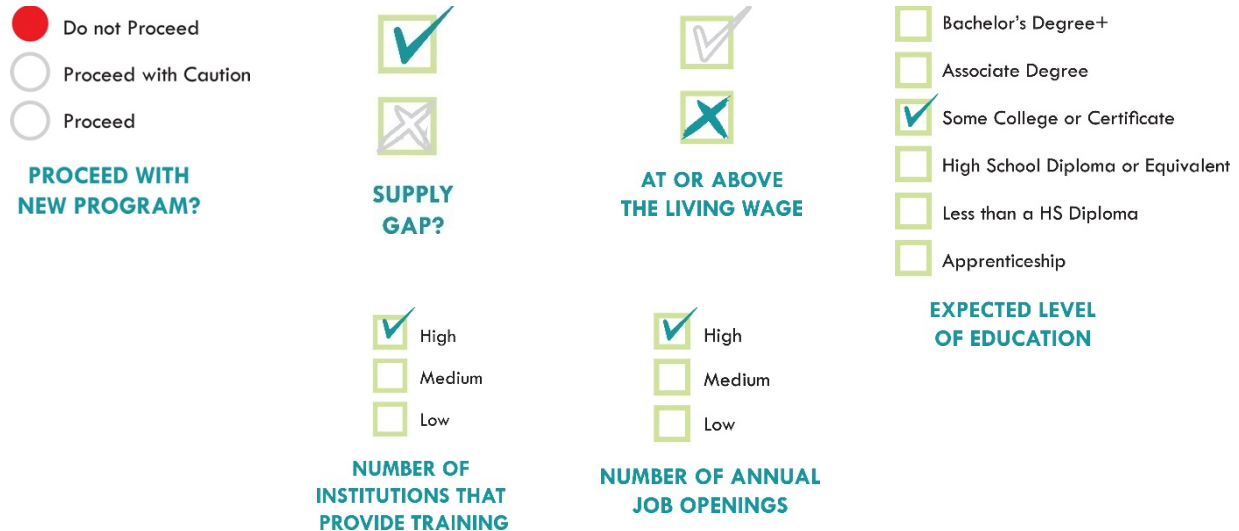


# Hairdressers, Hairstylists, and Cosmetologists

## Labor Market Analysis: San Diego County

December 2019

### Summary



This brief provides labor market information about *Hairdressers, Hairstylists, and Cosmetologists* to assist the San Diego and Imperial Counties Community Colleges with decision-making in processes such as program development. According to available labor market information, *Hairdressers, Hairstylists, and Cosmetologists* have a labor market demand of 1,132 annual job openings, while average demand for an occupation in San Diego County is 277 annual job openings. Ten educational institutions in San Diego County supply 727 awards for this occupation, suggesting that there is a supply gap. Similarly, there are 11,778 annual openings in California and 8,977 awards, suggesting a supply gap across the state. This occupation's entry-level and median wages are below the living wage. According to the California Community Colleges' outcomes data, 18 percent of students who complete Cosmetology and Barbering programs (TOP 300700) earned a living wage, compared to 58 percent of students who complete Career Education programs in general. The typical entry-level education for *Hairdressers, Hairstylists, and Cosmetologists* is a post-secondary nondegree award. This brief recommends to not proceed with a new program for this occupation because 1) its entry-level and median earnings are below the living wage; and 2) there is a significant number of programs that already exist.

## Introduction

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

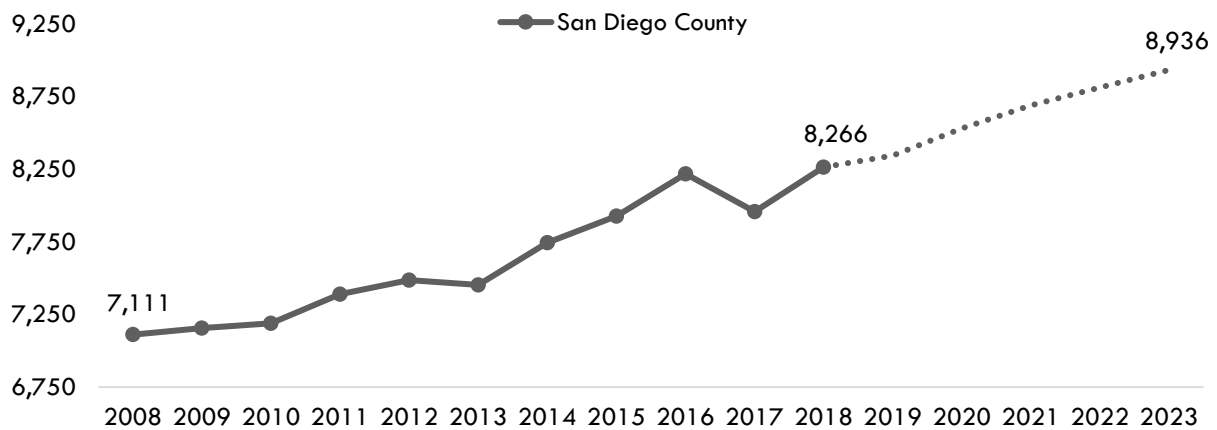
**Hairdressers, Hairstylists, and Cosmetologists (SOC 39-5012):** Provide beauty services, such as shampooing, cutting, coloring, and styling hair, and massaging and treating scalp. May apply makeup, dress wigs, perform hair removal, and provide nail and skin care services. Sample reported job titles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

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

## Projected Occupational Demand

Between 2018 and 2023, *Hairdressers, Hairstylists, and Cosmetologists* are projected to increase by **670** net jobs or **eight** percent (Exhibit 1). Employers in San Diego County will need to hire **1,132** 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* (2008-2023)<sup>2</sup>**



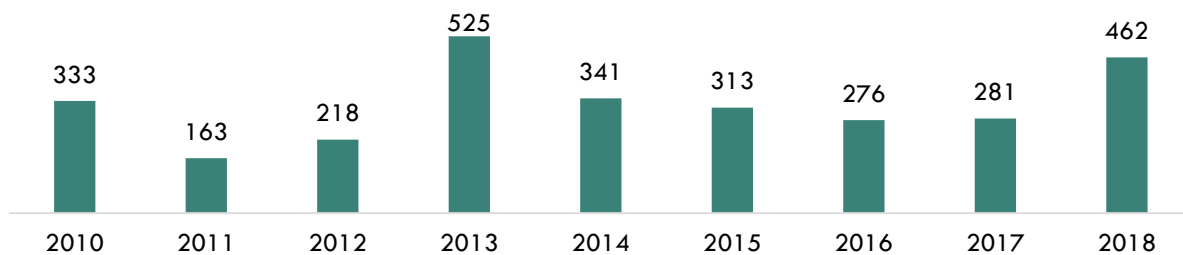
<sup>1</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

<sup>2</sup> Emsi 2019.04; QCEW, Non-QCEW, Self-Employed.

## 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 demand that are not captured by historical data. Between 2010 and 2018, there was an average of 324 online job postings per year for *Hairdressers, Hairstylists, and Cosmetologists* in San Diego County (Exhibit 2).

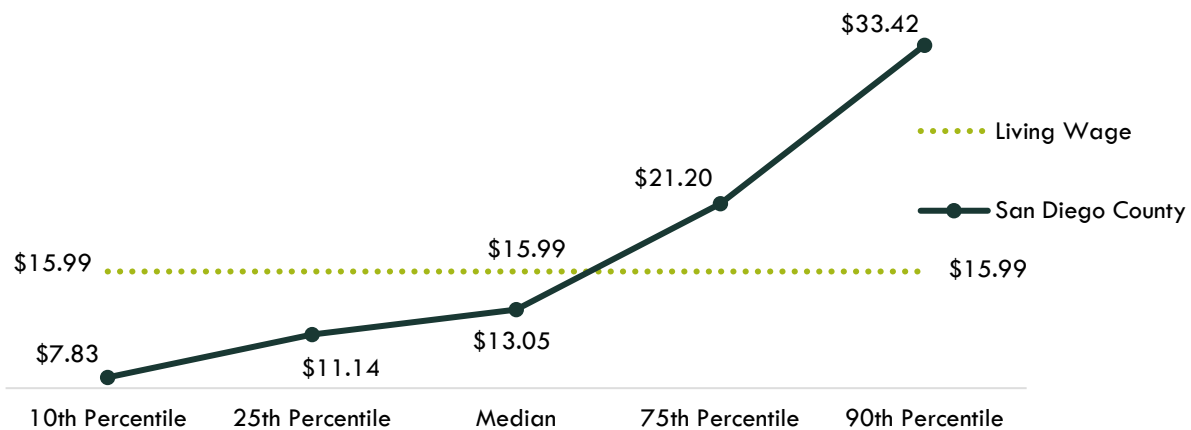
**Exhibit 2: Number of Online Job Postings for *Hairdressers, Hairstylists, and Cosmetologists* in San Diego County (2010-2018)<sup>3</sup>**



## Earnings

*Hairdressers, Hairstylists, and Cosmetologists* receive median hourly earnings of \$13.05; this is less than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3).<sup>4</sup>

**Exhibit 3: Hourly Earnings<sup>5</sup> for *Hairdressers, Hairstylists, and Cosmetologists* in San Diego County<sup>6</sup>**



<sup>3</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2018.

<sup>4</sup> "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. [insightccd.org/2018-self-sufficiency-standard](https://insightccd.org/2018-self-sufficiency-standard).

<sup>5</sup> 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.

<sup>6</sup> Emsi 2019.04; 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.<sup>7</sup> There is **one** TOP code and **four** CIP codes related to *Hairdressers, Hairstylists, and Cosmetologists* (Exhibit 4).

**Exhibit 4: Related TOP and CIP Codes for Hairdressers, Hairstylists, and Cosmetologists**

<i>Hairdressers, Hairstylists, and Cosmetologists</i>
TOP 300700: Cosmetology and Barbering
CIP 12.0401: Cosmetology/Cosmetologist, General
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

According to TOP data, **one** community college supplies the region with awards for this occupation: **San Diego City College**. According to CIP data, **nine** non-community colleges supply the region with awards: **Avance Beauty College, Bellus Academy-El Cajon, Bellus Academy-National City, Bellus Academy-Poway, California Hair Design Academy, Oceanside College of Beauty, Palomar Institute of Cosmetology, Paul Mitchell the School-San Diego, and Tramy Beauty School** (Exhibit 5).<sup>8</sup>

**Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2013-14 through PY2016-17 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY14-15 to PY16-17)	Other Educational Institutions 3-Yr Annual Average Awards (PY13-14 to PY15-16)	3-Yr Total Average Supply (PY13-14 to PY16-17)
300700	Cosmetology and Barbering	<b>124</b>	<b>0</b>	<b>124</b>
	<ul style="list-style-type: none"> <li>San Diego City</li> </ul>	124	0	
12.0401	Cosmetology/Cosmetologist, General	<b>0</b>	<b>540</b>	<b>540</b>

<sup>7</sup> 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).

<sup>8</sup> While these colleges provided awards in previous years, the following colleges have been closed down: Avance Beauty College, Oceanside College of Beauty, and Tramy Beauty School.

	• Avance Beauty College	0	25	
	• Bellus Academy-El Cajon	0	27	
	• Bellus Academy-National City	0	45	
	• Bellus Academy-Poway	0	52	
	• California Hair Design Academy	0	87	
	• Oceanside College of Beauty	0	46	
	• Palomar Institute of Cosmetology	0	56	
	• Paul Mitchell the School-San Diego	0	164	
	• Tramy Beauty School	0	38	
12.0410	Nail Technician/Specialist and Manicurist	<b>0</b>	<b>61</b>	<b>61</b>
	• Bellus Academy-National City	0	17	
	• Bellus Academy-Poway	0	10	
	• Palomar Institute of Cosmetology	0	5	
	• Tramy Beauty School	0	29	
12.0413	Cosmetology, Barber/Styling, and Nail Instructor	<b>0</b>	<b>2</b>	<b>2</b>
	• Tramy Beauty School	0	2	
			<b>Total</b>	<b>727</b>

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>9</sup> suggests that there is a **supply gap** for this occupation in San Diego County, with **1,132** annual openings and **727** awards. Comparatively, there are **11,778** annual openings in California and **8,977** awards<sup>10</sup> (Exhibit 6).

<sup>9</sup> 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.

<sup>10</sup> "Supply and Demand," Centers of Excellence Student Outcomes, [coecc.net/Supply-and-Demand.aspx](http://coecc.net/Supply-and-Demand.aspx).

**Exhibit 6: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)**

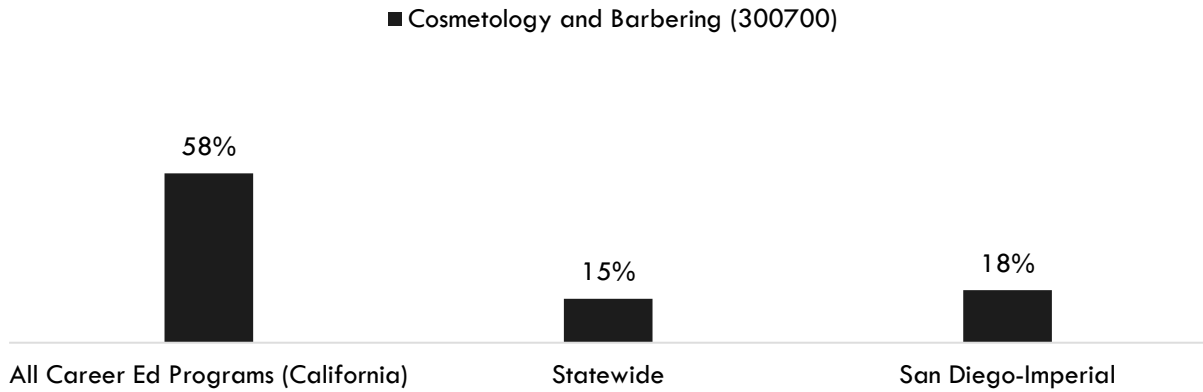
Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or <b>OverSupply</b>
San Diego	1,132	727	<b>405</b>
California	11,778	8,977	<b>2,801</b>

**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.

### **Student Outcomes and Regional Comparisons**

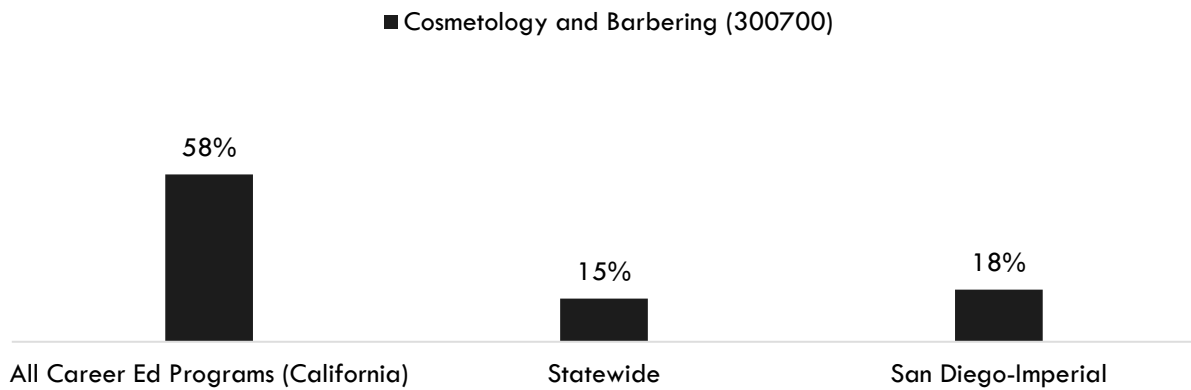
According to the California Community Colleges LaunchBoard, 18 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Hairdressers, Hairstylists, and Cosmetologists*, compared to 15 percent statewide and 58 percent of students in Career Education programs in general across the state (Exhibit 7a).

**Exhibit 7a: Proportion of Students Who Earned a Living Wage, PY2015-16<sup>11</sup>**



According to the California Community Colleges LaunchBoard, 75 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Hairdressers, Hairstylists, and Cosmetologists*, compared to 76 percent statewide and 75 percent of students in Career Education programs in general across the state (Exhibit 7b).

**Exhibit 7b: Percentage of Students in a Job Closely Related to Field of Study, PY2014-15<sup>12</sup>**



<sup>11</sup> Among completers and skills builders who exited, the proportion of students who attained a living wage.

<sup>12</sup> Most recent year with available data is Program Year 2014-15. 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.

## Top Employers and Work Locations

Between January 1, 2016 and December 31, 2018, the top five employers in San Diego County for this occupation were [Great Clips](#), [Regis Corporation](#), [Ulta Beauty](#), [JCPenney](#) and [J.Crew](#) (Exhibit 8).

### Exhibit 8: Top Employers in San Diego County for *Hairdressers, Hairstylists, and Cosmetologists*<sup>13</sup>

Top Employers	
<ul style="list-style-type: none"><li>• Great Clips</li><li>• Regis Corporation</li><li>• Ulta Beauty Inc.</li><li>• JCPenney</li><li>• J.Crew</li></ul>	<ul style="list-style-type: none"><li>• Sport Clips</li><li>• Urban Outfitters, Inc.</li><li>• Nordstrom</li><li>• Smart Style</li><li>• PS Lifestyle</li></ul>

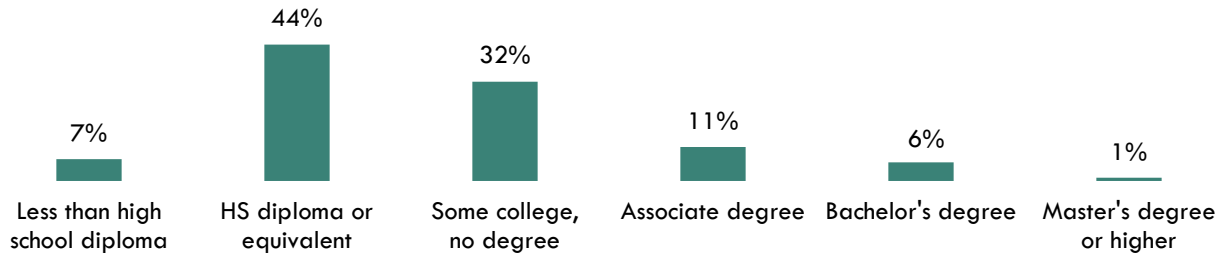
<sup>13</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.



## Skills, Education, and Certifications

Exhibit 9 indicates the educational attainment for the occupation found currently in the national labor force. There is no typical on-the-job training for this profession. The typical entry-level education is an *post-secondary nondegree award*.<sup>14</sup>

**Exhibit 9: National Educational Attainment of Hairdressers, Hairstylists, and Cosmetologists<sup>15</sup>**



\*May not add to 100% due to rounding

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2016 and December 31, 2018.

**Exhibit 10: Top Skills for Hairdressers, Hairstylists, and Cosmetologists in San Diego County<sup>16</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Hair Styling</li> <li>• Client Base Retention</li> <li>• Scheduling</li> <li>• Guest Services</li> <li>• Customer Service</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Skills</li> <li>• Teamwork / Collaboration</li> <li>• Creativity</li> <li>• Physical Abilities</li> <li>• Building Effective Relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Pinterest</li> <li>• Facebook</li> <li>• Youtube</li> <li>• Microsoft Excel</li> <li>• Google Drive</li> </ul>

<sup>14</sup> Emsi 2019.04; QCEW, Non-QCEW, Self-Employed.

<sup>15</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified October 18, 2018. [bls.gov/emp/tables/educational-attainment.htm](https://bls.gov/emp/tables/educational-attainment.htm).

<sup>16</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

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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.