Hairdressers, Hairstylists, and Cosmetologists
in 2 California Counties

Contents

What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.

Report Parameters

1 Occupation

39-5012	Hairdressers, Hairstylists, and Cosmetologists

2 Counties

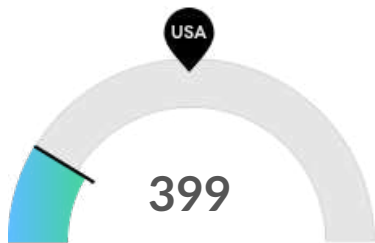|				
6079	San Luis Obispo County, CA		6083	Santa Barbara County, CA

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen occupation and geographical areas.

Executive Summary

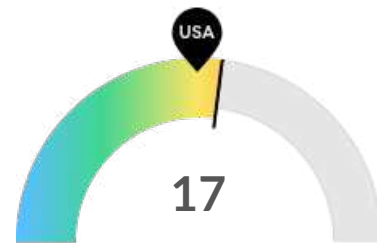## Aggressive Job Posting Demand Over a Thin Supply of Regional Jobs

399

Jobs (2023)

Your area is not a hotspot for this kind of job. The national average for an area this size is 1,452* employees, while there are 399 here.

$29,416

Compensation

Earnings are about average in your area. The national median salary for Hairdressers, Hairstylists, and Cosmetologists is $29,879, compared to $29,416 here.
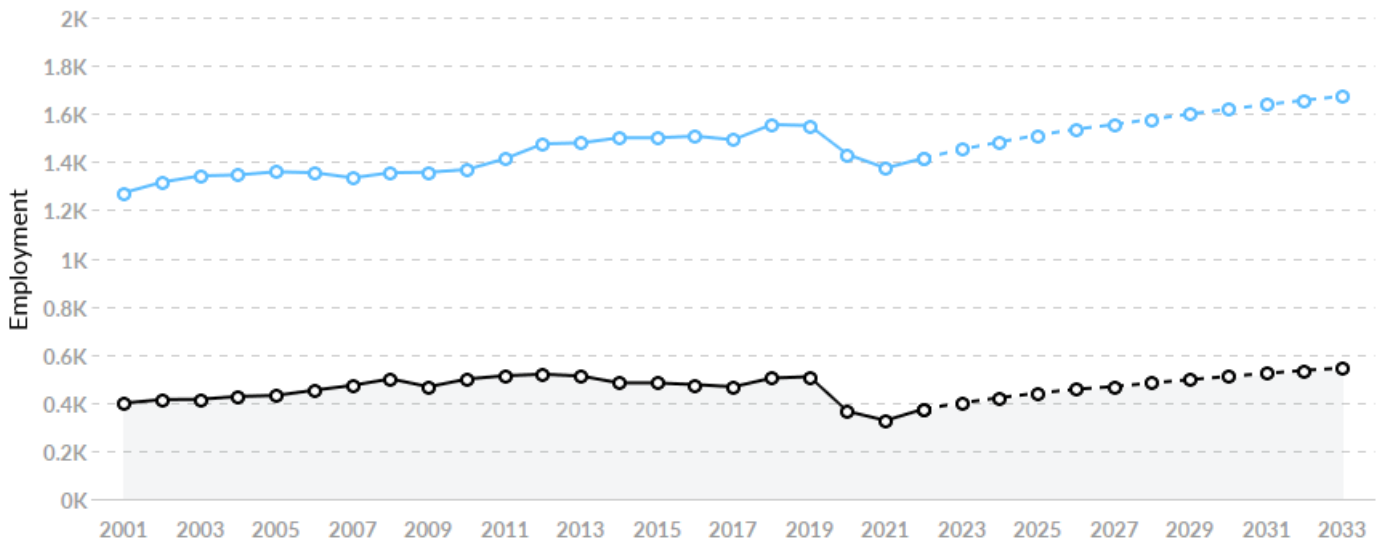
17

Job Posting Demand

Job posting activity is high in your area. The national average for an area this size is 15* job postings/mo, while there are 17 here.

*National average values are derived by taking the national value for Hairdressers, Hairstylists, and Cosmetologists and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Jobs

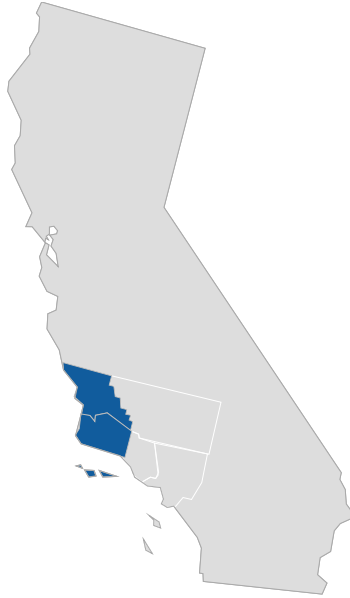## Regional Employment Is Lower Than the National Average

An average area of this size typically has 1,452* jobs, while there are 399 here. This lower than average supply of jobs may make it more difficult for workers in this field to find employment in your area.

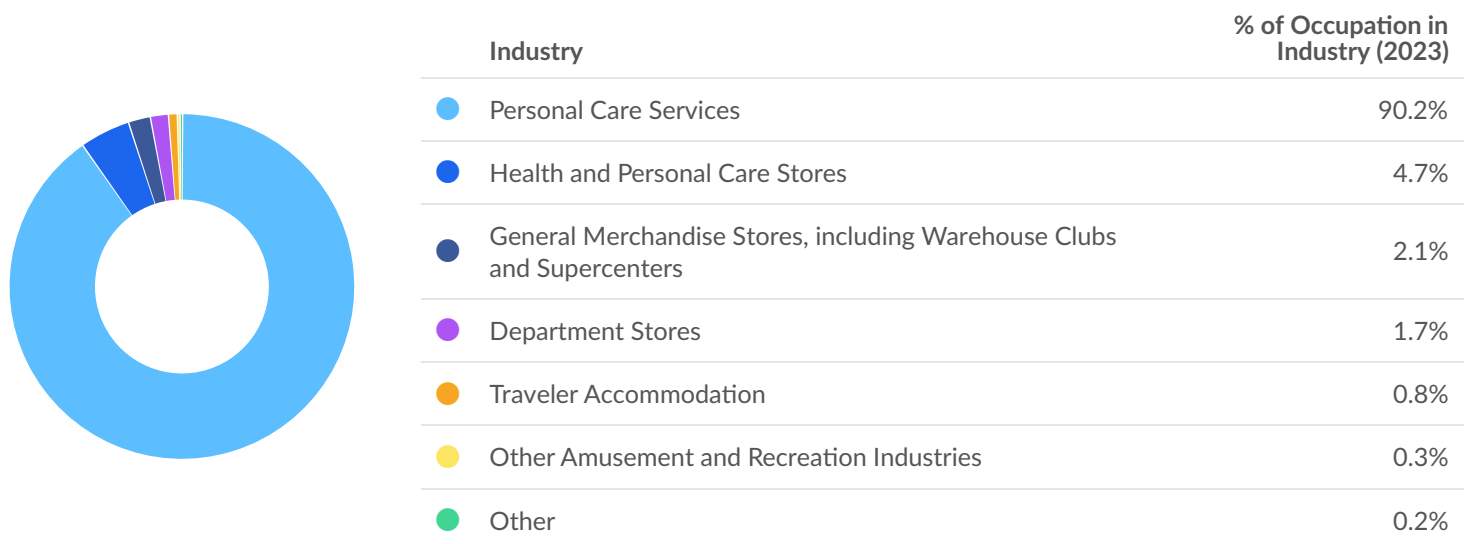|	Region	2023 Jobs	2033 Jobs	Change	% Change
●	2 California Counties	399	544	145	36.4%
●	National Average	1,452	1,673	221	15.3%

*National average values are derived by taking the national value for Hairdressers, Hairstylists, and Cosmetologists and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Regional Breakdown

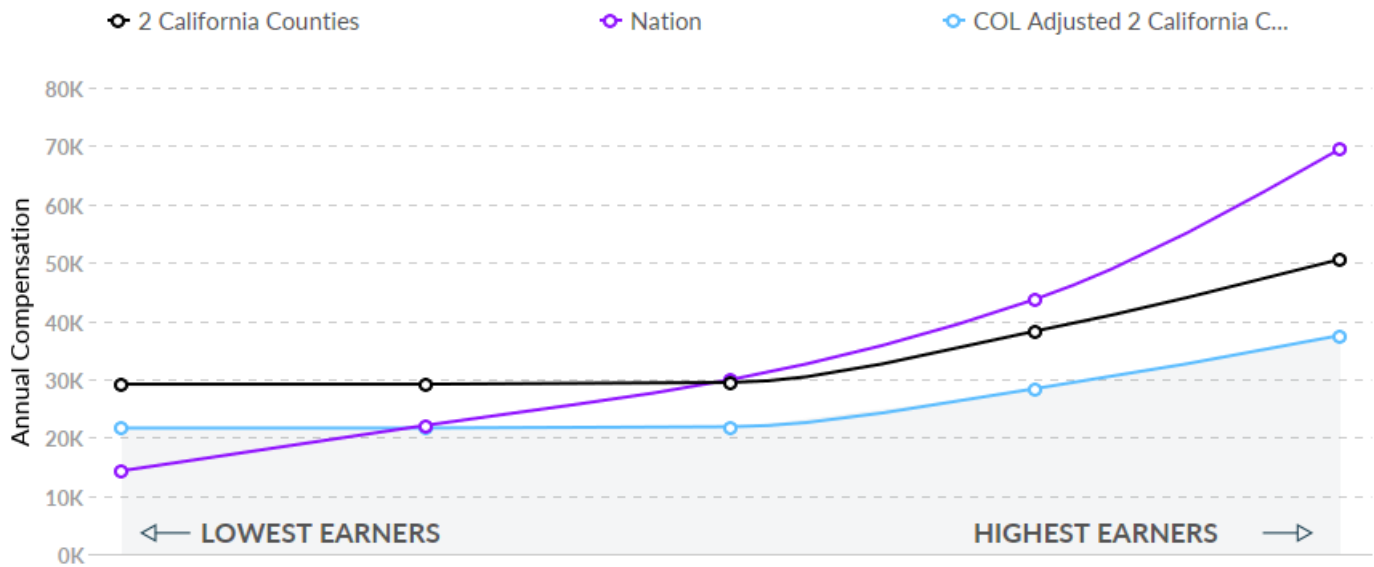| County	2023 Jobs
Santa Barbara County, CA	216
San Luis Obispo County, CA	183

Most Jobs are Found in the Personal Care Services Industry Sector

Industry	% of Occupation in Industry (2023)
● Personal Care Services	90.2%
● Health and Personal Care Stores	4.7%
● General Merchandise Stores, including Warehouse Clubs and Supercenters	2.1%
● Department Stores	1.7%
● Traveler Accommodation	0.8%
● Other Amusement and Recreation Industries	0.3%
● Other	0.2%

Compensation

Regional Compensation Is 2% Lower Than National Compensation

For Hairdressers, Hairstylists, and Cosmetologists, the 2021 median wage in your area is $29,416, while the national median wage is $29,879.

Job Posting Activity

103 Unique Job Postings

The number of unique postings for this job from Jan 2023 to Jun 2023.
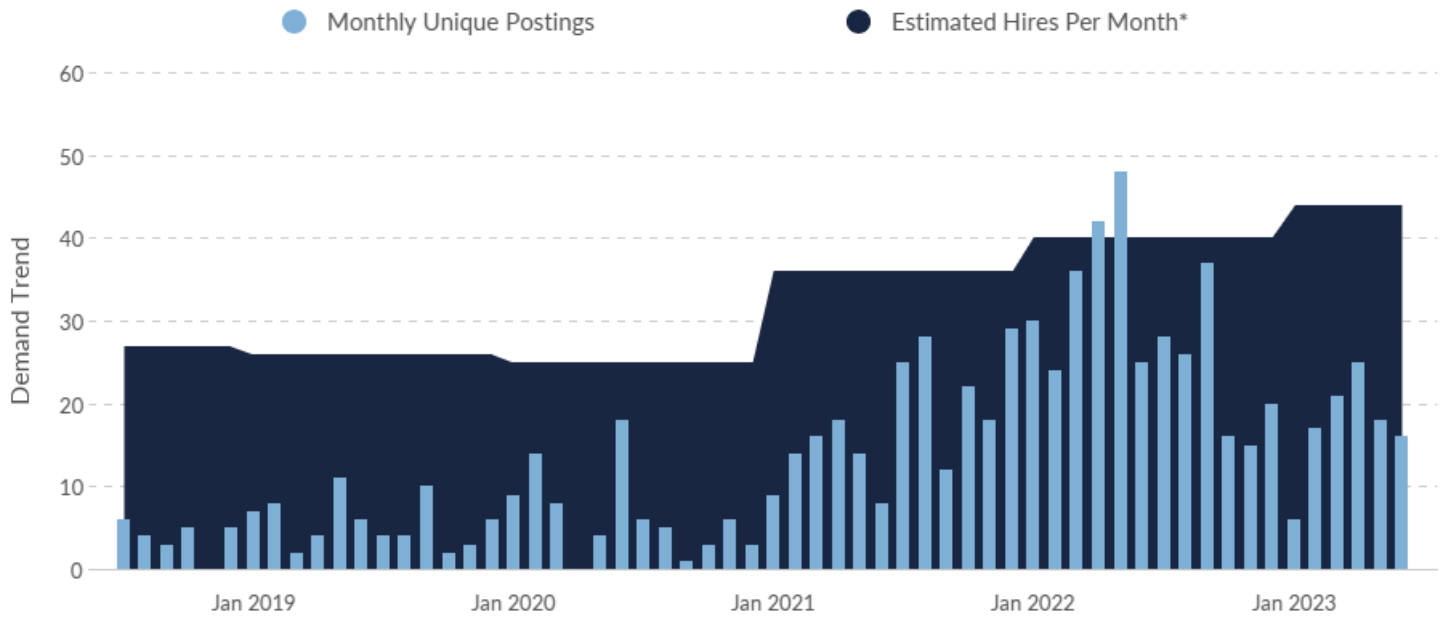
19 Employers Competing

All employers in the region who posted for this job from Jan 2023 to Jun 2023.

34 Day Median Duration

Posting duration is 1 day longer than what's typical in the region.

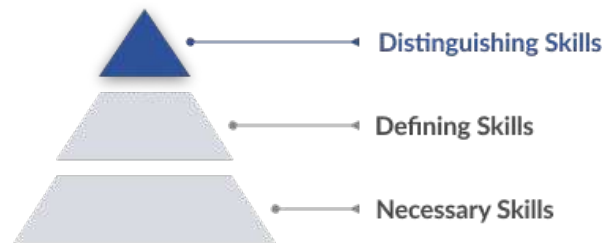| Occupation	Avg Monthly Postings (Jan 2023 - Jun 2023)	Avg Monthly Hires (Jan 2023 - Jun 2023)
Hairdressers, Hairstylists, and Cosmetologists	17	44

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

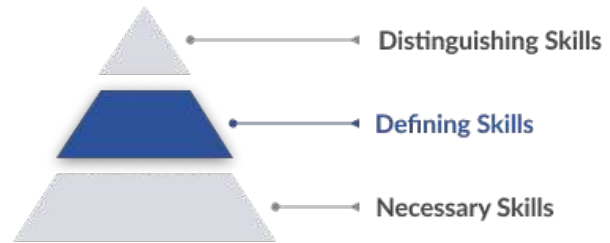| Top Companies	Unique Postings		Top Job Titles	Unique Postings	
Great Clips	20		Hair Stylists	29	
Supercuts	18		Stylists	28	
Regis Corporation	10		Licensed Hair Stylists	13	
Chipotle	7		Salon Hair Stylists	8	
Urban Outfitters	5		Wax Specialists	4	
Ulta Beauty	4		Event Stylists	3	
European Wax Center	3		Outlet Store Managers	3	
Levi Strauss	3		People Managers	3	
The Iron Scissor Salon and Bea	3		Stylists/Cosmetologists	3	
Disability Solutions	2		Design Studio Specialists	2	

Top Distinguishing Skills by Demand

An occupation's Distinguishing Skills are the advanced skills that are called for occasionally. An employee with these skills is likely more specialized and able to differentiate themselves from others in the same role.

Distinguishing Skills

Defining Skills

Necessary Skills

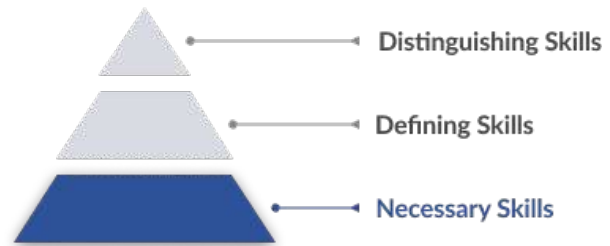| Skill	Salary Boosting	Job Postings Requesting
Ear Piercing	✖	6
Professional Hair Care	✖	0

Top Defining Skills by Demand

An occupation's Defining Skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.

Skill	Salary Boosting	Job Postings Requesting
Cosmetology	✅	55
Barber License	❌	42
Cosmetology License	❌	9

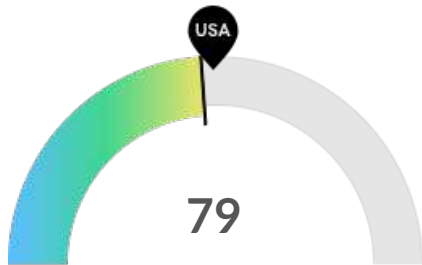## Top Necessary Skills by Demand

An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.

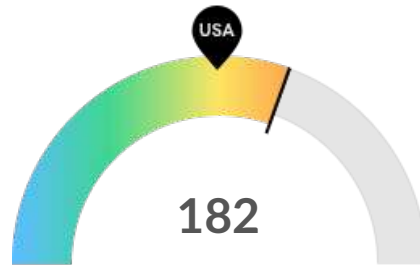| Skill	Salary Boosting	Job Postings Requesting
Housekeeping	❌	10
Selling Techniques	❌	8

Demographics

Retirement Risk Is About Average, While Overall Diversity Is High
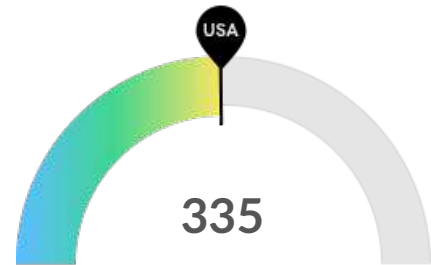
79

Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 84* employees 55 or older, while there are 79 here.

182

Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 134* racially diverse employees, while there are 182 here.
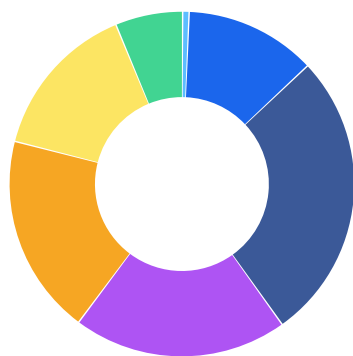
335

Gender Diversity

Gender diversity is about average in your area. The national average for an area this size is 339* female employees, while there are 335 here.
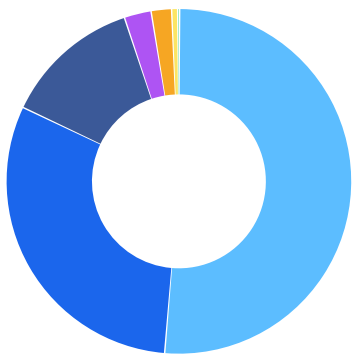
*National average values are derived by taking the national value for Hairdressers, Hairstylists, and Cosmetologists and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.
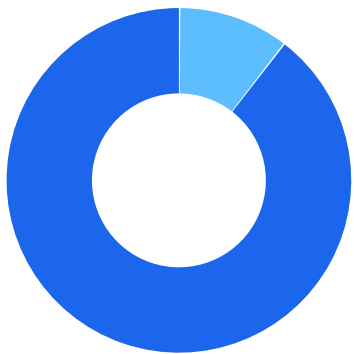
Occupation Age Breakdown

		% of Jobs	Jobs
●	14-18	0.6%	2
●	19-24	12.3%	46
●	25-34	27.1%	101
●	35-44	20.1%	75
●	45-54	18.8%	70
●	55-64	14.8%	55
●	65+	6.3%	24

Occupation Race/Ethnicity Breakdown
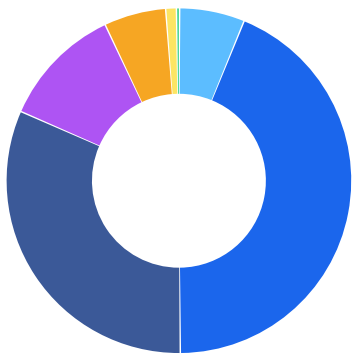
	% of Jobs	Jobs
White	51.3%	192
Hispanic or Latino	30.7%	115
Asian	12.8%	48
Two or More Races	2.5%	9
Black or African American	1.9%	7
American Indian or Alaska Native	0.6%	2
Native Hawaiian or Other Pacific Islander	0.2%	1

Occupation Gender Breakdown

	% of Jobs	Jobs
Males	10.4%	39
Females	89.6%	335

National Educational Attainment

		% of Jobs
●	Less than high school diploma	6.1%
●	High school diploma or equivalent	43.7%
●	Some college, no degree	31.7%
●	Associate's degree	11.4%
●	Bachelor's degree	5.8%
●	Master's degree	1.0%
●	Doctoral or professional degree	0.3%

Occupational Programs

1 Program

Of the programs that can train for this job, 1 has produced completions in the last 5 years.

93 Completions (2021)

The completions from all regional institutions for all degree types.

93 Openings (2021)

The average number of openings for an occupation in the region is 74.

CIP Code	Top Programs	Completions (2021)	
12.0401	Cosmetology/Cosmetologist, General	93	

Top Schools	Completions (2021)	
Allan Hancock College	39	
Santa Barbara City College	34	
Design's School of Cosmetology	20	

Appendix A

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. Excludes Makeup Artists, Theatrical and Performance (39-5091), Manicurists and Pedicurists (39-5092), and Skincare Specialists (39-5094).

Sample of Reported Job Titles:
Hair Stylist
Stylist
Hair Designer
Cosmetologist
Beautician
Hairdresser
Hair Dresser
Hairstylist
Wig Dresser
Mortuary Beautician

Related O*NET Occupation:
Hairdressers, Hairstylists, and Cosmetologists (39-5012.00)