

Labor Market Assessment:
Cosmetologists and Skincare Specialists
(3007.00 Cosmetology and Barbering)
Inland Empire/Desert Center of Excellence, Sept 2025
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Summary

Program LMI Endorsement	All LMI Criteria Met	Some LMI Criteria Met (Proceed with Caution)	LMI Criteria NOT Met
	☐	☒	☐

Program LMI Endorsement Criteria		
Supply Gap	Yes ☒	No ☐
	<i>Comments:</i> There is projected to be 1,599 annual job openings throughout the Inland Empire/Desert region, which is more than the 1,312 annual average awards conferred by educational institutions over the last 3 years . Supply data includes both community college awards (183) and non-community college awards (1,129).	
Living Wage	Yes ☐	No ☒
	<i>Comments:</i> All occupations have entry-level hourly wages below the IE/D living wage of 20.42.¹	
Education	Yes ☒	No ☐
	<i>Comments:</i> All occupations have some college or associate degree as their typical entry-level education level , and more than 33% of all workers in the field (45%) have completed some college or an associate degree as their highest level of education . See Exhibit 9 for more details.	

The Inland Empire/ Desert (IE/D) Center of Excellence for Labor Market Research (IE/D COE) reviewed the following occupations to prepare this report:

- Middle-Skill (typically require training/education above a HS diploma but less than a bachelor's degree)
 - Hairdressers, Hairstylists, and Cosmetologists (39-5012)
 - Skincare Specialists (39-5094)

Summary of findings

Demand

- The number of jobs related to the assessed occupations is projected to increase 10% through 2029, with 1599 annual job openings (new and replacement jobs).
- Hourly entry-level wages for all occupations are below living wage at the 25th percentile hourly wage ranging from \$12.69 to \$16.02 in IE/D.
- There were 929 online job postings from 118 employers over the past 12 months with the highest postings for hair stylists and stylists.
- Most job postings for target occupations require a high school diploma or equivalent (67%), followed by an associate degree (27%), and bachelor's degree (6%).

Supply

- On average, there were 1,312 annual awards conferred by educational institutions over the last 3 years in related fields: 183 from community colleges and 1,129 from other institutions (e.g., 4-year universities, private schools).
- IE/D community college students that exited these programs in the 2022-23 academic year earned a median annual wage of 27,088 (\$13.02 per hour).
- 13% of students that exited their program in 2022-23 reported that they are now earning a living wage.

¹ The [UW self-sufficiency standard](#) is currently used by the CO and other COEs, the self-sufficiency standard was last updated by UW in 2024. To provide an alternative perspective, the COE will provide an alternative living wage calculation from MIT in the analysis below as an additional reference point. MIT estimates, the living wage for an adult with no kids living in 2024 is \$26.30 in Riverside County and \$25.17 in San Bernadino County.

Introduction

California Community College Cosmetology and Barbering (TOP 3007.00) programs prepare students for employment in the care and styling of hair, and care of complexion, hands and feet, including hygiene, customer relations, and salon management (Taxonomy of Programs, 2023). The knowledge, skills, and abilities trained by Cosmetology and Barbering programs lead to employment in occupations related to cosmetology and skincare.

Job Demand

In 2024, there were 10,179 jobs in occupations related to cosmetology and skincare in the IE/D region. Regional employment for this occupation group is projected to increase by 10% through 2029 with 1,599 openings projected annually. Exhibit 1 displays the job count, five-year projected job growth, and job openings in the region.

Exhibit 1. Five-year projections for occupations related to cosmetology and skincare, IE/D Region, 2024-2029

Occupation	SOC	2024 Jobs	2029 Jobs	2024 - 2029 % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)
Hairdressers, Hairstylists, and Cosmetologists	39-5012	8,521	9,316	9%	6,491	1,298
Skincare Specialists	39-5094	1,658	1,925	16%	1,507	301
Total		10,179	11,241	10%	7,998	1,599

SOURCE: LIGHTCAST 2025.3

Job Postings

The following analysis for occupations related to cosmetology and skincare using online job posting data.

Important note: The data produced in this section were generated by leveraging online job posting data sourced from Lightcast, which is the labor market analytics software tool COEs use to produce these briefs. The job posting data is collected from scraping online job boards such as LinkedIn, Indeed, Glassdoor and many others. The process Lightcast uses to assemble this data does have some limitations due to methods that recruitment professionals sometimes use (e.g., posting one job to fill multiple positions). For example, the number of jobs posted is not necessarily the same as the number of job vacancies.² While not perfect, Lightcast leverages machine learning and other AI technologies to enrich, deduplicate and aggregate this information to make it a meaningful dataset.

Exhibit 2 displays the number of job ads posted for occupations related to cosmetology and skincare over the last 12 months and the median posting duration. Over the previous 12 months, there were 929 unique job postings for occupations related to cosmetology and skincare in the region from 118 employers.

Exhibit 2. Job ads and posting duration, IE/D Region, September 2024 – August 2025

Job Title	Job Ads	Median Posting Duration
Hairdressers, Hairstylists, and Cosmetologists	835	32 days
Skincare Specialists	94	33 days
Total	929	

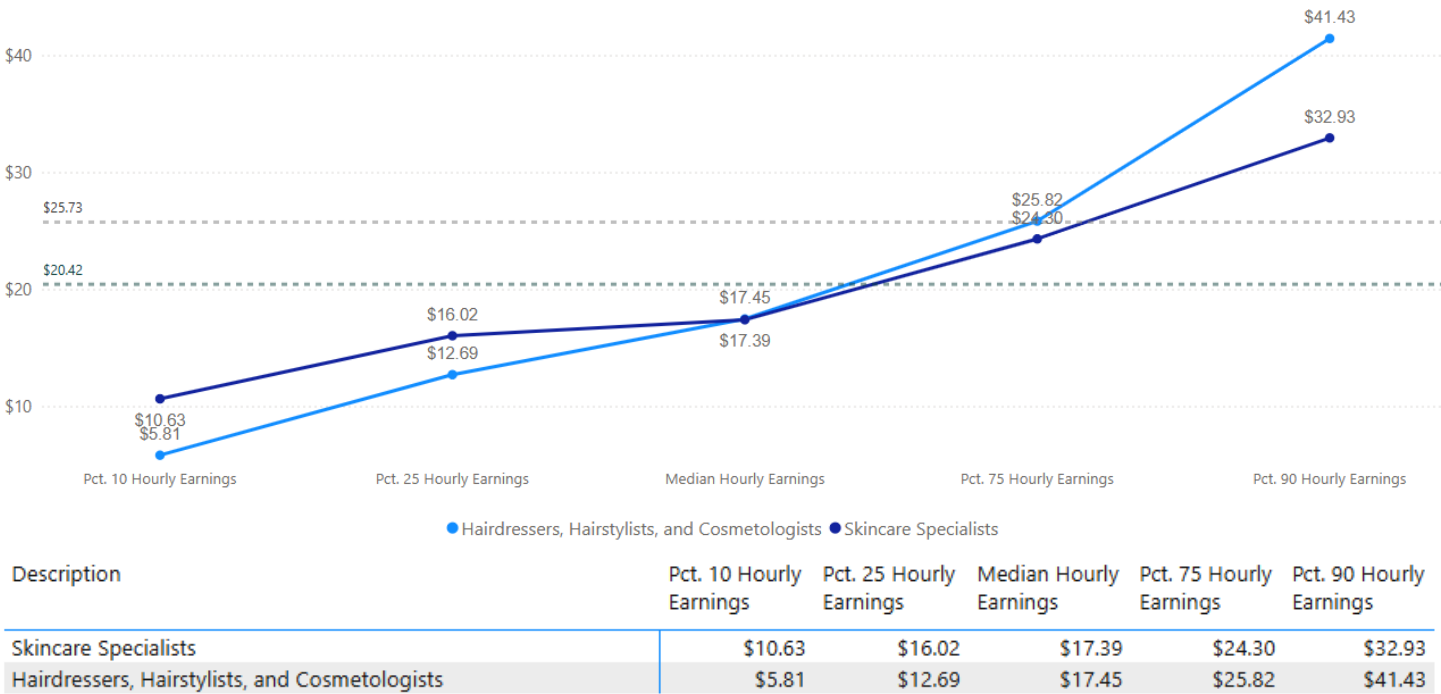
SOURCE: LIGHTCAST 2025.3

² "Job Posting Analytics (JPA) Methodology." Lightcast Knowledge Base, <https://kb.lightcast.io/en/articles/6957446-job-posting-analytics-jpa-methodology>

Earnings

Exhibit 3 displays the hourly earnings for occupations related to cosmetology and skincare compared to both the UW Self-Sufficiency Standard for the IE/D of \$20.42³ and the MIT IE/D living wage of \$25.73.⁴

Exhibit 3. Projected hourly earnings by percentile, IE/D Region, 2024



SOURCE: 2025.3

All projected entry-level earnings (that is, the earnings of the lowest paid 25% of employees in the IE/D) were below the UW Self-Sufficiency Standard for the IE/D (see Exhibit 3). The occupations listed were also below the MIT living wage for an adult with no children (\$25.73) in projected entry-level earnings (see Exhibit 3).

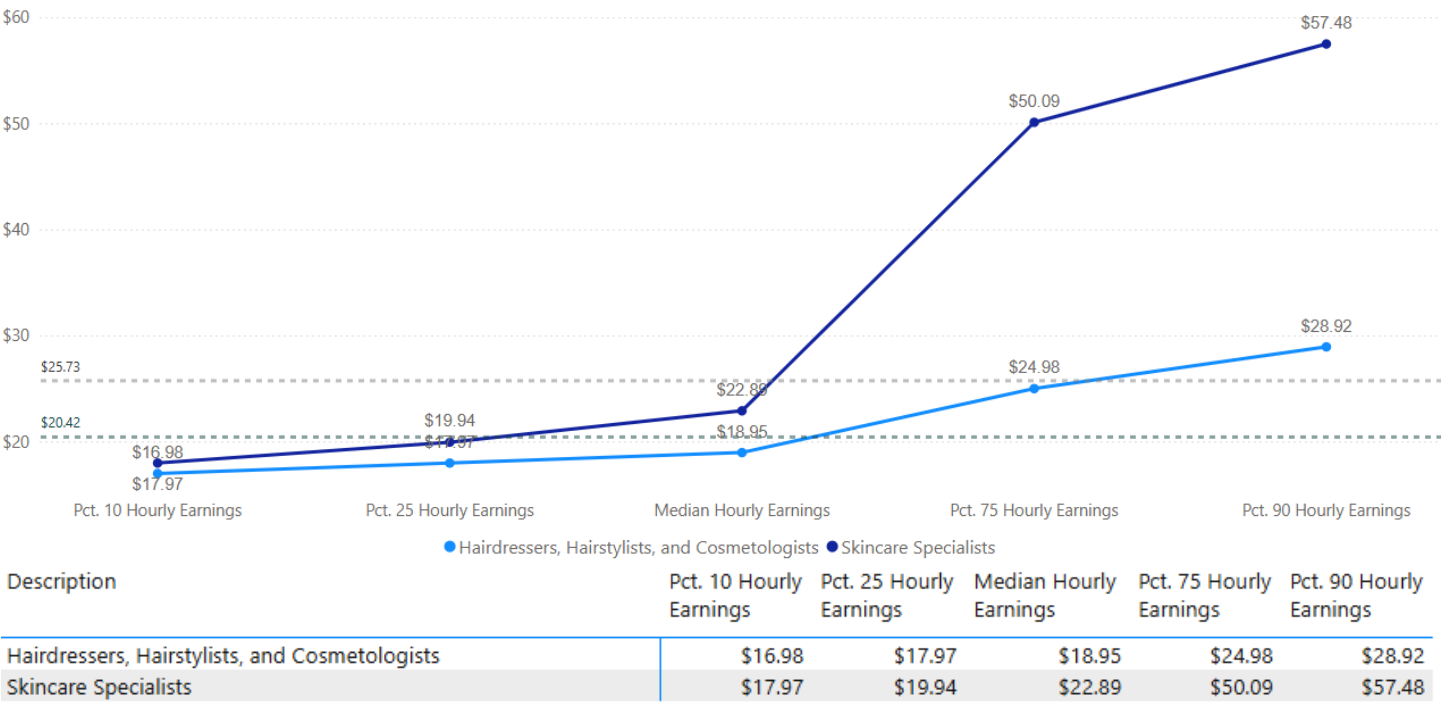
³ The UW self-sufficiency standard is currently used by the CO and other COEs, the self-sufficiency standard was last updated by UW in 2024. To provide an alternative perspective, the COE will provide an alternative living wage calculation from MIT in the analysis below as an additional reference point. MIT estimates, the living wage for an adult with no kids living in 2024 is \$26.30 in Riverside County and \$25.17 in San Bernadino County.

⁴ *ibid.*

Advertised Salary from Online Job Ads

Exhibit 4 displays the regional online advertised salaries for the occupations related to cosmetology and skincare over the last 12 months. The salary information of online job ad data suggests employers advertise entry level hourly wages between \$17.97 and \$19.94 (estimated to be equal to an annual salary between \$37,378 and \$41,475).

Exhibit 4. Hourly earnings of job postings by percentile, IE/D Region, September 2024 – August 2025



SOURCE: LIGHTCAST 2025.3

Online Job Advertisements: top job titles, skills, education & work experience.

Exhibit 5 displays the job titles most frequently used in job postings for the occupations related to cosmetology and skincare over the last 12 months. Assessing the top advertised job titles may provide insight into the types of positions sought by employers.

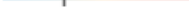
Exhibit 5. Job titles most frequently used in job ads, IE/D Region, September 2024 – August 2025

Job Title	Unique Postings
Hair Stylists	412
Stylists	112
Licensed Hair Stylists	44
Marketplace Managers	29
Cosmetologists/Hairstylists	24
Event Stylists	22
Master Stylists	22
Licensed Cosmetologists	21
Pet Groomers	21
Estheticians	20

SOURCE: LIGHTCAST 2025.3

Exhibit 6 displays the employers posting the most job ads for this occupational group during the last 12 months. Showing employer names can provide insight into where students may find employment after completing a program and may inform job development and other employer engagement targets for faculty and staff involved in related programs. Great Clips and Ulta Beauty had the highest unique job posts for this occupational group in the last 12 months. Posting intensity is the ratio of total job posts to unique job posts which are deduplicated. A higher posting intensity can represent the level of effort and activity the organization is putting into hiring for that position. The following report comes directly from Lightcast's Job Posting Analytics dashboard.

**Exhibit 6. Employers posting the most job ads,
IE/D Region, September 2024 – August 2025**

Company	Total/Unique (Sep 2024 - Aug 2025)	Posting Intensity	Median Posting Duration
Great Clips	1,332 / 345	4 : 1 	17 days
Ulta Beauty	186 / 123	2 : 1 	34 days
Supercuts	161 / 63	3 : 1 	43 days
Regis Corporation	75 / 32	2 : 1 	43 days
PetSmart	30 / 21	1 : 1 	31 days
Sport Clips	27 / 18	2 : 1 	23 days
Massage Envy	16 / 11	1 : 1 	36 days
Sports Clips	26 / 11	2 : 1 	16 days
Madison Reed	10 / 10	1 : 1 	n/a
Get Right Cuts	26 / 10	3 : 1 	37 days

SOURCE: LIGHTCAST 2025.3

Exhibit 7 displays the top common, specialized and computer skills that were included in the job postings over the last 12 months. Today's demand is an important indicator of which skills employers are looking for in the current market. Analyzing skills from a historical perspective as well as projecting the future needs of employers may provide insight into how the job posting skills demand compares to the market as a whole. Rapidly growing skills are those that are increasing in demand at a faster rate than the market as a whole. ⁵

**Exhibit 7. Top 10 in-demand skills from employer job ads,
IE/D Region, September 2024 – August 2025**

Common skills	Total Postings	Skill Growth Relative to Market
Customer Service	282	Stable
Communication	237	Lagging
Sales	200	Stable
Cleanliness	194	Growing
Sanitation	166	Growing
Consulting	122	Rapidly Growing
Coordinating	115	Growing
Management	73	Stable
Business Acumen	56	Growing
Detail Oriented	51	Stable

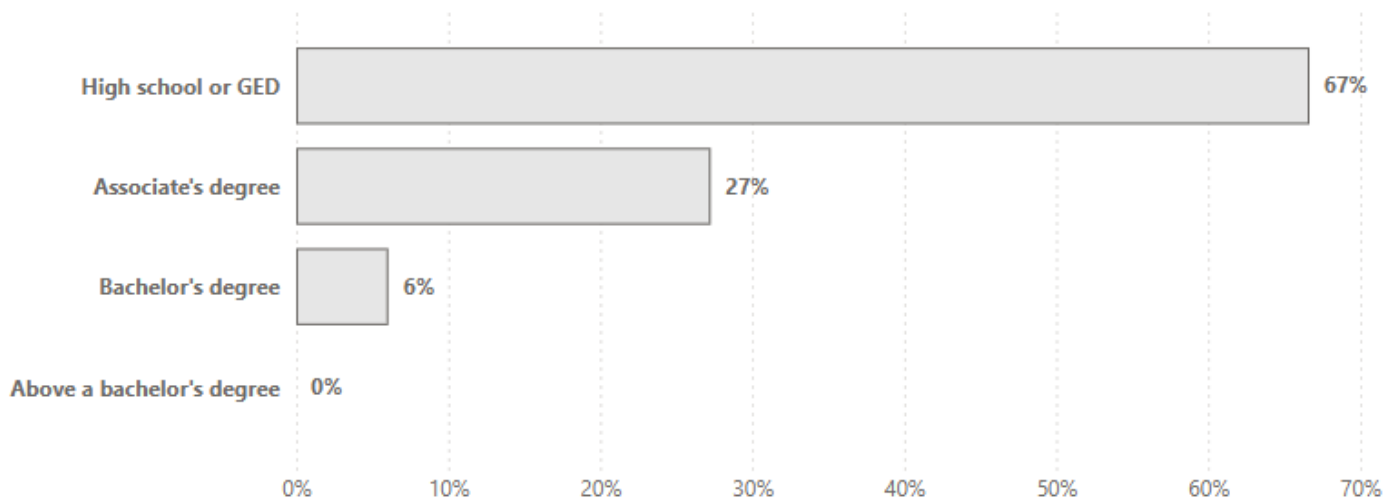
⁵ "What are Lightcast Skill Projects", Lightcast Knowledge base, <https://kb.lightcast.io/en/articles/8496296-what-are-lightcast-skill-projections>

Specialized skills	Total Postings	Skill Growth Relative to Market
Cosmetology	347	Growing
Hairstyling	154	Stable
Professional Hair Care	144	Stable
Product Knowledge	132	Growing
Cosmetics	131	Growing
Marketing	131	Rapidly Growing
Ear Piercing	123	Growing
Infection Control	119	Growing
Product Demonstration	119	Growing
Loss Prevention	118	Growing
Computer Skills	Total Postings	Skill Growth Relative to Market
Microsoft Word	6	Stable
SAP Applications	5	Rapidly Growing
Microsoft PowerPoint	3	Rapidly Growing
Project Management Software	3	Stable
Gmail	2	Lagging
Image Viewer	2	Stable
Patient Management Software	2	Growing
Software Systems	2	Growing
cURL	1	Growing
Microsoft Excel	1	Growing
R (Programming Language)	1	Rapidly Growing
REST Assured	1	Stable

SOURCE: LIGHTCAST 2025.3

Exhibit 8 includes the minimum educational requirements from job postings for this occupational group with high school diploma or equivalent (67%) significantly greater than associate degree (27%) or bachelor's degree (6%).

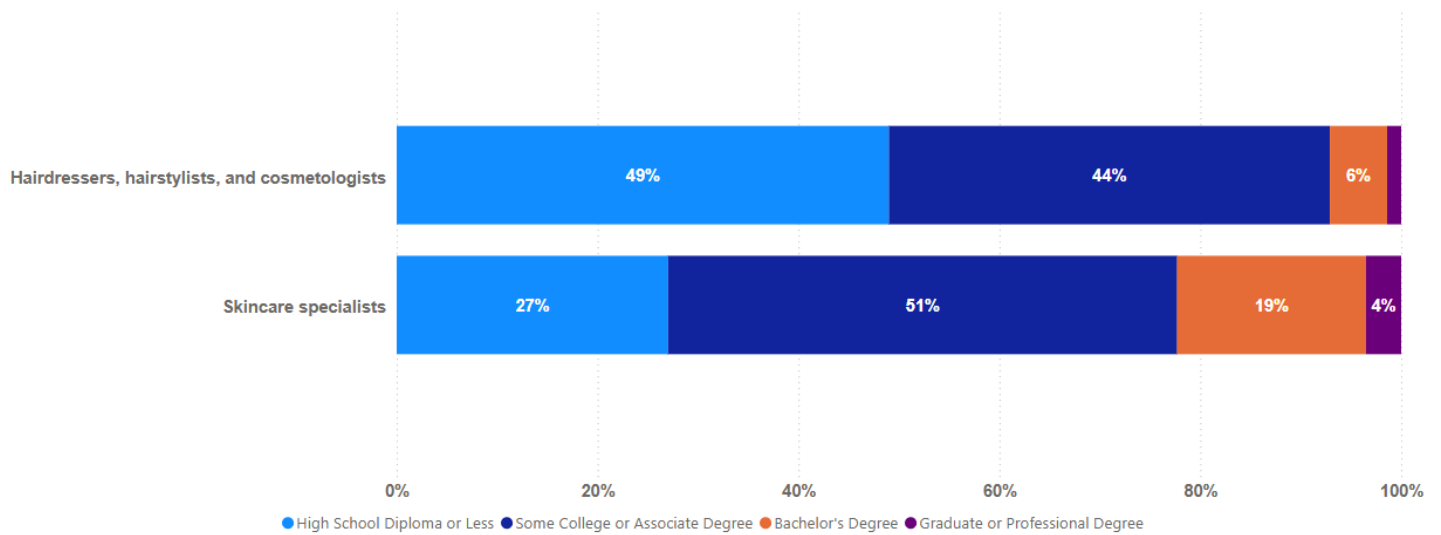
Exhibit 8 Minimum educational requirements in job postings for this occupational group, IE/D Region, September 2024 – August 2025



SOURCE: LIGHTCAST 2025.3

For the assessed occupations, the Bureau of Labor Statistics (BLS) education attainment data in Exhibit 9 for current professionals in the occupations of interest indicates that between 44% and 51% of workers have completed some college or an associate degree as their highest level of education.

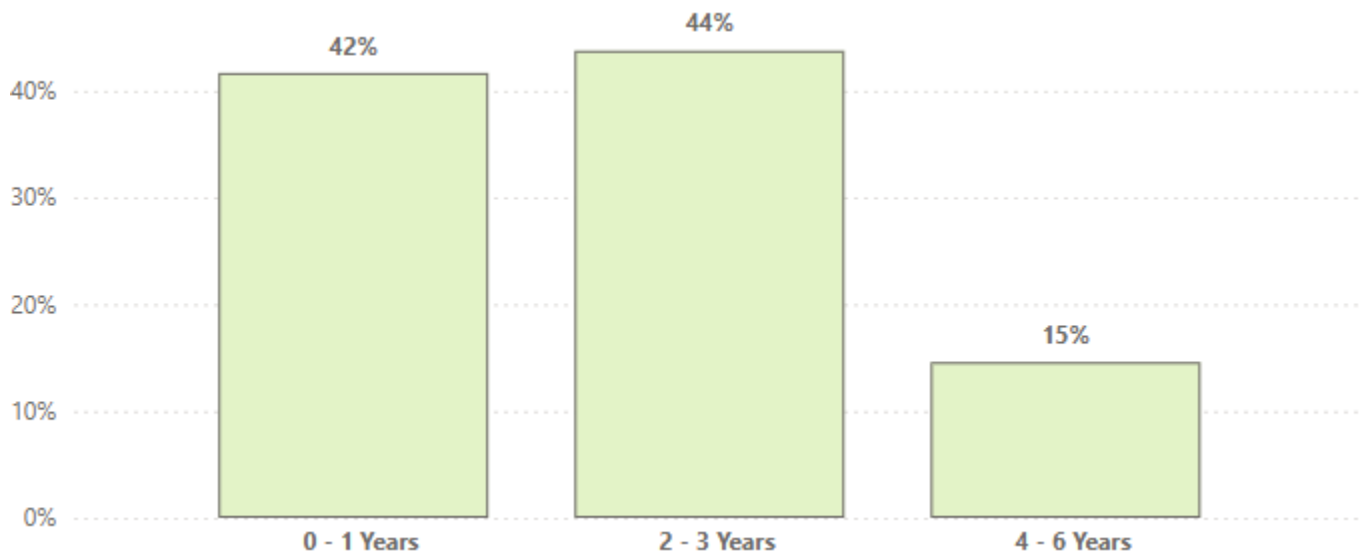
Exhibit 9 National-level Education Attainment for the Occupational Group



SOURCE: BLS 2021

Exhibit 10 displays the work experience typically required from employer job ads for this occupational group. The plurality (44%) of employers listing minimum experience requirements sought candidates with 2-3 years of previous work experience.

Exhibit 10 Work experience requirements, IE/D Region, September 2024 – August 2025



SOURCE: LIGHTCAST 2025.3

Student Completions and Program Outcomes

Exhibit 11 displays student completions for the Cosmetology and Barbering (TOP 3007.00) programs over the last three academic years (2021-2024). In the previous three academic years, three regional community colleges issued an average of 183 awards in relevant programs.

Exhibit 11 Annual average community college awards for Cosmetology and Barbering (TOP 3007.00), IE/D, 2021-2024

Top Code	Program	College	2021-2022 Awards	2022-2023 Awards	2023-2024 Awards	3-Year Award Average
3007.00	Cosmetology and Barbering	Riverside	71	188	110	123
3007.00	Cosmetology and Barbering	Barstow	38	47	54	46
3007.00	Cosmetology and Barbering	Victor Valley	0	0	42	14
Total			109	235	206	183

SOURCE: MIS DATA MART

Non-Community College Supply

Exhibit 12 displays award completion data available for these IE/D non-community college programs: Cosmetology/Cosmetologist, General (CIP 12.0401), Facial Treatment Specialist/Facialist (CIP 12.0408), Aesthetician/Esthetician and Skin Care Specialist (CIP 12.0409), Cosmetology, Barber/Styling, and Nail Instructor (CIP 12.0413), Cosmetology and Related Personal Grooming Arts, Other (CIP 12.0499).

However, award data was not found for the following related IE/D non-community college programs: Salon/Beauty Salon Management/Manager (CIP 12.0412), Master Aesthetician/Esthetician (CIP 12.0414).

In the previous three academic years, 15 regional non-community college institutions issued an average 1,129 awards in relevant programs.

Exhibit 12 Annual average non-community college awards for cosmetology and skincare programs, IE/D, 2020-2023

CIP	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
12.0401	Cosmetology/Cosmetologist, General	Advance Beauty Techs Academy	14	12	14	13
12.0401	Cosmetology/Cosmetologist, General	Bridges Beauty College	3	9	22	11
12.0401	Cosmetology/Cosmetologist, General	Coachella Valley Beauty College	7	11	27	15
12.0401	Cosmetology/Cosmetologist, General	Coachella Valley Beauty College-Hemet	20	18	28	22
12.0401	Cosmetology/Cosmetologist, General	Elite Cosmetology School	32	13	23	23
12.0401	Cosmetology/Cosmetologist, General	International School of Beauty Inc	32	36	54	41
12.0401	Cosmetology/Cosmetologist, General	Milan Institute-Palm Desert	0	27	28	18
12.0401	Cosmetology/Cosmetologist, General	Paul Mitchell the School-Temecula	149	159	158	155

12.0401	Cosmetology/Cosmetologist, General	Salon Success Academy-Corona	32	37	52	40
12.0401	Cosmetology/Cosmetologist, General	Salon Success Academy-Fontana	15	13	34	21
12.0401	Cosmetology/Cosmetologist, General	Salon Success Academy-Redlands	35	44	69	49
12.0401	Cosmetology/Cosmetologist, General	Salon Success Academy-Riverside	29	31	41	34
12.0401	Cosmetology/Cosmetologist, General	Salon Success Academy-Upland	19	31	48	33
12.0401	Cosmetology/Cosmetologist, General	San Bernardino Beauty College	4	1	6	4
12.0408	Facial Treatment Specialist/Facialist	San Bernardino Beauty College	7	0	0	2
12.0409	Aesthetician/Esthetician and Skin Care Specialist	Advance Beauty Techs Academy	49	57	40	49
12.0409	Aesthetician/Esthetician and Skin Care Specialist	Bridges Beauty College	5	17	18	13
12.0409	Aesthetician/Esthetician and Skin Care Specialist	Coachella Valley Beauty College	18	23	31	24
12.0409	Aesthetician/Esthetician and Skin Care Specialist	Coachella Valley Beauty College-Hemet	34	57	58	50
12.0409	Aesthetician/Esthetician and Skin Care Specialist	Elite Cosmetology School	18	30	38	29
12.0409	Aesthetician/Esthetician and Skin Care Specialist	International School of Beauty Inc	43	46	72	54
12.0409	Aesthetician/Esthetician and Skin Care Specialist	Milan Institute-Palm Desert	0	49	80	43
12.0409	Aesthetician/Esthetician and Skin Care Specialist	Paul Mitchell the School-Temecula	9	52	66	42
12.0409	Aesthetician/Esthetician and Skin Care Specialist	Salon Success Academy-Corona	93	123	146	121
12.0409	Aesthetician/Esthetician and Skin Care Specialist	Salon Success Academy-Redlands	80	116	102	99
12.0409	Aesthetician/Esthetician and Skin Care Specialist	Salon Success Academy-Upland	97	126	111	111
12.0409	Aesthetician/Esthetician and Skin Care Specialist	San Bernardino Beauty College	0	25	10	12
12.0413	Cosmetology, Barber/Styling, and Nail Instructor	International School of Beauty Inc	1	0	1	1
12.0499	Cosmetology and Related Personal Grooming Arts, Other	Elite Cosmetology School	1	2	0	1
Total			846	1,165	1377	1,129

SOURCE: IPEDS

Strong Workforce Program Outcomes

California SWP program outcome data may provide useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 13.

Exhibit 13 Cosmetology and Barbering strong workforce program outcomes, IE/D & California, AY 2022-23

Program Metric Title	Inland Empire	Statewide
Students	420	5,117
Earned 9+ Career Education Units	85%	66%
Completed Noncredit Workforce Preparation Milestone	-	55%
Earned an Award: Degree or Cert or Attained Appren. Journey Level Status	48%	30%
Transferred to a Four-Year Institution: Four-Year Postsecondary Institution	-	1%
Median Annual Earnings	\$27,088	\$27,184
Median Change in Earnings	25%	24%
Attained Living Wage	13%	12%

SOURCE: DATAVISTA

Appendix: Methodology

Exhibit 11 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2021 and 2024 from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variations that might be present in a single year.

Community college student outcome information is from DataVista and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from California's Employment Development Department's Unemployment Insurance database. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for DataVista's Strong Workforce Program Metrics Data Element Dictionary in the Resources section (DataVista, 2025).

Appendix: References

Type of Data	Source
Occupational Projections, Wages, and Job Postings	Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment. https://lightcast.io/
Living Wage (UW)	Center for Women's Welfare, University of Washington. (2024). The self-sufficiency standard for California 2024. http://www.selfsufficiencystandard.org/California . The COE refers to the Self-Sufficiency Wage as a "living wage." This calculation measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, childcare, health care, transportation, and taxes. The living wage for one adult in San Bernardino County is \$20.07 per hour (\$42,392 annually). The living wage for one adult in Riverside County is \$20.76 per hour (\$43,854 annually). The average living wage to represent Inland Empire/Desert is \$20.42 per hour (\$43,123 annually).
Living Wage (MIT)	Glasmeier, A. K. (2024). <i>Living wage calculator</i> . Massachusetts Institute of Technology. Accessed on April 14, 2025, https://livingwage.mit.edu/states/06/locations The living wage is derived from MITs Living Wage Calculator, which measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, childcare, health care, transportation, and taxes. For more information, see: https://livingwage.mit.edu/pages/methodology The living wage for one adult in San Bernardino County is \$25.17 per hour (\$52,353.60 annually). The living wage for one adult in Riverside County is \$26.30 per hour (\$54,704 annually). The average living wage to represent Inland Empire/Desert is \$25.74 per hour (53,539.20 annually)
Typical Education and Training Requirements, and Educational Attainment	The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. BLS uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data. For more information, see https://www.bls.gov/emp/documentation/education/tech.htm
Educational Supply	The CCCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: https://datamart.cccco.edu The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the

	number of postsecondary awards earned (completions). For more information, see https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions
Student Metrics and Demographics	DataVista aims to provide up-to-date and useful information on students within the California Community Colleges and its Adult Education partners. DataVista is a modernization of the supporting architecture and visualization of metrics previously available on the LaunchBoard. DataVista is a collaboration between the California Community Colleges Chancellor's Office and WestEd, see: https://datavista.cccco.edu/data_views/swp_report