ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

According to TOP data, two community colleges supply the region with awards for this occupation: Cuyamaca College and San Diego City College. According to CIP data, seven non-community-college institutions supply the region with awards: Associated Barber College of San Diego, Bellus Academy-Chula Vista, Bellus Academy-El Cajon, Bellus Academy-Poway, California Barber and Beauty College, Palomar Institute of Cosmetology, and Paul Mitchell the School-San Diego (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2016-17 through PY2019-20 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
3007.00	Cosmetology and Barbering	122	0	122
	• Cuyamaca	1	0	
	• San Diego City	121	0	
12.0401	Cosmetology/Cosmetologist, General	0	251	251
	• Bellus Academy-Chula Vista	0	21	
	• Bellus Academy-El Cajon	0	18	
	• Bellus Academy-Poway	0	34	
	• Palomar Institute of Cosmetology	0	49	
	• Paul Mitchell the School-San Diego	0	129	
12.0402	Barbering/Barber	0	180	180
	• Associated Barber College of San Diego	0	60	
	• Bellus Academy-Chula Vista	0	45	
	• Bellus Academy-Poway	0	38	
	• California Barber and Beauty College	0	25	
	• Paul Mitchell the School-San Diego	0	12	
12.0406	Make-Up Artist/Specialist	0	38	38
	• Bellus Academy-Chula Vista	0	17	
	• Bellus Academy-Poway	0	19	
	• Paul Mitchell the School-San Diego	0	2	

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
12.0407	Hair Styling/Stylist and Hair Design	0	14	14
	• Bellus Academy-Chula Vista	0	2	
	• Bellus Academy-El Cajon	0	1	
	• Bellus Academy-Poway	0	11	
12.0408	Facial Treatment Specialist/Facialist	0	30	30
	• Bellus Academy-El Cajon	0	13	
	• Bellus Academy-Poway	0	17	
12.0409	Aesthetician/Esthetician and Skin Care Specialist	0	183	183
	• Bellus Academy-El Cajon	0	37	
	• Bellus Academy-Poway	0	77	
	• Palomar Institute of Cosmetology	0	69	
12.0410	Nail Technician/Specialist and Manicurist	0	25	25
	• Bellus Academy-Chula Vista	0	2	
	• Bellus Academy-Poway	0	18	
	• Palomar Institute of Cosmetology	0	5	
12.0414	Master Aesthetician/Esthetician	0	102	102
	• Bellus Academy-El Cajon	0	44	
	• Bellus Academy-Poway	0	58	
12.0499	Cosmetology and Related Personal Grooming Arts, Other	0	82	82
	• Bellus Academy-Chula Vista	0	34	
	• Bellus Academy-El Cajon	0	19	
	• Bellus Academy-Poway	0	29	
			Total	1,027

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁷ suggests that there is an **oversupply** for this occupation in San Diego County, with **902** annual openings and **1,027** awards. Comparatively, there are **9,334** annual openings in California and **13,346** awards, suggesting that there is also an oversupply across the state⁸ (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	902	1,027	125
California	9,334	13,346	4,012

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

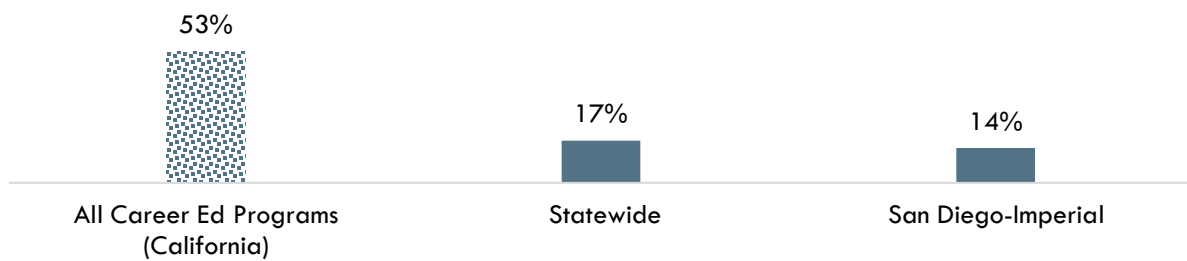
⁷ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁸ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

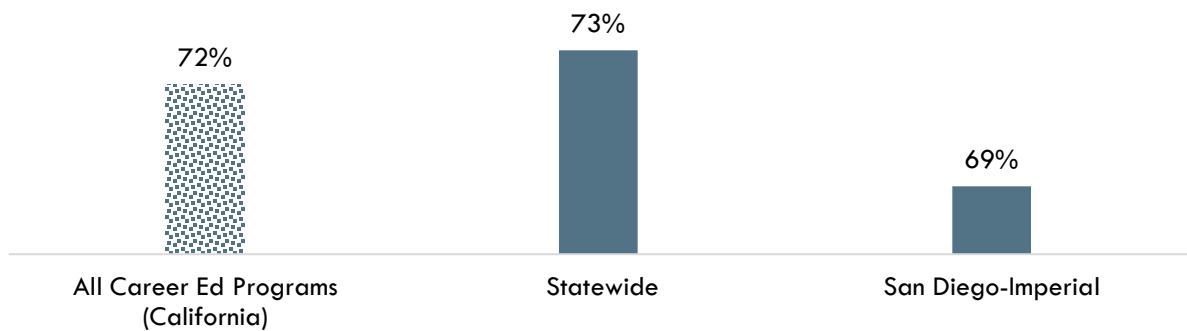
According to the California Community Colleges LaunchBoard, 14 percent of students in the San Diego-Imperial region earned a living wage after completing a Cosmetology and Barbering (TOP 3007.00) program, compared to 17 percent statewide and 53 percent of students in Career Education programs in general across the state (Exhibit 6a).⁹

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, (Cosmetology and Barbering, PY2018-19)¹⁰



According to the California Community Colleges LaunchBoard, 69 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a Cosmetology and Barbering (TOP 3007.00) program, compared to 73 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).¹¹

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program (Cosmetology and Barbering, PY 2017-18)¹²



⁹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁰ Among completers and skills builders who exited, the percentage of students who attained a living wage.

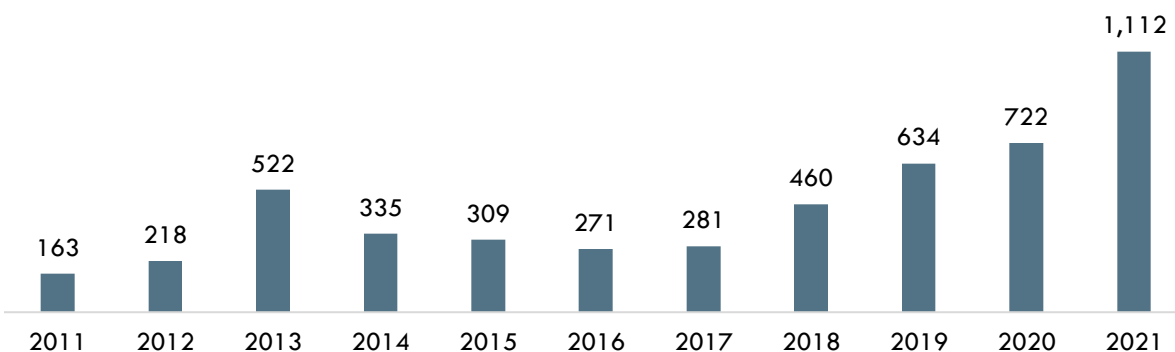
¹¹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹² Most recent year with available data is Program Year 2017-18. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2011 and 2021, there was an average of 457 online job postings per year for *Hairdressers, Hairstylists, and Cosmetologists* in San Diego County (Exhibit 7a). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

Exhibit 7a: Number of Online Job Postings for *Hairdressers, Hairstylists, and Cosmetologists* in San Diego County (2011-2021)¹³



Top Employers

Between January 1, 2019 and December 31, 2021, the top five employers in San Diego County for *Hairdressers, Hairstylists, and Cosmetologists* were [Great Clips](#), [Sport Clips](#), [Regis Corporation](#), [Ulta Beauty](#), and [PS Salon & Spa](#) based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for *Hairdressers, Hairstylists, and Cosmetologists* in San Diego County¹⁴

Top Employers	
<ul style="list-style-type: none"> • Great Clips • Sport Clips • Regis Corporation • Ulta Beauty, Inc. • PS Salon & Spa 	<ul style="list-style-type: none"> • European Wax Center of San Diego • Nordstrom • Windsor • HairClub • JCPenney

¹³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2011-2021.

¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

Education, Skills, and Certifications

Exhibit 9 indicates that the typical educational attainment for the occupation found currently in the national labor force is a high school diploma or equivalent. The typical entry-level education is a postsecondary nondegree award.¹⁵

Exhibit 9: National Educational Attainment of Hairdressers, Hairstylists, and Cosmetologists¹⁶

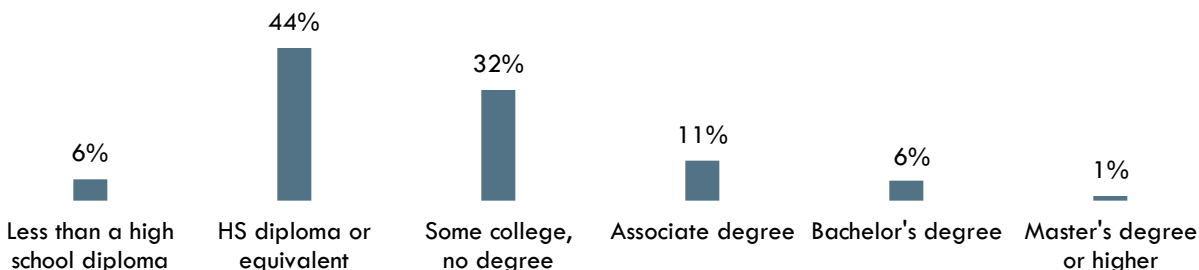


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2019 and December 31, 2021.

Exhibit 10: Top Skills for Hairdressers, Hairstylists, and Cosmetologists in San Diego County¹⁷

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Hair Styling • Client Base Retention • Scheduling • Product Sales • Sales • Customer Service • Cleaning • Point of Sale System • Sales Goals • Retail Industry Knowledge • Lifting Ability • Cosmetics Industry Knowledge • Guest Services • Product Knowledge • Customer Contact 	<ul style="list-style-type: none"> • Communication Skills • Energetic • Teamwork / Collaboration • Creativity • Physical Abilities • Detail-Oriented • Building Effective Relationships • Organizational Skills • Listening • English • Multi-Tasking • Spanish • Bilingual • Positive Disposition • Problem Solving 	<ul style="list-style-type: none"> • Microsoft Excel • Facebook • Mascot • Social Media Platforms • Pinterest • Google Docs • Microsoft Word • Atlassian Bamboo • Customer Relationship Management • Design Software • Google Drive • JavaScript • Jobvite • LinkedIn • Salesforce

¹⁵ EMSI 2022.01; QCEW, Non-QCEW, Self-Employed.

¹⁶ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. bls.gov/emp/tables/educational-attainment.htm.

¹⁷ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2019 and December 31, 2021.

Exhibit 11: Top Certifications for *Hairdressers, Hairstylists, and Cosmetologists* in San Diego County¹⁸

Top Certifications in Online Job Postings

1. Certified Hair Stylist
 2. Cosmetology License
 3. Licensed Barber
 4. Cosmetology Certification
 5. Cash Handling Certification
 6. Makeup Artist
 7. Business License
 8. Beautician's License
 9. Computer Learning Certificate
 10. Taxation Certification
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¹⁸ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.