

# Barbers; Hairdressers, Hairstylists and Cosmetologists; Makeup Artists; and Manicurists and Pedicurists Labor Market Analysis: San Diego County

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October 2017

## Summary

This report analyzes the labor market for four occupations: 1) barbers, 2) hairdressers, hairstylists and cosmetologists, 3) makeup artists (theatrical and performance), and 4) manicurists and pedicurists. A basic summary of the findings from this labor market analysis is provided below:

- Of these four occupations, hairdressers, hairstylists and cosmetologists are projected to grow the most by 717 jobs between 2016 and 2021.
- Makeup artists (theatrical and performance) are expected to grow by only 3 jobs between 2016 and 2021.
- Barbers, hairdressers, hairstylists and cosmetologists, and manicurists and pedicurists earn primarily minimum wage. These wages do not include tips, however.
- While there are not many openings for makeup artists, they significantly make more than the self-sufficient wage (\$13.09 per hour)<sup>1</sup> for a single adult in San Diego.
- There are 13 institutions in San Diego County that provide approximately 1,303 awards annually in Taxonomy of Programs (TOP) code 300700, Cosmetology and Barbering.
- In comparing the demand of labor or annual openings with the supply of labor (annual awards/certificates from the region's educational and training institutions), there appears to be a supply gap for these occupations.

## Introduction

This report provides labor market information on barbers; hairdressers, hairstylists and cosmetologists; makeup artists (theatrical and performance); and manicurists and pedicurists in San Diego County, and analyzes the following occupational codes in the Standard Occupational Classification (SOC)<sup>2</sup> system:

**Barbers (SOC 39-5011):** Provide barbering services, such as cutting, trimming, shampooing and styling hair, trimming beards, or giving shaves. Sample reported job titles include:

- Master Barber
- Stylist
- Hair Stylist
- Barber Shop Operator
- Tonsorial Artist
- Barber
- Hairdresser
- Cosmetologist
- Trichologist
- Hair Cutter

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<sup>1</sup> The self-sufficient wage in San Diego for one adult is \$13.09 ([insightcced.org/tools-metrics/self-sufficiency-standard-tool-for-california](http://insightcced.org/tools-metrics/self-sufficiency-standard-tool-for-california))

<sup>2</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](http://bls.gov/soc).

**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:

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

**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
- Makeup Instructor
- Hair and Makeup Designer
- Special Effects Technician
- Body Make-up Artist
- Prosthetic Makeup Designer
- Makeup Artist
- Commercial Makeup Artist
- Special Effects Designer
- Beauty Therapist

**Manicurists and Pedicurists (SOC 39-5092):** Clean and shape customers' fingernails and toenails. May polish or decorate nails. Sample reported job titles include:

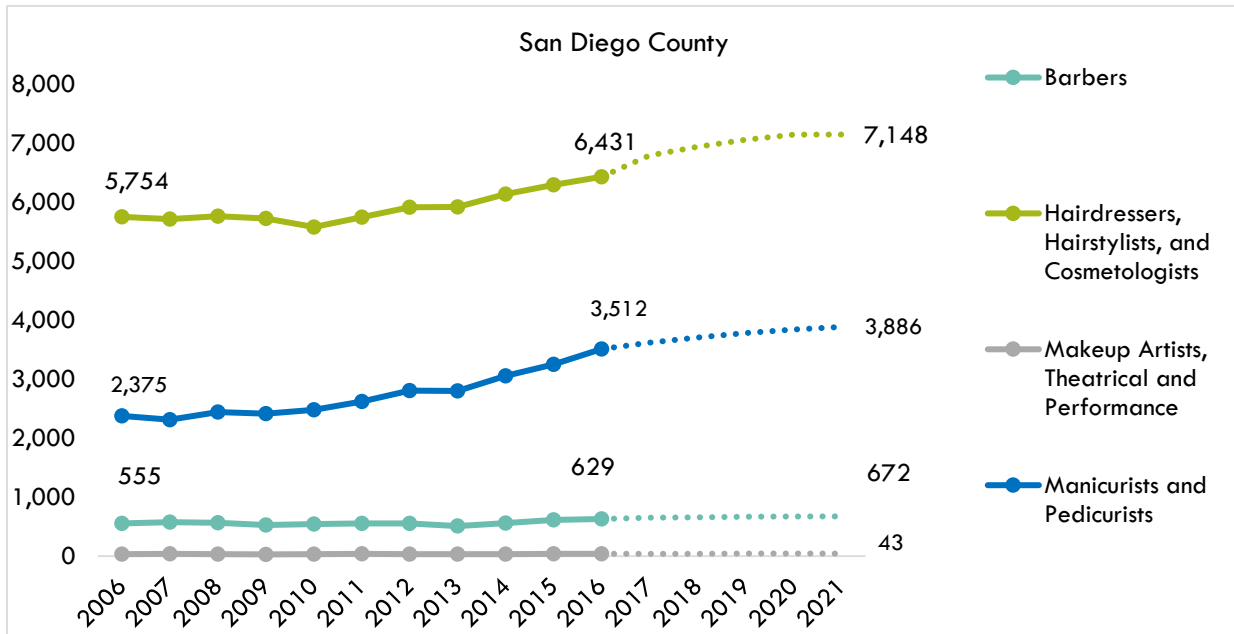
- Pedicurist
- Manicurist
- Fingernail Technician
- Salon Manager
- Fingernail Sculptor
- Nail Technician
- Fingernail Former
- Fingernail Sculpturer
- Nail Artist

## Occupational Demand

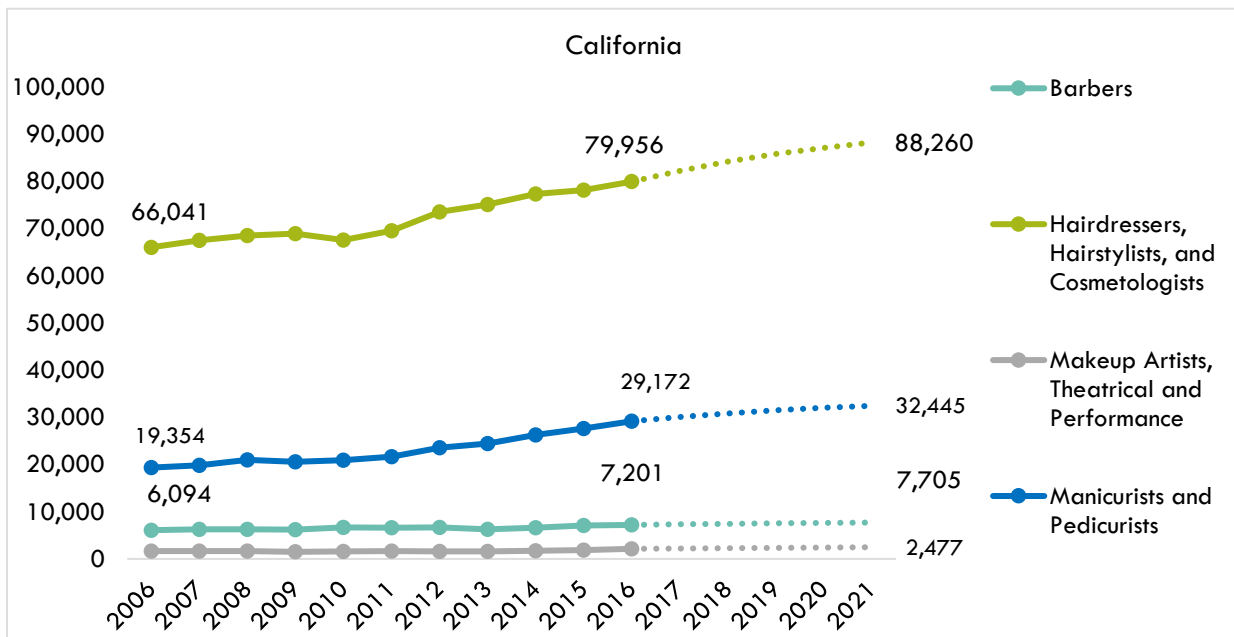
### Projected Occupational Demand

Between 2016 and 2021, these four occupations are projected to increase in San Diego County and California, with the most number of jobs in hairdressers, hairstylists and cosmetologists (Exhibit 1a & 1b).

**Exhibit 1a: Number of Jobs by Occupation in San Diego County (2006-2021)<sup>3</sup>**



**Exhibit 1b: Number of Jobs by Occupation in California (2006-2021)<sup>4</sup>**



<sup>3</sup> Economic Modeling Specialists, Int'l. (EMSI). Barbers (39-5011). Hairdressers, Hairstylists and Cosmetologists (39-5012). Makeup Artists, Theatrical and Performance (39-5091). Manicurists and Pedicurists (39-5092). San Diego County (6073). 2017.03 Class of Worker. QCEW + Non-QCEW + Self-employed. 2006-2021.

<sup>4</sup> EMSI. Barbers (39-5011). Hairdressers, Hairstylists and Cosmetologists (39-5012). Makeup Artists, Theatrical and Performance (39-5091). Manicurists and Pedicurists (39-5092). California (6). 2017.03 Class of Worker. QCEW + Non-QCEW + Self-employed. 2006-2021.

Employers in San Diego County will need to annually hire 1,564 workers to fill new jobs and to backfill jobs due to attrition such as retirement or turnover (Exhibit 2). Makeup artists (theatrical and performance) are expected to grow by only 3 jobs between 2016 and 2021.

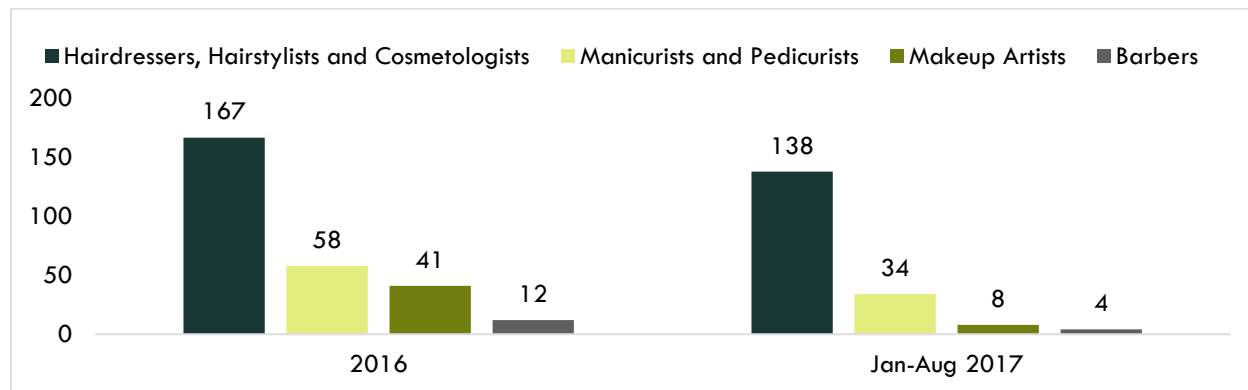
**Exhibit 2: Annual Openings and Five-Year Projections in San Diego County<sup>5</sup>**

Occupation	2016-2021 Change	2016-2021 % Change	Annual Openings
Barbers	43	7%	70
Hairdressers, Hairstylists and Cosmetologists	717	11%	996
Makeup Artists, Theatrical and Performance	3	8%	5
Manicurists and Pedicurists	374	11%	492
<b>Total</b>	<b>1,137</b>	<b>11%</b>	<b>1,564</b>

### Online Job Postings

In the full year of 2016, there were 278 online job postings for these four occupations. From January 2017 to August 2017, there were 184 online job postings for these four occupations (Exhibit 3).

**Exhibit 3: Number of Online Job Postings by Occupation in San Diego County (2014-2016)<sup>6</sup>**

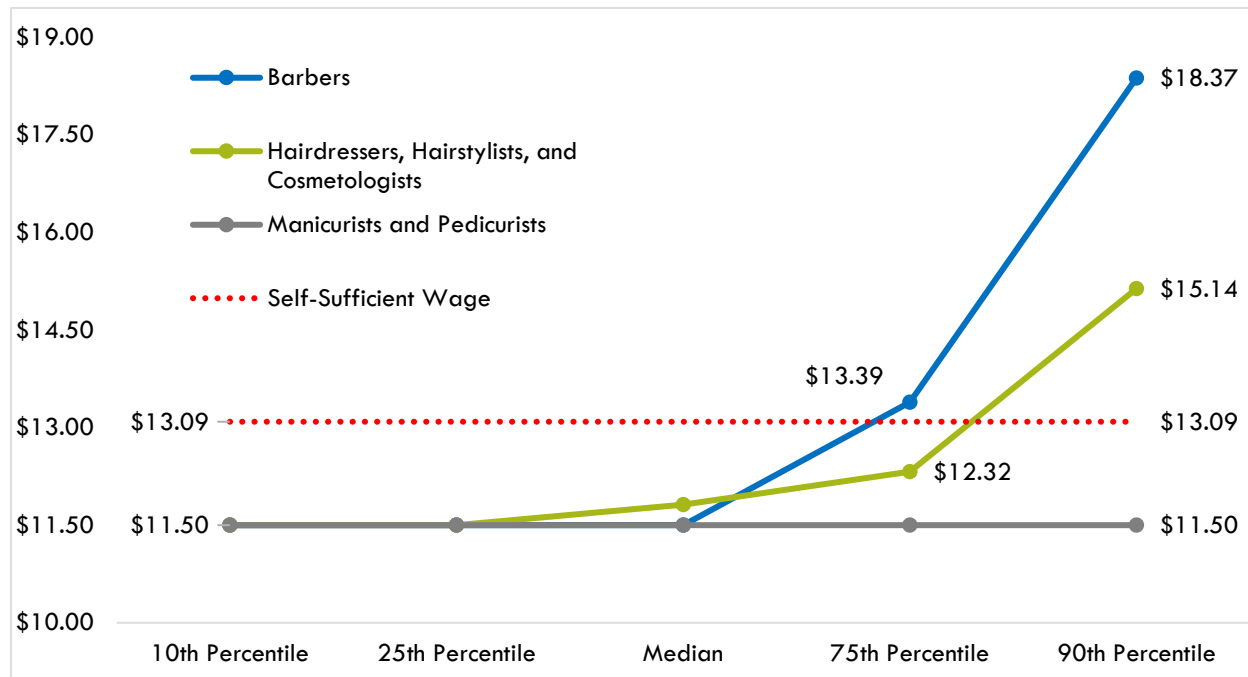


### Earnings

The following occupations primarily earn minimum wage: barbers; hairdressers, hairstylists and cosmetologists; and manicurists and pedicurists (Exhibit 4a). The wages in Exhibit 4a do not include tips, however.

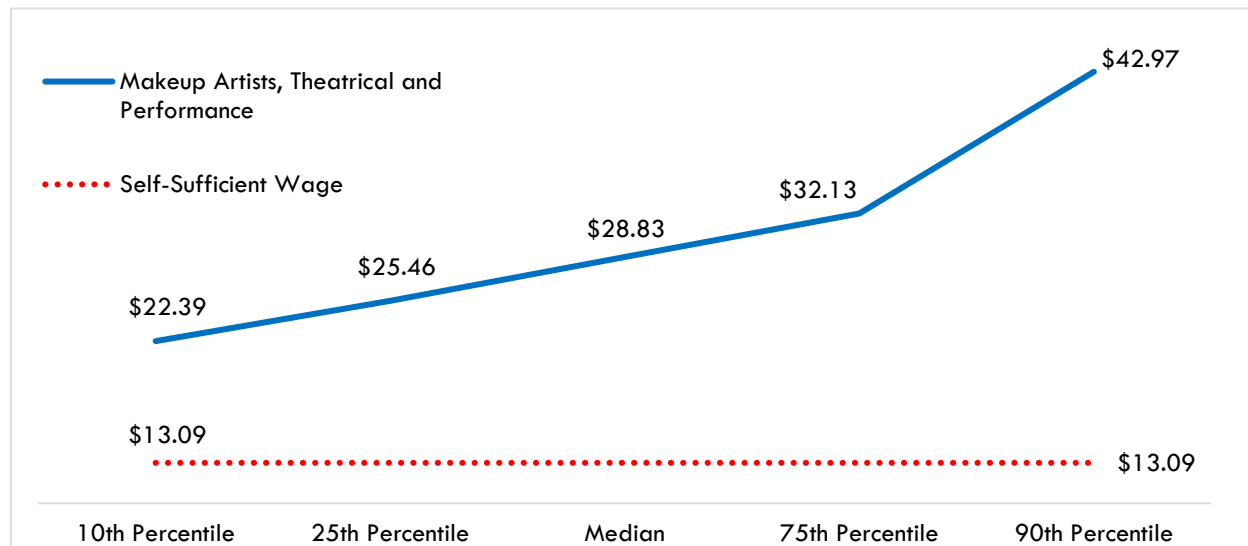
<sup>5</sup> EMSI. Barbers (39-5011). Hairdressers, Hairstylists and Cosmetologists (39-5012). Makeup Artists, Theatrical and Performance (39-5091). Manicurists and Pedicurists (39-5092). San Diego County (6073). 2017.03 Class of Worker. QCEW + Non-QCEW + Self-employed. 2016-2021.  
<sup>6</sup> Labor Insight Jobs. Burning Glass Technologies. Barbers (39-5011). Hairdressers, Hairstylists and Cosmetologists (39-5012). Makeup Artists, Theatrical and Performance (39-5091). Manicurists and Pedicurists (39-5092). San Diego, CA. Full year 2016. Jan-Aug 2017.

**Exhibit 4a: Earnings by Occupation in San Diego County<sup>7</sup>**



While there are not many openings for makeup artists, they significantly make more than the self-sufficient wage (\$13.09 per hour)<sup>8</sup> for a single adult in San Diego County (Exhibit 4b).

**Exhibit 4b: Earnings by Makeup Artists in San Diego County<sup>9</sup>**



<sup>7</sup> EMSI. Barbers (39-5011). Hairdressers, Hairstylists and Cosmetologists (39-5012). Manicurists and Pedicurists (39-5092). San Diego County (6073). 2017.03 Class of Worker. QCEW + Non-QCEW + Self-employed. 2016-2021.

<sup>8</sup> The self-sufficient wage in San Diego for one adult is \$13.09 ([insightcced.org/tools-metrics/self-sufficiency-standard-tool-for-california](https://insightcced.org/tools-metrics/self-sufficiency-standard-tool-for-california))

<sup>9</sup> EMSI. Makeup Artists, Theatrical and Performance (39-5091). San Diego County (6073). 2017.03 Class of Worker. QCEW + Non-QCEW + Self-employed. 2016-2021.

## Educational Supply

The TOP code associated with these four occupations is 300700 Cosmetology and Barbering (Exhibit 5).

### Exhibit 5: TOP Code in San Diego County

TOP06 Code	Related Occupations
300700: Cosmetology and Barbering	SOC 39-5091: Makeup Artists, Theatrical and Performance SOC 39-5092: Manicurists and Pedicurists SOC 39-5011: Barbers SOC 39-5012: Hairdressers, Hairstylists and Cosmetologists

Thirteen institutions in the San Diego-Imperial region provide approximately 1,303 awards in Cosmetology and Barbering (TOP 300700). Exhibit 6 shows the annual average regional community college awards (associate degrees and certificates) conferred by TOP code during the three academic years between 2013 and 2016, as well as other awards granted outside the California Community Colleges from 2012 to 2015. Please note an award is not equivalent to a single person in search of a job opening since a student may earn more than one award, such as an associate degree and a certificate.

### Exhibit 6: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions by Occupation (Program Year 2012-13 through PY2015-16 Average)

TOP06	TOP06 Title	Total Annual Average Supply (PY13-14 to PY15-16)
<b>300700</b>	<b>Cosmetology and Barbering</b>	<b>Total = 1,303*</b>
	Bellus Academy – Poway	280
	Tramy Beauty School	159
	Bellus Academy – El Cajon	124
	Bellus Academy – National City	106
	Avance Beauty College	30
	Oceanside College of Beauty	53
	Palomar Institute of Cosmetology	111
	California Hair Design Academy	140
	Paul Mitchel the School – San Diego	172
	MiraCosta	0
	San Diego City	104
	Associated Barber College of San Diego	13
	California Barber and Beauty College	9

\*Numbers may not add up exactly due to rounding.

## Demand vs. Supply

Comparing the demand of labor or annual openings (Exhibit 2) with the supply of labor from the region's educational and training institutions (Exhibit 6), there is a supply gap for these occupations (Exhibit 7).

### Exhibit 7: Demand based on Annual Openings Compared to Supply based on Average Annual Awards in the San Diego-Imperial Region

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego County Institutions	1,564	1,303	261

Please note that this is a basic analysis of supply and demand of labor for these occupations. This data should be used to discuss the potential gaps or oversupply of workers for these occupations; 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 that could fill these positions or workers that are not captured by publicly available data.

## Student Outcomes

Based on the information available in the CTE LaunchBoard,<sup>10</sup> students who took courses in the related TOP code exhibited the following outcomes:

### Exhibit 8: Strong Workforce Program Metrics for TOP Code 300700 Cosmetology and Barbering in the San Diego-Imperial Region (2013-2015)

Metric	2013-2014	2014-2015
Number of course enrollments <sup>11</sup>	983	1,047
Number of students who got a degree or certificate <sup>12</sup>	65	100
Number of students who transferred <sup>13</sup>	0	0
Employed in the second fiscal quarter after exit <sup>14</sup>	65%	54%
Employed in the fourth fiscal quarter after exit <sup>15</sup>	57%	51%
Job closely related to field of study <sup>16</sup>	92%	N/A
Median earnings in the second fiscal quarter after exit <sup>17</sup>	\$4,192	\$4,625

<sup>10</sup> Strong Workforce Program: : [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx)

<sup>11</sup> The number of enrollments in courses assigned to the TOP code in the selected year

<sup>12</sup> The number of unduplicated students who earned a locally-issued certificate, Chancellor's Office approved certificate, associate degree, and/or CCC bachelor's degree in the selected TOP code

<sup>13</sup> Students who took non-introductory courses or completed a CCCC award in the selected TOP code in selected year who subsequently enrolled for the first time in a four-year institution the following year

<sup>14</sup> Among all exiters with a valid SSN, the percentage who were employed two quarters after exiting the Community college system

<sup>15</sup> Among Exiting students with a valid SSN, the percentage who were employed four quarters after exiting the California community college system

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

<sup>17</sup> Among exiting students, the median second quarter earnings one year after the year in which they exited the California community college system

Median change in earnings <sup>18</sup>	48%	43%
Attained a living wage <sup>19</sup>	20%	10%

## Top Employers and Work Locations

Exhibit 9 lists the top industries and employers for these four occupations.<sup>20</sup>

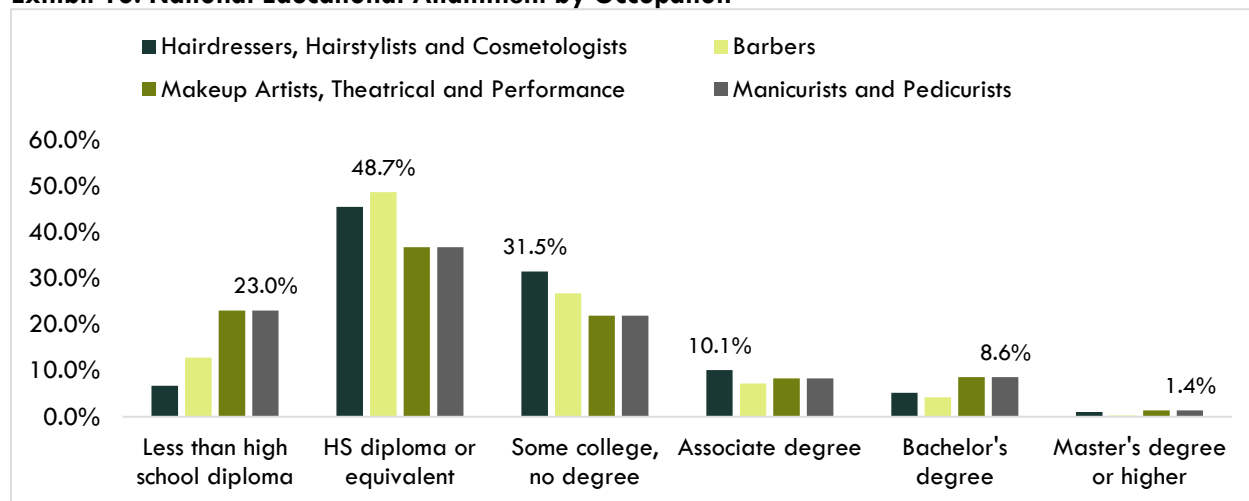
### Exhibit 9: Top Employers and Industries in San Diego County (2016)

Top Employers	Top Industries (Number of Job Postings)
<ul style="list-style-type: none"> <li>• Great Clips (24)</li> <li>• Smart Style (15)</li> <li>• Nordstrom (10)</li> <li>• JCPenney (9)</li> <li>• Navy Exchange Service Command (9)</li> <li>• Omni Hotel Corporation (7)</li> <li>• Other (204)</li> </ul>	<ul style="list-style-type: none"> <li>• Other Services (109)</li> <li>• Retail Trade (45)</li> <li>• Accommodation and Food Services (41)</li> <li>• Arts, Entertainment and Recreation (13)</li> <li>• Other (70)</li> </ul>

## Skills, Education and Certifications

The majority of the current labor force in these occupations have less than a bachelor's degree, but a high school diploma or higher (Exhibit 10).<sup>21</sup>

### Exhibit 10: National Educational Attainment by Occupation



<sup>18</sup> Among exiting students with a valid SSN, the percentage change in earnings one year before and one year after exiting the California community college system

<sup>19</sup> Among completers and skills-builders who exited, the proportion of students who attained a living wage

<sup>20</sup> Labor Insight Jobs. Burning Glass Technologies. Barbers (39-5011). Hairdressers, Hairstylists and Cosmetologists (39-5012). Makeup Artists, Theatrical and Performance (39-5091). Manicurists and Pedicurists (39-5092). San Diego, CA. Full year 2016.

<sup>21</sup> EMSI. Job Postings Analytics. Barbers (39-5011). Hairdressers, Hairstylists and Cosmetologists (39-5012). Makeup Artists, Theatrical and Performance (39-5091). Manicurists and Pedicurists (39-5092). San Diego County (6073). 2017.03 Class of Worker. QCEW + Non-QCEW + Self-employed. 2016-2021.



Exhibit 11 lists the top specialized, soft and software skills that appeared in online job postings.

**Exhibit 11: Top Skills in Online Job Postings in San Diego County (2016)<sup>22</sup>**

Occupations	Specialized Skills	Soft Skills	Software Skills
Makeup Artists, Theatrical and Performance	<ul style="list-style-type: none"> <li>Hair Styling</li> <li>Guest Services</li> <li>Sales</li> </ul>	<ul style="list-style-type: none"> <li>Physical Demand</li> <li>Communication Skills</li> </ul>	<ul style="list-style-type: none"> <li>Microsoft Vista</li> <li>Microsoft Excel</li> </ul>
Manicurists and Pedicurists	<ul style="list-style-type: none"> <li>Product Knowledge</li> <li>Product Sales</li> <li>Customer Service</li> </ul>	<ul style="list-style-type: none"> <li>Building Effective Relationships</li> <li>Writing</li> </ul>	<ul style="list-style-type: none"> <li>Microsoft Word</li> </ul>
Barbers	<ul style="list-style-type: none"> <li>Sales Goals</li> <li>Merchandising</li> </ul>	<ul style="list-style-type: none"> <li>Organizational Skills</li> </ul>	
Hairdressers, Hairstylists and Cosmetologists	<ul style="list-style-type: none"> <li>Nail Care</li> <li>Retail Sales</li> </ul>	<ul style="list-style-type: none"> <li>Bilingual</li> </ul>	

Exhibit 12 displays the top certifications requested by employers in online job postings.

**Exhibit 12: Top Certifications in Job Postings in the San Diego County (2016)<sup>23</sup>**

Occupations	Top Certifications (2016)
Makeup Artists, Theatrical and Performance Manicurists and Pedicurists Barbers Hairdressers, Hairstylists and Cosmetologists	<ul style="list-style-type: none"> <li>Cosmetology License</li> <li>Certified Hair Stylist</li> <li>Licensed Barber</li> <li>Manicurist Certification</li> </ul>

**Sources**

- O\*Net Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (EMSI)
- Employment Development Department, Labor Market Information Division, OES
- Employment Development Department, Unemployment Insurance Dataset
- Career Technical Education (CTE) LaunchBoard
- Statewide CTE Outcomes Survey
- Living Insight Center for Community Economic Development
- California Community Colleges Chancellor’s Office Management Information Systems (MIS)

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<sup>22</sup> Labor Insight Jobs. Burning Glass Technologies. Barbers (39-5011). Hairdressers, Hairstylists and Cosmetologists (39-50). Makeup Artists, Theatrical and Performance (39-5091). Manicurists and Pedicurists (39-5092). San Diego, CA. Full year 2016.

<sup>23</sup> Labor Insight Jobs. Burning Glass Technologies. Barbers (39-5011). Hairdressers, Hairstylists and Cosmetologists (39-5012). Makeup Artists, Theatrical and Performance (39-5091). Manicurists and Pedicurists (39-5092). San Diego, CA. Full year 2016.