

**Program Endorsement Brief: 3007.00/Cosmetology and Barbering**  
**Barber Crossover Certificate of Achievement**  
**Barbering Crossover Certificate of Achievement**  
**Cosmetology, Barbering, Esthetician Instructor Preparation Associate of Science**  
**Cosmetology, Barbering, Esthetician Instructor Preparation Certificate of Achievement**  
**Manicuring**  
 Orange County Center of Excellence, February 2021

**Summary Analysis**

<b>Program Endorsement:</b>	<b>Endorsed:</b> All Criteria Met	<input type="checkbox"/>	<b>Endorsed:</b> Some Criteria Met	<input checked="" type="checkbox"/>	<b>Not Endorsed</b>	<input type="checkbox"/>
<b>Program Endorsement Criteria</b>						
<b>Supply Gap:</b>	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>		
<b>Living Wage:</b> (Entry-Level, 25 <sup>th</sup> )	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>		
<b>Education:</b>	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>		
<b>Emerging Occupation(s)</b>						
Yes		<input type="checkbox"/>	No		<input checked="" type="checkbox"/>	

The Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to four middle-skill occupations: *barbers* (39-5011), *hairdressers, hairstylists, and cosmetologists* (39-5012), *manicurists and pedicurists* (39-5092), and *skincare specialists* (39-5094). Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.<sup>1</sup> This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data, there appears to be a supply gap for these cosmetology occupations in the region. While the Bureau of Labor Statistics (BLS) lists these occupations as typically requiring a postsecondary non-degree award, entry-level wages are lower than the living wage in both Los Angeles and Orange counties. **Therefore, due to some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

**Demand:**

- **Supply Gap Criteria** – Over the next five years, there is projected to be **8,013 jobs available annually** in the region due to new job growth and replacements, **which is**

<sup>1</sup> The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

**more than the 5,846 awards conferred annually** by educational institutions in the region.

- Over the past 12 months, there were **2,964 online job postings related to these four cosmetology occupations.**
- However, there were only **21 online job postings for cosmetology, barber, and/or esthetician instructors** during this same time period.
- **Living Wage Criteria** –Within Orange County, **all of the annual job openings** for these four cosmetology occupations have **entry-level wages below the county's living wage** (\$17.36/hour) likely, at least in part, due to the large number of self-employed people in these occupations.<sup>2</sup>
  - The majority of *barbers* (99%) and *hairstylists and cosmetologists* (66%) in the LA/OC region are self-employed and list self-employment as their primary source of income. *Note: See the Wage narrative section for further explanation regarding low wages for these occupations.*
- **Educational Criteria** –The Bureau of Labor Statistics (BLS) lists a postsecondary non-degree award as the typical entry-level education for these cosmetology occupations.
  - The national-level educational attainment data indicates **between 35.6% and 52.0% of barbers, hairstylists, and cosmetologists, and skincare specialists in the field have completed some college or an associate degree.**
  - However, only **24.2% of manicurists and pedicurists in the field have completed some college or an associate degree.**

#### **Supply:**

- There are **11 community colleges** in the LA/OC region that issue awards related to cosmetology and barbering, conferring an average of **862 awards annually** between 2016 and 2019.
- Between 2014 and 2017, there was an average of **4,984 awards conferred annually** in related training programs by non-community college institutions throughout the region.

#### **Occupational Demand**

Exhibit 1 shows the five-year occupational demand projections for these cosmetology occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 10% through 2024. There will be more than 8,000 job openings per year through 2024 due to job growth and replacements.

*This report includes employment projection data by Emsi which uses EDD information. Emsi's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections.*

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<sup>2</sup> Living wage data was pulled from California Family Needs Calculator on 2/2/2021. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the impacts of COVID-19 into account.

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>3</sup>**

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	39,854	43,578	3,724	9%	5,747
Orange	14,691	16,675	1,984	14%	2,266
<b>Total</b>	<b>54,545</b>	<b>60,253</b>	<b>5,707</b>	<b>10%</b>	<b>8,013</b>

## Wages

The labor market endorsement in this report considers the entry-level hourly wages for these cosmetology occupations in Orange County as they relate to the county's living wage. Los Angeles County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

The majority of *barbers* (99%) and *hairstylists and cosmetologists* (66%) in the LA/OC region are self-employed and list self-employment as their primary source of income.<sup>4</sup> Self-employed workers have different earnings dynamics than wage and salaried workers, making direct comparisons difficult. Examples include deciphering what is a return to labor versus a return to capital, as well as showing possible negative earnings if expenses or investments exceed gross receipts.<sup>5</sup> For these reasons, wage data appears low throughout the region due to the high percentage of self-employed workers within these two occupations.

**Orange County—** All of the annual openings for cosmetology occupations have entry-level wages below the living wage for one adult (\$17.36 in Orange County).<sup>6</sup> Typical entry-level hourly wages are in a range between \$6.88 and \$12.00, which is lower than both the living wage as well as California's current minimum wage (\$12.00/hour for employers with 25 employees or less; \$13.00/hour for employers with 26 or more employees).<sup>7</sup> Experienced *hairstylists and cosmetologists* and *skincare specialists* can expect to earn \$20.28 and \$20.24, respectively, in hourly wages, which exceeds the living wage estimate. However, experienced *barbers* and *manicurists and pedicurists* can expect to earn hourly wages that are lower than the living wage estimate (\$17.20 and \$15.10, respectively). Orange County's average wages are below the average statewide wage of \$17.46 for these occupations.

<sup>3</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

<sup>4</sup> Emsi provides self-employment data as reported to the Census' American Community Survey, and counts respondents who list self-employment as their primary source of income.

<sup>5</sup> [https://www.brookings.edu/wp-content/uploads/2019/11/201911\\_Brookings-Metro\\_low-wage-workforce\\_Ross-Bateman.pdf](https://www.brookings.edu/wp-content/uploads/2019/11/201911_Brookings-Metro_low-wage-workforce_Ross-Bateman.pdf)

<sup>6</sup> Living wage data was pulled from California Family Needs Calculator on 2/2/2021. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

<sup>7</sup> Wage data is based on data collected over the previous three years. This historical data is a "point-in-time" estimate and does not reflect recent changes in minimum wage laws. [https://www.dir.ca.gov/dlse/FAQ\\_MinimumWage.htm](https://www.dir.ca.gov/dlse/FAQ_MinimumWage.htm)

**Los Angeles County—** All of the annual openings for cosmetology occupations have entry-level wages below the living wage for one adult (\$15.04 in Los Angeles County). Typical entry-level hourly wages are in a range between \$6.81 and \$12.06, which is lower than both the living wage as well as California’s current minimum wage. Experienced *barbers, hairdressers, hairstylists and cosmetologists* and *skincare specialists* can expect to earn between \$17.07 and \$20.71 in hourly wages, which exceeds the living wage estimate. However, experienced *manicurists and pedicurists* can expect to earn hourly wages that are lower than the living wage estimate (\$15.12). Los Angeles County’s average wages are below the average statewide wage of \$17.46 for these occupations.

### **Job Postings**

There were 2,964 online job postings related to these four cosmetology occupations listed in the past 12 months. The highest number of job postings were for hair stylists, estheticians, nail technicians, barbers, and wax specialists. The top skills were: hair styling, client base retention, scheduling, sales, and skin care. The top three employers, by number of job postings, in the region were: Great Clips, Regis Corporation, and Sport Clips.

However, there were only 21 online job postings related to cosmetology, barbering, and/or esthetician instructors listed in the past 12 months. The highest number of job postings were for cosmetology instructors (8 postings), cosmetology instructor pool (6), and barbering instructors (2). The top skills were: teaching, customer service, cleaning, educational programs, and lesson planning. The top employers, by number of job postings, in the region were: Aveda Institute, Paul Mitchell Schools, Los Angeles Community College District, and Jama’s Beauty and Barber College.

*It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.*

### **Educational Attainment**

The Bureau of Labor Statistics (BLS) lists a postsecondary non-degree award as the typical entry-level education for all four cosmetology occupations in this report. While the national-level educational attainment data indicates between 35.6% and 52.0% of *barbers, hairdressers, hairstylists, and cosmetologists*, and *skincare specialists* in the field have completed some college or an associate degree, only 24.2% of *manicurists and pedicurists* in the field have completed the same level of education. Only 7% of the 2,964 cosmetologist job postings listed a minimum education requirement, and this is most likely due to the fact that the beauty industry is regulated in California by the California Board of Barbering and Cosmetology and holding a license is more important for employers than a specific level of education<sup>8</sup>.

### **Educational Supply**

**Community College Supply—**Exhibit 2 shows the three-year average number of awards conferred by community colleges in the related TOP code: Cosmetology and Barbering (3007.00). The colleges with the most completions in the region are: Saddleback, Citrus, Fullerton

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<sup>8</sup> California Board of Barbering and Cosmetology. <https://www.barbercosmo.ca.gov/>

and Golden West. Over the past 12 months, there were two other related program recommendation requests from regional community colleges.

**Exhibit 2: Regional community college awards (certificates and degrees), 2016-2019**

TOP Code	Program	College	2016- 2017 Awards	2017- 2018 Awards	2018- 2019 Awards	3-Year Award Average
3007.00	Cosmetology and Barbering	Cerritos	74	67	122	88
		Citrus	154	177	177	169
		Compton	4	13	31	16
		El Camino	40	49	52	47
		LA Trade-Tech	89	83	98	90
		Pasadena	30	3	39	24
		Santa Monica	34	26	17	26
		LA Subtotal	425	418	536	460
		Fullerton	133	60	121	105
		Golden West	98	106	112	105
		Saddleback	108	158	251	172
		Santiago Canyon	3	30	26	20
		OC Subtotal	342	354	510	402
Supply Total/Average			767	772	1,046	862

**Non-Community College Supply**—For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs for the cosmetology occupations in this report. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes: Cosmetology/Cosmetologist, General (12.0401), Barbering/Barber (12.04002), Make-Up Artist/Specialist (12.0406), Aesthetician/Esthetician and Skin Care Specialist (12.0409), Nail Technician/Specialist and Manicurist (12.0410), Cosmetology, Barber/Styling, and Nail Instructor (12.0413), and Cosmetology and Related Personal Grooming Arts, Other (12.0499). Due to different data collection periods, the most recent three-year period of available data is from 2014 to 2017. Between 2014 and 2017, four-year colleges in the region conferred an average of 4,984 awards annually in related training programs.

**Exhibit 3: Regional non-community college awards, 2014-2017**

CIP Code	Program	College	2014-2015 Awards	2015-2016 Awards	2016-2017 Awards	3-Year Award Average
12.0401	Cosmetology/Cosmetologist, General	Academy for Salon Professionals	21	14	15	17
		Academy of Esthetics and Cosmetology	16	21	12	16
		Advance Beauty College	61	41	38	47
		Alhambra Beauty College	25	27	26	26
		American Beauty College	13	11	23	16

CIP Code	Program	College	2014-2015 Awards	2015-2016 Awards	2016-2017 Awards	3-Year Award Average
		Asian-American International Beauty College	45	48	55	49
		Aveda Institute-Los Angeles	94	66	85	82
		Baldwin Park Adult & Community Education	39	25	32	32
		Beyond 21st Century Beauty Academy	11	21	22	18
		Career Academy of Beauty	70	49	47	55
		Coastline Beauty College	26	30	24	27
		COBA Academy	20	17	22	20
		Colleen O'Hara's Beauty Academy	49	30	41	40
		CRU Institute of Cosmetology and Barbering	5	9	8	7
		David's Academy of Beauty	19	24	26	23
		Diamond Beauty College	13	13	20	15
		Hair California Beauty Academy	-	1	1	1
		Int'l College of Beauty Arts & Sciences	9	23	33	22
		John Wesley Int'l Barber & Beauty College	14	11	53	26
		Newberry School of Beauty	47	60	58	55
		Palace Beauty College	57	34	31	41
		Paul Mitchell the School-Costa Mesa	101	95	105	100
		Paul Mitchell the School-Pasadena	70	65	91	75
		Paul Mitchell the School-Sherman Oaks	143	146	149	146
		Pomona Unified School District Adult and Career Education	19	19	27	22
		Professional Institute of Beauty	45	55	42	47
		Real Barbers College	6	-	-	2
		Redondo Beach Beauty College	9	2	10	7
		Rosemead Beauty School	43	39	50	44
		Santa Ana Beauty Academy	27	23	14	21
		Santa Ana Beauty College	68	46	93	69
		Thanh Le College School of Cosmetology	11	8	16	12
		Thuy Princess Beauty College	37	19	8	21
		Toni & Guy Hairdressing Academy	171	163	181	172
		Universal College of Beauty-Los Angeles 1	10	2	-	4
		Universal College of Beauty-Los Angeles 2	13	9	16	13
		ZMS The Academy	16	16	8	13
12.0402	Barbering/ Barber	Academy of Esthetics and Cosmetology	-	12	7	6
		American Beauty College	28	36	37	34
		Baldwin Park Adult & Community Education	-	-	7	2
		Beyond 21st Century Beauty Academy	-	-	1	0

CIP Code	Program	College	2014-2015 Awards	2015-2016 Awards	2016-2017 Awards	3-Year Award Average
		Borner's Barber College	5	15	20	13
		Coastline Beauty College	-	1	8	3
		Colleen O'Hara's Beauty Academy	-	2	3	2
		CRU Institute of Cosmetology and Barbering	18	19	31	23
		David's Academy of Beauty	-	3	10	4
		Hair California Beauty Academy	5	4	10	6
		John Wesley International Barber and Beauty College	24	31	43	33
		Newberry School of Beauty	2	50	22	25
		Palace Beauty College	-	6	13	6
		Paul Mitchell the School-Costa Mesa	18	39	32	30
		Pomona Unified School District Adult and Career Education	24	21	-	15
		Real Barbers College	84	67	66	72
		Santa Ana Beauty Academy	3	1	2	2
		Santa Ana Beauty College	17	10	10	12
		ZMS The Academy	62	28	32	41
12.0406	Make-Up Artist/Specialist	Colleen O'Hara's Beauty Academy	-	4	13	6
		Elegance International	222	278	281	260
		Make-up Designory	623	706	603	644
12.0409	Aesthetician/ Esthetician and Skin Care Specialist	Academy for Salon Professionals	40	48	47	45
		Advance Beauty College	66	63	70	66
		Alhambra Beauty College	36	20	34	30
		Asian-American International Beauty College	91	115	128	111
		Aveda Institute-Los Angeles	-	-	49	16
		Beyond 21st Century Beauty Academy	2	1	2	2
		Career Academy of Beauty	62	93	87	81
		Coastline Beauty College	35	25	31	30
		COBA Academy	-	1	19	7
		Colleen O'Hara's Beauty Academy	11	9	8	9
		David's Academy of Beauty	-	-	9	3
		Diamond Beauty College	26	38	39	34
		Hair California Beauty Academy	1	2	3	2
		Int'l College of Beauty Arts & Sciences	16	24	28	23
		Newberry School of Beauty	40	42	43	42
		Palace Beauty College	48	35	38	40
		Paul Mitchell the School-Costa Mesa	48	40	37	42

CIP Code	Program	College	2014-2015 Awards	2015-2016 Awards	2016-2017 Awards	3-Year Award Average
		Paul Mitchell the School-Pasadena	12	20	40	24
		Redondo Beach Beauty College	7	7	5	6
		Rosemead Beauty School	32	35	88	52
		Santa Ana Beauty Academy	9	13	6	9
		Santa Ana Beauty College	41	55	55	50
		Thanh Le College School of Cosmetology	2	12	10	8
		Thuy Princess Beauty College	-	-	6	2
		ZMS The Academy	6	20	32	19
12.0410	Nail Technician/ Specialist and Manicurist	Academy of Esthetics and Cosmetology	-	5	2	2
		Advance Beauty College	379	363	351	364
		Alhambra Beauty College	15	15	23	18
		American Beauty College	-	1	3	1
		Asian-American International Beauty College	305	561	610	492
		Beyond 21st Century Beauty Academy	-	1	-	0
		Career Academy of Beauty	4	9	3	5
		Coastline Beauty College	35	84	84	68
		David's Academy of Beauty	4	5	2	4
		Diamond Beauty College	219	208	243	223
		Hair California Beauty Academy	1	2	6	3
		Int'l College of Beauty Arts & Sciences	6	1	16	8
		Palace Beauty College	47	54	33	45
		Redondo Beach Beauty College	35	30	30	32
		Rosemead Beauty School	44	42	92	59
		Santa Ana Beauty Academy	1	-	-	0
		Santa Ana Beauty College	128	176	176	160
		Thanh Le College School of Cosmetology	12	-	-	4
		Thuy Princess Beauty College	25	26	12	21
12.0413	Cosmetology, Barber/ Styling, and Nail Instructor	Advance Beauty College	4	9	1	5
		American Beauty College	3	-	3	2
		Asian-American International Beauty College	2	9	6	6
		Beyond 21st Century Beauty Academy	2	-	-	1
		Career Academy of Beauty	-	1	1	1
		Colleen O'Haras Beauty Academy	-	-	1	0
		Hacienda La Puente Adult Education	27	31	83	47
		Palace Beauty College	-	-	1	0
		Professional Institute of Beauty	-	6	2	3
		Real Barbers College	2	-	-	1



CIP Code	Program	College	2014-2015 Awards	2015-2016 Awards	2016-2017 Awards	3-Year Award Average
12.0499		Thanh Le College School of Cosmetology	5	2	3	3
		Thuy Princess Beauty College	4	-	-	1
		Universal College of Beauty-Los Angeles 1	-	2	-	1
	Cosmetology and Related Personal Grooming Arts, Other	American Beauty College	10	11	-	7
		David's Academy of Beauty	-	3	1	1
Supply Total/Average			4,528	4,990	5,435	4,984

#### Appendix A: Occupational demand and wage data by county

##### Exhibit 4. Orange County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Barbers (39-5011)	421	464	43	10%	57	\$6.88	\$11.38	\$17.20
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	8,610	9,661	1,051	12%	1,342	\$12.00	\$14.26	\$20.28
Manicurists and Pedicurists (39-5092)	4,415	5,115	700	16%	678	\$12.00	\$13.05	\$15.10
Skincare Specialists (39-5094)	1,244	1,434	190	15%	189	\$12.00	\$14.28	\$20.24
<b>Total</b>	<b>14,691</b>	<b>16,675</b>	<b>1,984</b>	<b>14%</b>	<b>2,266</b>			

### Exhibit 5. Los Angeles County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Barbers (39-5011)	2,058	2,198	140	7%	263	\$6.81	\$11.25	\$17.07
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	25,447	27,530	2,082	8%	3,705	\$12.00	\$14.37	\$20.71
Manicurists and Pedicurists (39-5092)	9,659	10,821	1,162	12%	1,388	\$12.01	\$13.17	\$15.12
Skincare Specialists (39-5094)	2,689	3,029	340	13%	390	\$12.06	\$14.41	\$20.33
<b>Total</b>	<b>39,854</b>	<b>43,578</b>	<b>3,724</b>	<b>9%</b>	<b>5,747</b>			

### Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings
Barbers (39-5011)	2,479	2,662	183	7%	320
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	34,058	37,191	3,133	9%	5,047
Manicurists and Pedicurists (39-5092)	14,075	15,937	1,862	13%	2,066
Skincare Specialists (39-5094)	3,933	4,463	530	13%	579
<b>Total</b>	<b>54,545</b>	<b>60,253</b>	<b>5,707</b>	<b>10%</b>	<b>8,013</b>

## Appendix B: Sources

- O\*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

For more information, please contact:

Jesse Crete, Ed. D., Director  
Center of Excellence, Orange County  
[crete\\_jesse@rsccl.edu](mailto:crete_jesse@rsccl.edu)

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