



## Cosmetology and Barbering (TOP 3007.00)

January 2023

Prepared by the South Central Coast Center of Excellence for  
Labor Market Research

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### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – Cosmetology and Barbering. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

### Key Findings

- In the South Central Coast region, **the number of jobs related to Cosmetology and Barbering are expected to increase** for all four related occupations.
- Cosmetology and Barbering is anticipated to experience a **medium risk of automation** for Hairdressers, Hairstylists, and Cosmetologists, Makeup Artists, Theatrical and Performance, and Manicurists and Pedicurists; as well as a **low risk of automation** for Skincare Specialists.
- In 2021 there were 534 regional completions in programs related to the occupations identified as aligned with Cosmetology and Barbering and 1,070 openings, indicating an **undersupply**.
- Typical entry-level education is a **Postsecondary nondegree award** for all four occupations related to Cosmetology and Barbering.
- Completers of Cosmetology and Barbering programs from the 2019-2020 academic year in the South Central Coast region had a **median annual wage upon completion of \$17,664**.
- 55% of students are **employed within a year** after completing a program.
- Completers experienced an average of **+9% change in earnings after exiting**.
- 34% of students were **part-time**, 27% **skill builders**, 43% **first-generation**, and 91% **economically disadvantaged**.

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<sup>1</sup> The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

## Occupation Codes and Descriptions

There are four occupations in the standard occupational classification (SOC) system that were identified as related to Cosmetology and Barbering for this analysis. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

**Exhibit 1 – Occupation, Description, and Sample Job Titles**

<b>SOC Code</b>	<b>Title</b>	<b>Description</b>	<b>Sample of Reported Job Titles</b>
39-5012	<b>Hairdressers, Hairstylists, and Cosmetologists</b>	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.	Beautician, Cosmetologist, Hair Dresser, Hair Stylist, Hairdresser, Hairstylist, Stylist
39-5091	<b>Makeup Artists, Theatrical and Performance</b>	Apply makeup to performers to reflect period, setting, and situation of their role.	Commercial Makeup Artist, Hair and Makeup Designer, Makeup Artist, Prosthetic Makeup Designer, Special Effects Makeup Artist, Special Makeup Effects Artist
39-5092	<b>Manicurists and Pedicurists</b>	Clean and shape customers' fingernails and toenails. May polish or decorate nails.	Manicurist, Nail Technician, Pedicurist
39-5094	<b>Skincare Specialists</b>	Provide skincare treatments to face and body to enhance an individual's appearance. Includes electrologists and laser hair removal specialists.	Aesthetician, Clinical Esthetician, Esthetician, Facialist, Medical Esthetician, Skin Care Specialist, Skin Care Technician, Skin Care Therapist, Spa Technician

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs related to Cosmetology and Barbering are expected to increase for all four related occupations.

**Exhibit 2 – Five-Year Projections for Cosmetology and Barbering in the South Central Coast Region**

SOC	Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change
39-5012	<b>Hairdressers, Hairstylists, and Cosmetologists</b>	2,243	2,530	287	13%
39-5091	<b>Makeup Artists, Theatrical and Performance</b>	20	22	2	10%
39-5092	<b>Manicurists and Pedicurists</b>	1,913	2,304	391	20%
39-5094	<b>Skincare Specialists</b>	548	641	93	17%

Source: Economic Modeling Specialists International (EMSI)

## Earnings

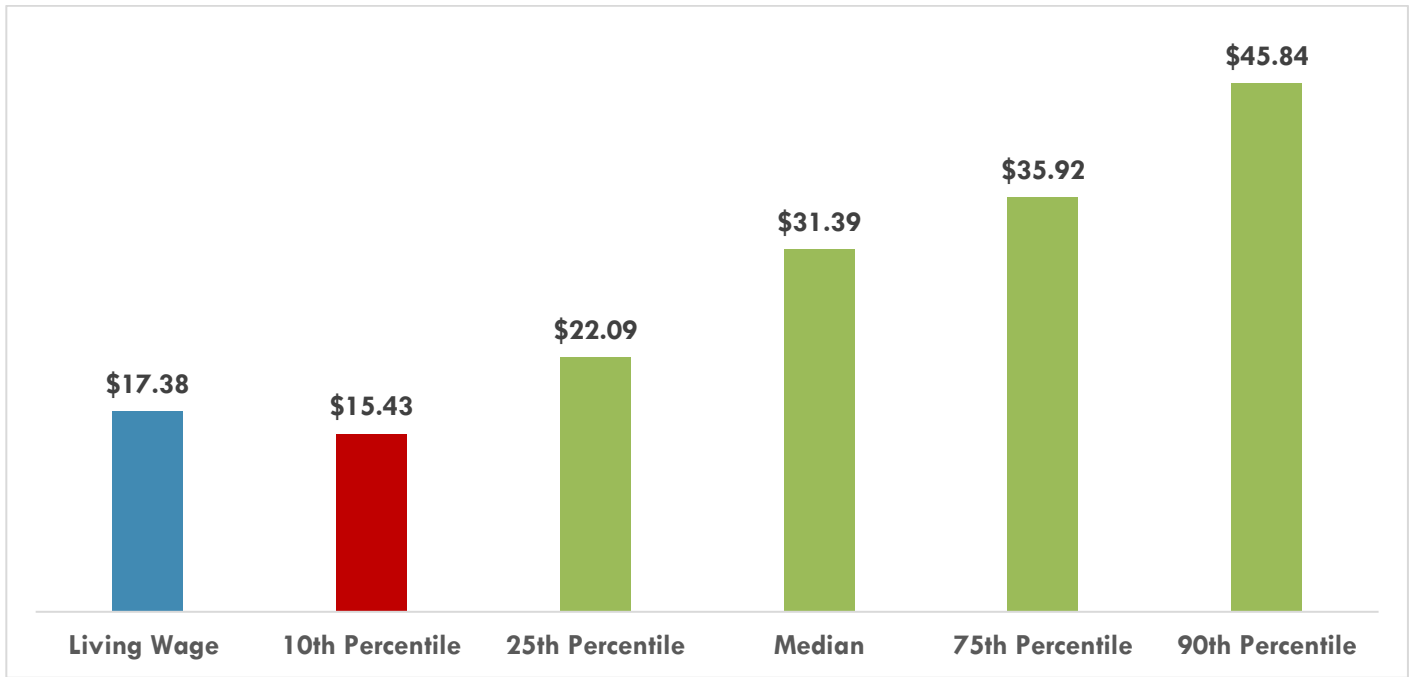
Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for Cosmetology and Barbering in the South Central Coast Region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
39-5012	<b>Hairdressers, Hairstylists, and Cosmetologists</b>	\$14.00	\$15.03	\$22.33
39-5091	<b>Makeup Artists, Theatrical and Performance</b>	\$45.26	\$78.73	\$80.93
39-5092	<b>Manicurists and Pedicurists</b>	\$14.03	\$14.54	\$15.49
39-5094	<b>Skincare Specialists</b>	\$15.06	\$17.27	\$24.92

Source: Economic Modeling Specialists International (EMSI)

**Exhibit 3b – Earnings for Cosmetology and Barbering in the South Central Coast Region**



Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); Economic Modeling Specialists International (EMSI)

## Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is looking for cosmetologists, and what they are looking for in potential candidates. To identify job postings related to Cosmetology and Barbering the following standard occupational classifications were used:

39-5012	Hairdressers, Hairstylists, and Cosmetologists
39-5091	Makeup Artists, Theatrical and Performance
39-5092	Manicurists and Pedicurists
39-5094	Skincare Specialists

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## Top Occupations

In 2022, there were 1,231 employer postings for the occupations related to Cosmetology and Barbering.

**Exhibit 4 – Top Occupations by Job Postings**

SOC Code	Occupation	Job Postings, Full Year 2022
39-5012	<b>Hairdressers, Hairstylists, and Cosmetologists</b>	1,012
39-5094	<b>Skincare Specialists</b>	97
39-5092	<b>Manicurists and Pedicurists</b>	81
39-5091	<b>Makeup Artists, Theatrical and Performance</b>	41

Source: Labor Insight/Jobs (Burning Glass)

**Exhibit 4b – Top Occupations and Risk of Automation**

SOC Code	Occupation	Risk of Automation
39-5012	<b>Hairdressers, Hairstylists, and Cosmetologists</b>	Medium
39-5091	<b>Makeup Artists, Theatrical and Performance</b>	Medium
39-5092	<b>Manicurists and Pedicurists</b>	Medium
39-5094	<b>Skincare Specialists</b>	Low

Source: Labor Insight/Jobs (Burning Glass)

## Top Titles

The top job titles for employers posting ads for jobs related to Cosmetology and Barbering are listed in Exhibit 5. Hair Stylist is mentioned as the job title in 41% of all relevant job postings (1,126 postings).

**Exhibit 5 – Job Titles**

<b>Title</b>	<b>Job Postings, Full Year 2022</b>
Hair Stylists	463
Stylists	82
Hair Stylists/Cosmetologists	78
Leadership Trainees	76
Estheticians	62

Source: Labor Insight/Jobs (Burning Glass)

## Top Employers

Exhibit 6 lists the major employers hiring professionals in the Cosmetology and Barbering field. The top employer posting job ads was Great Clips. The top worksite cities for these occupations were Thousand Oaks, Santa Barbara, Santa Clarita, Oxnard, and Camarillo.

**Exhibit 6 – Top Employers (n= 727)**

<b>Employer</b>	<b>Job Postings, Full Year 2022</b>
Great Clips	213
Sport Clips	179
Massage Envy	37
Regis Corporation	35
Supercuts	24

Source: Labor Insight/Jobs (Burning Glass)

## Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Cosmetology and Barbering. Cosmetology is the most sought-after specialized skill for employers, followed by Manicure and Housekeeping. Customer Service, Interpersonal Communication, and Sales were the most requested baseline skills. Software Systems, Spring Framework, and JavaScript (Programming Language) were the most commonly requested software and programming skills.

**Exhibit 7 – Specialized Skills (n= 1,984)**

<b>Skills</b>	<b>Job Postings, Full Year 2022</b>
Cosmetology	681
Manicure	124
Housekeeping	75
Skin Care	66
Home Health Care	51
Linens	49
Product Knowledge	46
Pedicure	45
Nail Care	44
Selling Techniques	44
Software Systems	43
Auditing	42
Cosmetics	38
Graphic Design	36
Accounting	34

Source: Labor Insight/Jobs (Burning Glass)

**Exhibit 7b – Baseline Skills (n= 2,103)**

<b>Skills</b>	<b>Job Postings, Full Year 2022</b>
Customer Service	424
Interpersonal Communication	226
Sales	145
Communications	138
Management	98
Leadership Development	86
Cleanliness	71
Teaching	41
Professionalism	51
Operations	41

Source: Labor Insight/Jobs (Burning Glass)

**Exhibit 7c – Software and Programming Skills (n= 122)**

<b>Skills</b>	<b>Job Postings, Full Year 2022</b>
Software Systems	44
Spring Framework	16
JavaScript (Programming Language)	12
Adobe Photoshop	11
Autodesk Revit	7
Microsoft Excel	5
Microsoft Office	5
Microsoft PowerPoint	5
Apple IOS	3
Microsoft Outlook	5

Source: Labor Insight/Jobs (Burning Glass)



### Industry Concentration

Exhibit 8 shows the industries with the most Cosmetology and Barbering postings in the South Central Coast region. Note: 22% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

**Exhibit 8 – Industries Employing the Most in the Cosmetology and Barbering Field, 2022**

<b>Industry</b>	<b>Occupation Group Jobs in Industry</b>	<b>% of Occupation Group in Industry</b>
Other Services (Except Public Administration)	526	54%
Transportation and Warehousing	499	52%
Accommodation and Food Services	64	7%
Retail Trade	64	7%
Manufacturing	17	2%

**Certifications**

Exhibit 9 lists the most in-demand certifications in the Cosmetology and Barbering field. The top requested certification in job postings was Barber License.

**Exhibit 9 – Certifications (n= 545)**

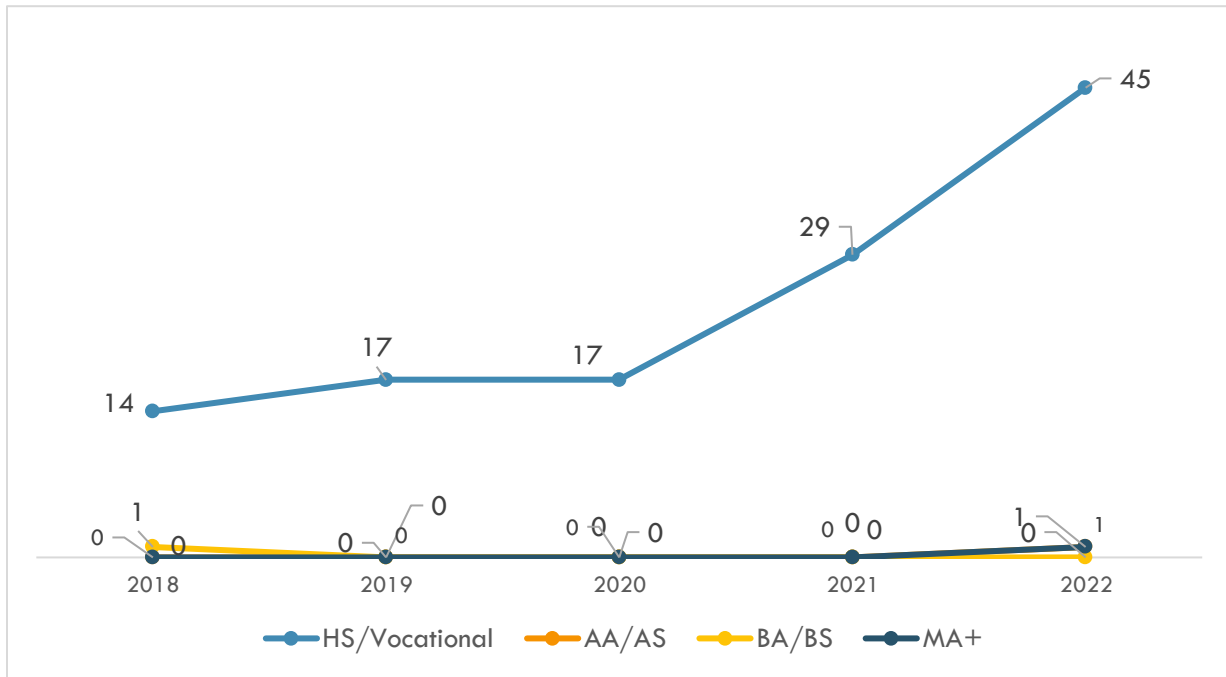
<b>Certifications</b>	<b>Job Postings, Full Year 2022</b>
Barber License	529
Cosmetology License	121
Esthetician License	32
Registered Nurse (RN)	5

Source: Labor Insight/Jobs (Burning Glass)

### Job Postings - Minimum Educational Attainment Over Time

Exhibit 10 displays the change in job advertisements over the last five years for Cosmetology and Barbering, according to the minimum advertised education. In 2022, there were 47 total job ads posted with a minimum advertised education, with 45 requiring a high school diploma or vocational training.

**Exhibit 10 – Educational Demand, Minimum Advertised**



Source: Labor Insight / Jobs (Burning Glass)

### Job Postings – Proportion of Job Postings by Minimum Educational Attainment Required

To gauge employer preference for candidates with particular education levels, the proportion of job postings by minimum advertised education appears in Exhibit 11. Employers posting job ads for Cosmetology and Barbering have frequently sought candidates with a high school diploma or vocational training.

**Exhibit 11 – Occupational Demand by Education, Minimum Advertised**

Minimum Education Requirement	2018	2019	2020	2021	2022
<b>HS Diploma / Vocational Training</b>	93%	100%	100%	100%	96%
<b>Associate Degree</b>	0%	0%	0%	0%	2%
<b>Bachelor's Degree</b>	7%	0%	0%	0%	0%
<b>Graduate Degree</b>	0%	0%	0%	0%	2%

Source: Labor Insight/Jobs (Burning Glass)

## Education and Training

Exhibit 12 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

**Exhibit 12 – Education and Training Requirements**

<b>SOC</b>	<b>Occupation</b>	<b>Typical entry-level education</b>	<b>Typical on-the-job training</b>
39-5012	<b>Hairdressers, Hairstylists, and Cosmetologists</b>	Postsecondary Nondegree Award	None
39-5091	<b>Makeup Artists, Theatrical and Performance</b>	Postsecondary Nondegree Award	None
39-5092	<b>Manicurists and Pedicurists</b>	Postsecondary Nondegree Award	None
39-5094	<b>Skincare Specialists</b>	Postsecondary Nondegree Award	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

### Regional Completions and Openings

There were 534 regional completions (2021) and 1,070 regional openings (2021) in the South Central Coast region for programs related to the occupations in this report.

#### Exhibit 13 – Completions and Openings

<b>19</b> Regional Institutions had Related Programs (2021)	<b>534</b> Regional Completions (2021)	<b>1,070</b> Annual Openings (2021)
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Source: Economic Modeling Specialists International (EMSI)

### Related Programs

CIP Code	Program	Completions (2021)
12.0401	Cosmetology/Cosmetologist, General	166
50.0501	Drama and Dramatics/Theatre Arts, General	160
12.0409	Aesthetician/Esthetician and Skin Care Specialist	108
50.0502	Technical Theatre/Theatre Design and Technology	66
12.0410	Nail Technician/Specialist and Manicurist	34
12.0406	Make-Up Artist/Specialist	0

Source: Economic Modeling Specialists International (EMSI)

## CCC and Non-CCC Awards

Exhibit 14 lists the number of completers from programs related to Cosmetology and Barbering in the South Central Coast region.

**Exhibit 14 – CCC and Non-CCC Awards the South Central Coast, 2021**

<b>CCC Programs</b>	<b>Completers</b>
Moorpark College	60
Allan Hancock College	45
Santa Barbara City College	42
College of the Canyons	25
Antelope Valley College	12
Ventura College	11
Cuesta College	4
<b>Non-CCC Programs</b>	<b>Completers</b>
Lu Ross Academy	111
Design School of Cosmetology	51
Flair Beauty College	36
UC Santa Barbara	36
California Institute of the Arts	34
Lancaster Beauty School	23
Modern Beauty Academy	14
California Polytechnic State University-San Luis Obispo	13
Westmont College	9
California Lutheran University	8
Paul Mitchell the School – Santa Barbara	0
Western Beauty Institute	0

Source: Economic Modeling Specialists International (EMSI)

## Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from regional exiters of Cosmetology and Barbering Programs (TOP: 3007.00) for the 2019-2020 academic year.

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- 55% of students are **employed within a year** after completing a program.
- Completers experienced an average of **+9% change in earnings after exiting**.
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## **Sources**

O\*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

## **Notes**

Data included in this analysis represent the labor market demand for relevant positions most closely related to Cosmetology and Barbering. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; 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 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.