










Cosmetology Occupations

Labor Market Analysis: San Diego County

April 2024

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 Proceed with Caution	 	 	<input type="checkbox"/> Doctorate Degree <input type="checkbox"/> Master's Degree <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	
 	HIGH 	HIGH 	

The San Diego & Imperial Center of Excellence (COE) developed this brief to assist the region’s community colleges with strategic planning and program development. *Cosmetology Occupations* include “Hairdressers, Hairstylists, and Cosmetologists” and “Manicurists and Pedicurists.” According to available data, *Cosmetology Occupations* in San Diego County have a labor market demand of 1,761 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and 11 institutions supply 787 awards for these occupations, suggesting that there is a supply gap in the labor market. On average, entry-level wages are below the living wage. This brief recommends proceeding with caution when developing a new program but supports a program modification because although 1) a high number of annual job openings exist for these occupations and 2) there is a supply gap in San Diego County, 3) these occupations’ entry-level wages are below the living wage and 4) there is a higher number of non-community-college institutions that provide training for these occupations. Additionally, colleges should note that **the percentage of students who complete a related program and earn a living wage is generally lower than students who complete Career Education programs in general.**

Introduction

This report provides labor market information in San Diego County for the following occupational codes 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.
- **Manicurists and Pedicurists (SOC 39-5092):** Clean and shape customer's fingernails and toenails. May polish or decorate nails.

For the purpose of this report, these occupations are referred to as *Cosmetology Occupations*.

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).

Projected Occupational Demand

Because *Cosmetology Occupations* often have self-employed workers, the following exhibits separate the labor market data by employee (E) and self-employed (SE). Between 2023 and 2028, businesses in San Diego County will need to hire 1,761 employees annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example (Exhibit 1). Most of this labor market demand comes from Manicurists and Pedicurists, which are projected to have the most annual job openings (592) between 2023 and 2028. Prior trends suggest that there will be 511 self-employed Hairdressers, Hairstylists, and Cosmetologists and 95 Manicurists and Pedicurists each year between 2023 and 2028.

Exhibit 1: Number of Jobs for Cosmetology Occupations (2023-2028)²

Occupational Title	2023 Jobs	2028 Jobs	2023 – 2028 Net Jobs Change	2023 - 2028 % Net Jobs Change	Annual Job Openings (Demand)
(E) Manicurists and Pedicurists	3,911	4,454	543	14%	592
(E) Hairdressers, Hairstylists, and Cosmetologists	2,906	3,558	652	22%	563
(SE) Hairdressers, Hairstylists, and Cosmetologists	3,810	3,749	-61	-2%	511
(SE) Manicurists and Pedicurists	791	802	11	1%	95
Total	11,418	12,564	1,146	10%	1,761

² Lightcast 2024.01; QCEW, Non-QCEW, Self-Employed.

Earnings

According to traditional³ labor market information (LMI), entry-level hourly earnings for *Cosmetology Occupations* range from \$7.31 to \$14.59 (Exhibit 2).

Exhibit 2: Hourly Earnings for Cosmetology Occupations in San Diego County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
(E) Hairdressers, Hairstylists, and Cosmetologists	\$14.59	\$16.38	\$22.55
(E) Manicurists and Pedicurists	\$14.50	\$14.92	\$16.58
(SE) Hairdressers, Hairstylists, and Cosmetologists	\$9.68	\$16.47	\$27.14
(SE) Manicurists and Pedicurists	\$7.31	\$11.69	\$19.10

On average, the entry-level hourly earnings for employed *Cosmetology Occupations* are \$14.55—or \$30,264.00 annual salary⁵—and \$8.50 per hour or \$17,784 annual salary for self-employed *Cosmetology Occupations*; this is less than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 3).⁶ These wages are lower than the minimum wage because labor market statistical agencies such as the California Employment Development Department (EDD) and U.S. Bureau of Labor Statistics (BLS) examine wages on a yearly basis and divide the total salary reported by a full-time workload (e.g., 2,080 hours a year) to determine the hourly wage for an occupation.⁷ In other words, the data suggests that employed individuals report an annual salary of \$30,264 and self-employed individuals report an annual salary of \$17,784; dividing them by 2080 yields the \$14.55 and \$8.50 hourly earnings, respectively.

³ Traditional LMI is generally historical data captured by the U.S. Bureau of Labor Statistics (BLS) or the California Employment Development Department (EDD). It does not account for recent technological, economic, or legislative changes that may affect labor market demand and wages.

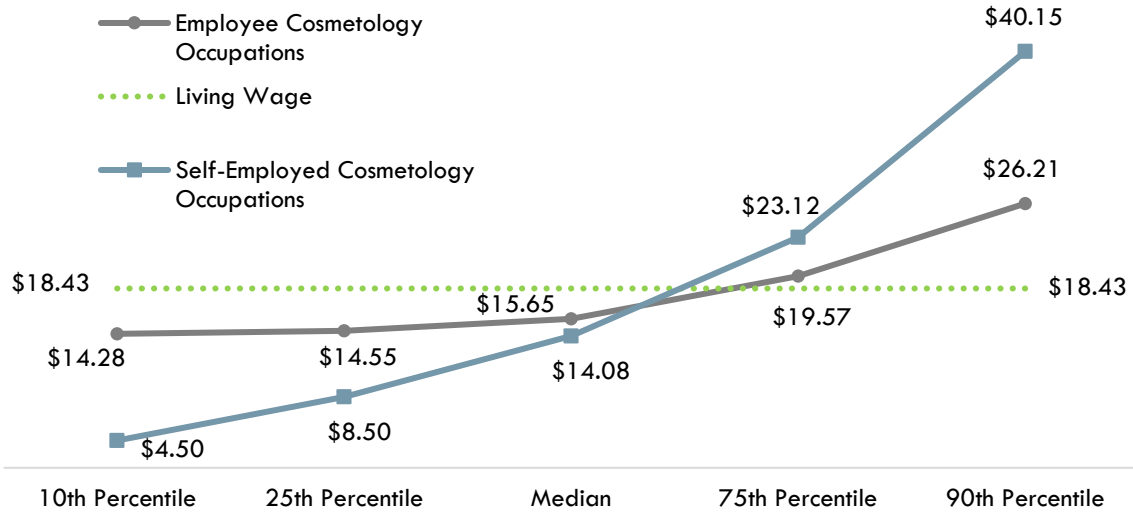
⁴ Lightcast 2024.01; QCEW, Non-QCEW, Self-Employed.

⁵ Annualized salaries assume a full-time position with 2,080 hours. Multiplying the hourly wage with 2,080 yields the annual salary.

⁶ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2022. insightccd.org/family-needs-calculator.

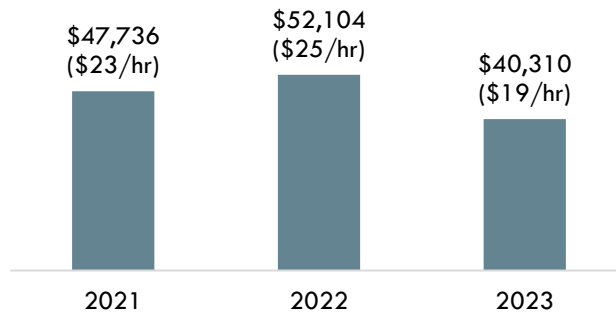
⁷ Quarterly Census of Employment and Wages methodology. bls.gov/cew/overview.htm.

Exhibit 3: Hourly Earnings⁸ for Cosmetology Occupations in San Diego County⁹



In online job postings, however, employers advertised between \$19 to \$25 per hour between January 1, 2021 and December 30, 2023 for Cosmetology Occupations in San Diego County (Exhibit 4).¹⁰ This suggests that while these occupations may pay \$19 per hour (in 2023), employees may not work a full-time workload, resulting in the low wages as demonstrated in the previous exhibit.

Exhibit 4: Median Advertised Salaries in Online Job Postings for Cosmetology Occupations in San Diego County (2021-2023)



⁸ 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.

⁹ Lightcast 2024.01; QCEW, Non-QCEW, Self-Employed.

¹⁰ Lightcast 2024.01; "Job Posting Analytics." 2021-2023.

Expected Level of Education

According to traditional LMI (data reported to EDD and BLS), *Cosmetology Occupations* have a national educational attainment of a [postsecondary non-degree award](#) (Exhibit 5).¹¹

Exhibit 5: National Educational Attainment for *Cosmetology Occupations*¹²

Occupational Title	Typical Entry-Level Education
Hairdressers, Hairstylists, and Cosmetologists	Postsecondary non-degree award
Manicurists and Pedicurists	Postsecondary non-degree award

Similarly, online job postings between January 1, 2021 and December 31, 2023 in San Diego County had a [high school or GED](#) as the most requested educational requirement for *Cosmetology Occupations*; however, employers also expected the following certifications (Exhibit 6).¹³

Exhibit 6: Top Certifications for *Cosmetology Occupations* in San Diego County in Online Job Postings (2021-2023)¹⁴

1. Barber License
2. Cosmetology License
3. Esthetician License
4. Valid Driver's License

¹¹ Lightcast 2024.01; QCEW, Non-QCEW, Self-Employed.

¹² Lightcast 2024.01; QCEW, Non-QCEW, Self-Employed.

¹³ Lightcast 2024.01; "Job Posting Analytics." 2021-2023.

¹⁴ Lightcast 2024.01; "Job Posting Analytics." 2021-2023.

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. There is **one** TOP code and **nine** CIP codes related to *Cosmetology Occupations* (Exhibit 7).

Exhibit 7: Related TOP and CIP Codes for Cosmetology Occupations¹⁵

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 12.0499	Cosmetology and Related Personal Grooming Arts, Other

According to TOP data, **two** community colleges supply the region with awards for these occupations: *MiraCosta College* and *San Diego City College*. According to CIP data, **nine** 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*, *California Hair Design Academy*, *Palomar Institute of Cosmetology*, *Paul Mitchell the School-San Diego*, and *Riggins Urban Barber College* (Exhibit 8).

¹⁵ This brief uses a conservative estimate of program supply and only calculates awards from the TOP code listed in Exhibit 7.

**Exhibit 8: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2019-20 Through Program Year 2021-22 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY19-20 to PY21-22)	Other Educational Institutions 2-Yr Annual Average Awards (PY19-20 to PY20-21)	Total Average Supply (PY19-20 to PY21-22)
3007.00	Cosmetology and Barbering	25	0	25
	MiraCosta	0	0	
	• Certificate 30 < 60 units	0	0	
	San Diego City	25	0	
	• Associate Degree	5	0	
	• Certificate 30 < 60 units	16	0	
	• Certificate 16 < 30 units	4	0	
12.0401	Cosmetology/Cosmetologist, General	0	203	203
	Bellus Academy-Chula Vista	0	13	
	• Certificates 1 < 2 years	0	13	
	Bellus Academy-El Cajon	0	13	
	• Certificates 1 < 2 years	0	13	
	Bellus Academy-Poway	0	26	
	• Certificates 1 < 2 years	0	26	
	California Hair Design Academy	0	32	
	• Certificates 1 < 2 years	0	32	
	Palomar Institute of Cosmetology	0	36	
	• Certificates 1 < 2 years	0	36	
	Paul Mitchell the School-San Diego	0	83	
	• Certificates 2 < 4 years	0	28	
	• Certificates 1 < 2 years	0	55	
12.0402	Barbering/Barber	0	212	212
	Associated Barber College of San Diego	0	47	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY19-20 to PY21-22)	Other Educational Institutions 2-Yr Annual Average Awards (PY19-20 to PY20-21)	Total Average Supply (PY19-20 to PY21-22)
	• Certificates 1 < 2 years	0	47	
	Bellus Academy-Chula Vista	0	47	
	• Certificates 2 < 4 years	0	18	
	• Certificates 1 < 2 years	0	29	
	Bellus Academy-El Cajon	0	4	
	• Certificates 2 < 4 years	0	4	
	Bellus Academy-Poway	0	31	
	• Certificates 2 < 4 years	0	19	
	• Certificates 1 < 2 years	0	12	
	California Barber and Beauty College	0	30	
	• Certificates 1 < 2 years	0	30	
	California Hair Design Academy	0	22	
	• Certificates 1 < 2 years	0	22	
	Paul Mitchell the School-San Diego	0	14	
	• Certificates 1 < 2 years	0	14	
	Riggins Urban Barber College	0	16	
	• Certificates 1 < 2 years	0	16	
	• Certificates 1 > year	0	0	
12.0406	Make-Up Artist/Specialist	0	1	1
	Paul Mitchell the School-San Diego	0	1	
	• Certificates 1 > year	0	1	
12.0407	Hair Styling/Stylist and Hair Design	0	3	3
	Bellus Academy-Chula Vista	0	1	
	• Certificates 2 < 4 years	0	1	
	• Certificates 1 < 2 years	0	1	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY19-20 to PY21-22)	Other Educational Institutions 2-Yr Annual Average Awards (PY19-20 to PY20-21)	Total Average Supply (PY19-20 to PY21-22)
	Bellus Academy-El Cajon	0	1	
	• Certificates 1 < 2 years	0	1	
	Bellus Academy-Poway	0	1	
	• Certificates 2 < 4 years	0	1	
	• Certificates 1 < 2 years	0	0	
12.0408	Facial Treatment Specialist/Facialist	0	26	26
	Bellus Academy-Chula Vista	0	4	
	• Certificates 1 > year	0	4	
	Bellus Academy-El Cajon	0	10	
	• Certificates 1 > year	0	10	
	Bellus Academy-Poway	0	12	
	• Certificates 1 > year	0	12	
12.0409	Aesthetician/Esthetician and Skin Care Specialist	0	269	269
	Bellus Academy-Chula Vista	0	40	
	• Certificates 1 > year	0	40	
	Bellus Academy-El Cajon	0	64	
	• Certificates 1 > year	0	64	
	Bellus Academy-Poway	0	88	
	• Certificates 1 > year	0	88	
	California Hair Design Academy	0	25	
	• Certificates 1 > year	0	25	
	Palomar Institute of Cosmetology	0	52	
	• Certificates 1 > year	0	52	
12.0410	Nail Technician/Specialist and Manicurist	0	48	48
	Bellus Academy-Chula Vista	0	15	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY19-20 to PY21-22)	Other Educational Institutions 2-Yr Annual Average Awards (PY19-20 to PY20-21)	Total Average Supply (PY19-20 to PY21-22)
	• Certificates 1 > year	0	15	
	Bellus Academy-Poway	0	23	
	• Certificates 1 > year	0	23	
	California Hair Design Academy	0	1	
	• Certificates 1 > year	0	1	
	Palomar Institute of Cosmetology	0	9	
	• Certificates 1 > year	0	9	
12.0413	Cosmetology, Barber/Styling, and Nail Instructor	0	0	0
	California Hair Design Academy	0	0	
	• Certificates 1 > year	0	0	
			Total	787

Demand vs. Supply

Comparing labor demand with labor supply¹⁶ suggests that there is a **supply gap** for these occupations in San Diego County, with **1,761** annual openings and **787** awards. Comparatively, there are **8,146** annual openings in California and **10,758** awards, suggesting that there is an **oversupply** across the state (Exhibit 9).¹⁷

Exhibit 9: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Annual Awards)	Supply Gap or Oversupply
San Diego	1,761	787	974
California	8,146	10,758	-2,612

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.

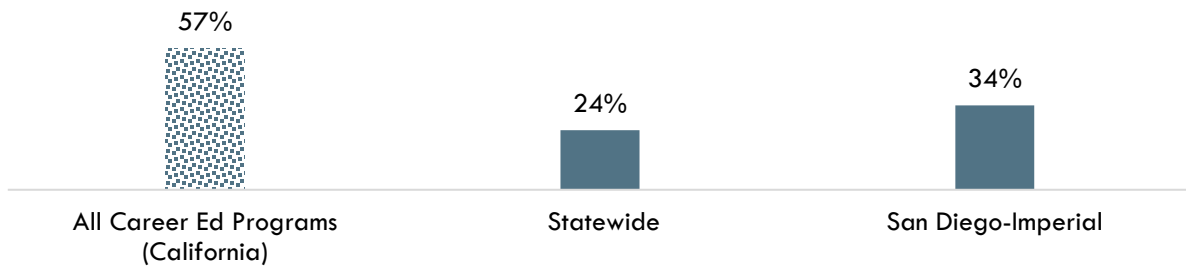
¹⁶ Labor supply can be found from two different sources: Lightcast or the California Community Colleges Chancellor's Office MIS Data Mart. Lightcast uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹⁷ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/our-resources.

Student Outcomes and Regional Comparisons

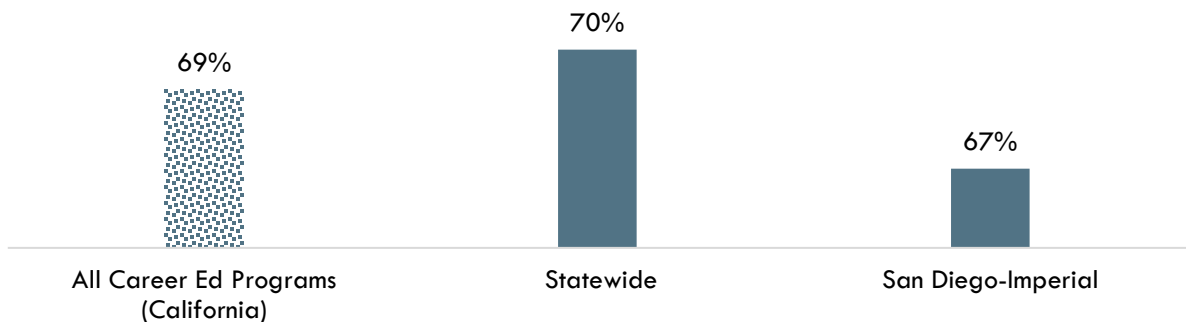
According to the California Community Colleges LaunchBoard, 34 percent of students in the San Diego-Imperial region earned a living wage after completing a Cosmetology and Barbering (TOP 3007.00) program, compared to 24 percent statewide and 57 percent of students in Career Education programs in general across the state (Exhibit 10).¹⁸

Exhibit 10: Percentage of Students Who Earned a Living Wage by Program, PY2020-21¹⁹



According to the California Community Colleges LaunchBoard, 67 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 70 percent statewide and 69 percent of students in Career Education programs in general across the state (Exhibit 11).²⁰

Exhibit 11: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2019-20²¹



¹⁸ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁹ Most recent year with available data is Program Year 2020-21. Among completers and skills builders who exited, the percentage of students who attained a living wage.

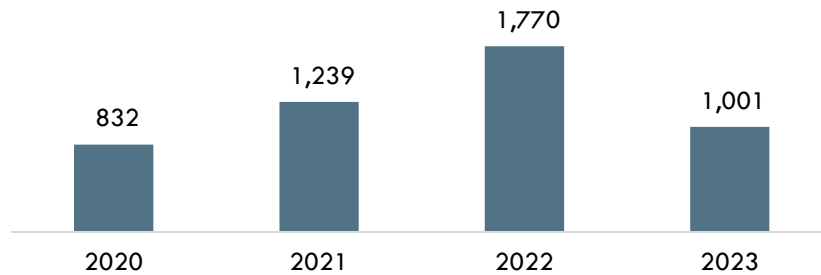
²⁰ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

²¹ Most recent year with available data is Program Year 2019-20. 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 2020 and 2023, there was an average of 1,211 online job postings per year for *Cosmetology Occupations* in San Diego County (Exhibit 12). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). While this brief includes online jobs postings data to help with curriculum development, the community colleges should note that this type of data is impacted by several variables: employers may post a position multiple times to increase the pool of applicants; a job posting can remain posted after a business decides not to fill a position; or an employer may use one posting to fill multiple positions, for example.

Exhibit 12: Number of Online Job Postings for Cosmetology Occupations in San Diego County (2020-2023)²²



²² Lightcast 2024.01; "Job Posting Analytics." 2020-2023.

Employers

Between January 1, 2021 and December 31, 2023, the top five employers in San Diego County for *Cosmetology Occupations* were [Great Clips](#), [Sport Clips](#), [Supercuts](#), [PS Salon & Spa](#), and [Soothe](#) based on online job postings (Exhibit 13).

Exhibit 13: Top Employers for Cosmetology Occupations in San Diego County²³

Top Employers	
<ul style="list-style-type: none"> • Great Clips • Sport Clips • Supercuts • PS Salon & Spa • Soothe 	<ul style="list-style-type: none"> • Regis Corporation • Ulta Beauty • Nordstrom • JCPenney • European Wax Center

Skills

Exhibit 14 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2021 and December 31, 2023.

Exhibit 14: Top Skills for Cosmetology Occupations in San Diego County²⁴

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Cosmetology • Manicure • Selling Techniques • Technical Training • Product Knowledge • Professional Hair Care • Merchandising • Hairstyling • Hair Coloring • Point Of Sale • Business Development • Pedicure • Employee Assistance Programs • Housekeeping • Wax 	<ul style="list-style-type: none"> • Customer Service • Communication • Sales • Interpersonal Communications • Management • Professionalism • Sanitation • Leadership Development • Cleanliness • Multitasking • Organizational Skills • Operations • Detail Oriented • Lifting Ability • Telephone Skills 	<ul style="list-style-type: none"> • N/A

²³ Lightcast 2024.01; "Job Posting Analytics." 2021-2023.

²⁴ Lightcast 2024.01; "Job Posting Analytics." 2021-2023.

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