

Makeup Artists, Theatrical and Performance Labor Market Analysis: San Diego County

November 2018

Summary

According to available labor market information, there is a very small demand for more *Makeup Artists, Theatrical and Performance*. The occupation has a labor market demand of only five annual job openings. There appears to be an oversupply of labor for this occupation; there are several programs in San Diego County that supply more than 699 awards for this occupation.

The following list summarizes findings from the labor market analysis for *Makeup Artists, Theatrical and Performance*:

- Between 2017 and 2022, *Makeup Artists, Theatrical and Performance* are projected to increase by three jobs or one percent.
- Employers in San Diego County will need to hire five workers annually to fill new jobs and backfill jobs due to attrition such as retirement or turnover.
- There was insufficient data for San Diego County to determine the number of online job postings for *Makeup Artists, Theatrical and Performance* between 2010 and 2017.
- *Makeup Artists, Theatrical and Performance* earn median hourly earnings of \$28.49; this is more than the Self-Sufficiency Standard for a single adult in San Diego County, which is \$15.99 per hour.
- According to the California Community Colleges Chancellor's Office Management Information System (MIS) Data Mart, there are two Taxonomy of Programs (TOP) code associated with this occupation: Cosmetology and Barbering (300700) and Technical Theater (100600). According to CIP data, there are 11 CIP codes related to this occupation. This brief analyzes three of them.
- According to TOP data, four community colleges supply the region with awards for this occupation: San Diego City College, Grossmont College, MiraCosta College and Palomar College. According to CIP data, there are nine training providers.
- Comparing labor demand (annual openings) with labor supply suggests that there is an oversupply for this occupation in San Diego County, with five annual openings and 699 awards. Comparatively, there are 300 annual openings in California and 1,741 awards.

- Between January 1, 2015 and December 31, 2017, the top five employers in San Diego County for this occupation were Macy's, Bbforme, Cospro Agency, Glamour Shots and Katherine Cosmetics.
- The typical entry-level education is a post-secondary non-degree award.

Introduction

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

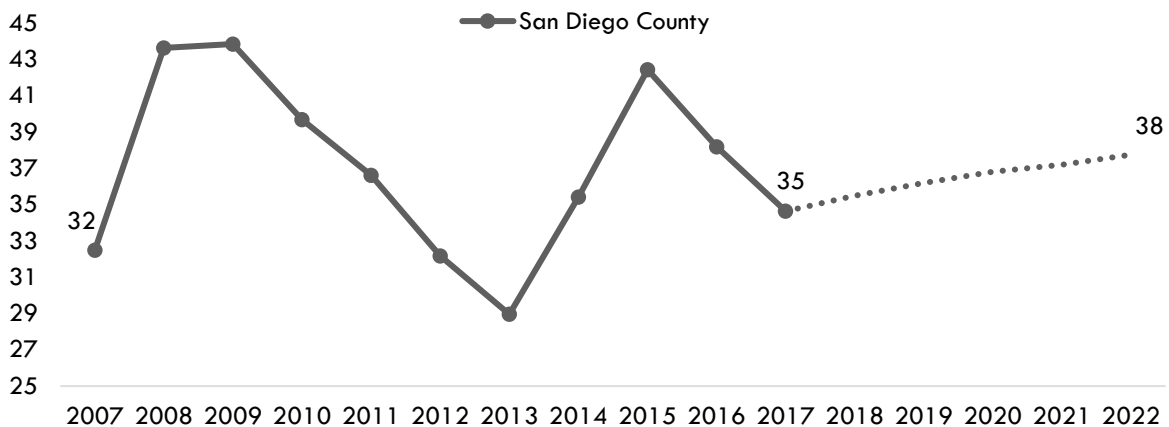
Makeup Artists, Theatrical and Performance (SOC 39-5091): Apply makeup to performers to reflect period, setting, and situation of their role. Sample reported job titles include:

- Special Effects Makeup Artist
- Prosthetic Makeup Designer
- Makeup Instructor
- Hair and Makeup Designer
- Commercial Makeup Artist
- Special Effects Technician
- Special Effects Designer
- Body Make-Up Artist

Projected Occupational Demand

Between 2017 and 2022, *Makeup Artists, Theatrical and Performance* are projected to increase by **three** jobs or **one** percent (Exhibit 1). Employers in San Diego County will need to hire **five** workers annually to fill new jobs and backfill jobs due to attrition such as retirement or turnover.

Exhibit 1: Number of Jobs for Makeup Artists, Theatrical and Performance (2007-2022)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 Economic Modeling Specialists, Int'l. (EMSI). San Diego (6073). 2018.03 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2007-2022.

Online Job Postings

Between 2010 and 2017, there is insufficient data for San Diego County to determine online job postings for *Makeup Artists, Theatrical and Performance* (Exhibit 2).

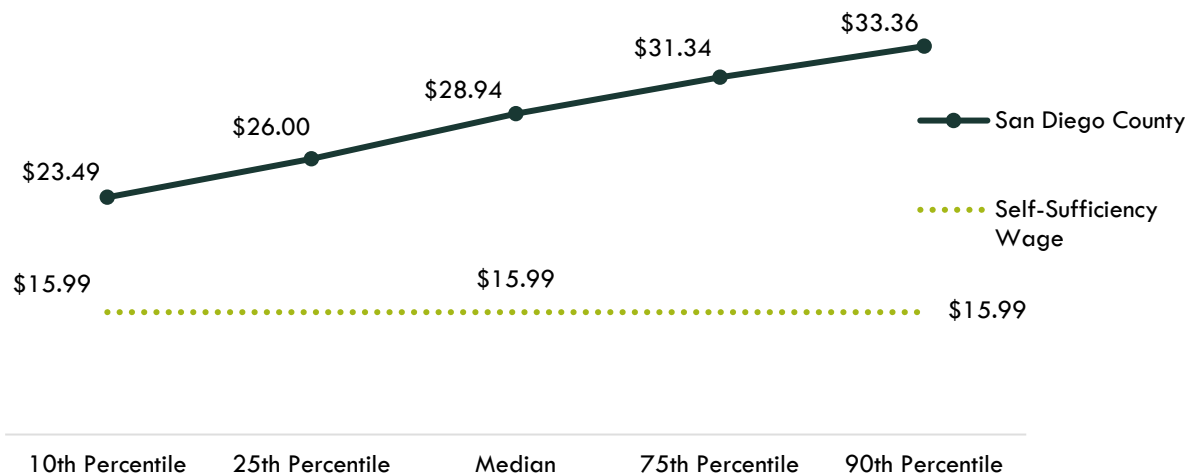
Exhibit 2: Number of Online Job Postings for *Makeup Artists, Theatrical and Performance* in San Diego County (2010-2017)³

0	0	0	0	0	0	0	0
2010	2011	2012	2013	2014	2015	2016	2017

Earnings

Makeup Artists, Theatrical and Performance earn median hourly earnings of **\$28.49**; this is more than the Self-Sufficiency Standard for a single adult in San Diego County, which is **\$15.99** per hour (Exhibit 3).⁴

Exhibit 3: Hourly Earnings for *Makeup Artists, Theatrical and Performance* in San Diego County⁵



³ Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2010-2017.

⁴ The self-sufficient wage in San Diego for one adult is \$15.99 (insightcced.org/2018-self-sufficiency-standard).

⁵ EMSI. San Diego (6073). 2018.03 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2017-2022.

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 According to the California Community Colleges Chancellor's Office Management Information System (MIS) Data Mart, there is [one](#) Taxonomy of Programs (TOP) code associated with this occupation: Cosmetology and Barbering (300700) and Technical Theater (100600). According to the Classification of Instructional Programs (CIP) data, there are 11 CIP codes associated with this occupation. Exhibit 4 lists three of the 11 CIP codes.

Exhibit 4: Related TOP and CIP Codes in San Diego County

SOC 39-5091: Makeup Artists, Theatrical and Performance	
TOP 300700:	Cosmetology and Barbering
TOP 100600:	Technical Theater
CIP 12.0401:	Cosmetology/Cosmetologist, General
CIP 12.0406:	Make-up Artist/Specialist
CIP 12.0414:	Master Aesthetician/Esthetician

According to the TOP data, [four](#) community colleges supply the region with awards for this occupation: [San Diego City College](#), [Grossmont College](#), [MiraCosta College](#) and [Palomar College](#) (Exhibit 5).

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	124	0	124
	San Diego City	124		

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).

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)
100600	Technical Theater	2	0	2
	Grossmont	0		
	MiraCosta	2		
	Palomar	0		
12.0401	Cosmetology/Cosmetologist, General	0	540	540
	Avance Beauty College		25	
	Bellus Academy-El Cajon		27	
	Bellus Academy- National City		45	
	Bellus Academy-Poway		52	
	California Hair Design Academy		87	
	Oceanside College of Beauty		46	
	Palomar Institute of Cosmetology		56	
	Paul Mitchell the School-San Diego		164	
	Tramy Beauty School		38	
12.0406	Make-up Artist/Specialist	0	12	12
	Bellus Academy-Poway		12	
12.0414	Master Aesthetician/Esthetician	0	21	21
	Bellus Academy-Poway		21	
			Total	699

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 **five** annual openings and **699** awards. Comparatively, there are **300** annual openings in California and **1,741** awards⁸ (Exhibit 6).

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

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	5	699	694
California	300	1,741	1,441

Please note: This is a basic analysis of supply and demand of labor. 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. Additionally, the data does not include workers who are currently in the labor force who could fill these positions or workers who are not captured by publicly available data.

Student Outcomes

Based on the information available in the CTE LaunchBoard, students who took courses in the related TOP codes exhibited the following outcomes (Exhibit 7).

Exhibit 7: Strong Workforce Program Metrics for TOP 100600: Technical Theater in the San Diego-Imperial Region (PY2015-16)

Metric	San Diego-Imperial	California
Number of course enrollments ⁹	343	8,635
Completed 12+ CTE Units in One Year ¹⁰	22	596
Completed 48+ CTE Contact Hours in One Year ¹¹	0	50
Number of students who got a degree or certificate ¹²	N/A	74

⁷ Labor supply can be found in the California Community Colleges Chancellor's Office MIS Data Mart.

⁸ EMSI. San Diego (6073). 2018.03 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2017-2022.

⁹ The number of enrollments in courses assigned to the TOP code in the selected year.

¹⁰ The number of students who completed 12 or more credit CTE units.

¹¹ The number of students who completed 48 or more noncredit CTE instructional contact hours.

¹² The number of unduplicated students who earned a locally-issued certificate, Chancellor's Office approved certificate, associate degree, and/or California Community Colleges bachelor's degree in the selected TOP code.

Metric	San Diego-Imperial	California
Number of students who transferred ¹³	23	365
Employed in the second fiscal quarter after exit ¹⁴	78%	65%
Employed in the fourth fiscal quarter after exit ¹⁵	61%	64%
Job closely related to field of study ¹⁶	N/A	N/A
Median earnings in the second fiscal quarter after exit ¹⁷	\$3,687	\$4,759
Median change in earnings ¹⁸	96%	117%
Attained a living wage ¹⁹	N/A	20%

Top Employers and Work Locations

Between January 1, 2015 and December 31, 2017, the top five employers in San Diego County for this occupation were [Macy's](#), [Bbforme](#), [Cospro Agency](#), [Glamour Shots](#) and [Katherine Cosmetics](#) (Exhibit 8).

Exhibit 8: Top Employers in San Diego County for Makeup Artists, Theatrical and Performance

Top Employers
<ul style="list-style-type: none"> • Macy's • Bbforme • Cospro Agency • Glamour Shots • Katherine Cosmetics • Noerr Programs • SeaWorld Parks & Entertainment

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 a [post-secondary non-degree award](#).²⁰

¹³ Students who took non-introductory courses or completed a California Community Colleges Chancellor's Office award in the selected TOP code in selected year who subsequently enrolled for the first time in a four-year institution the following year.

¹⁴ Among all exiters with a valid SSN, the percentage who were employed two quarters after exiting California Community Colleges.

¹⁵ Among exiting students with a valid SSN, the percentage who were employed four quarters after exiting California Community Colleges.

¹⁶ Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

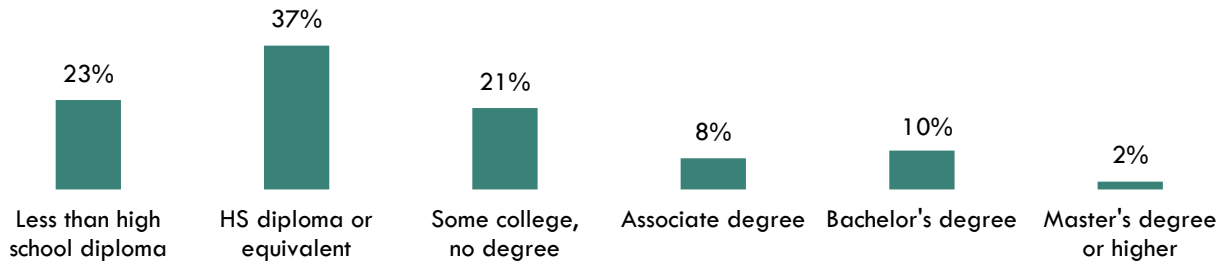
¹⁷ Among exiting students, the median second-quarter earnings one year after the year in which they exited California Community Colleges.

¹⁸ Among exiting students with a valid SSN, the percentage change in earnings one year before and one year after exiting California Community Colleges.

¹⁹ Among completers and skills builders who exited, the proportion of students who attained a living wage.

²⁰ EMSI. San Diego (6073). 2018.03 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2017-2022.

Exhibit 9: National Educational Attainment of Makeup Artists, Theatrical and Performance ²¹



*May not add to 100% due to rounding

Exhibit 10 lists the top specialized, soft and software skills that appeared in online job postings for between January 1, 2015 and December 31, 2017.

Exhibit 10: Top Skills for Makeup Artists, Theatrical and Performance in San Diego County²²

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Product Knowledge • Retail Sales • Photography • Retail Industry Knowledge • Hair Styling 	<ul style="list-style-type: none"> • Communication Skills • Creativity • Energetic • Positive Disposition • Quick Learner 	<ul style="list-style-type: none"> • N/A

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²¹ Bureau of Labor Statistics, Educational attainment for workers 25 years and older by detailed occupation. bls.gov/emp/ep_table_111.htm.
²² Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2015-2017.

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.