

Labor Market Assessment: 3007.00 – Cosmetology and Barbering Esthetician Certificate

Los Angeles Center of Excellence, March 2022

Summary

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

The Los Angeles Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional labor market supply and demand data related to two occupations:

- *Hairdressers, hairstylists, and cosmetologists (39-5012); and*
- *Skincare specialists (39-5094).*

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.¹ 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 does not appear to be a supply gap for the two occupations of interest. However, the oversupply is within the COE's acceptable margin (25% over or under the number of annual openings) and is therefore considered "supply met" rather than a "supply gap."

While this program does not meet the traditional supply/demand endorsement criteria, there may be demand for these workers from local employers that is not reflected in traditional labor market data. For this reason, real-time labor market data is included in this report as a supplement and to provide a more nuanced view of the regional job market for estheticians.

¹ 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.

Although both occupations of interest have entry-level wages below the self-sufficiency standard wage in both Los Angeles and Orange County, between 43% and 52% of incumbent workers have completed some college or an associate degree. **Due to some of the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **3,965 jobs available annually** in the region due to new job growth and replacements, **which is less than the 4,098 awards conferred annually** by educational institutions in the region.
 - Although there are more awards conferred than job openings, the data suggests that the **demand has been met for the two occupations within the LA/OC region** since the three-year average number of awards (supply) is within the COE's 25% margin of annual job openings (demand).
- **Living Wage Criteria** – In Los Angeles County, both occupations have entry-level wages **below** the self-sufficiency standard wage (\$18.10/hour).²
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a postsecondary non-degree award as the typical entry-level education for the occupations in this report.
 - National-level educational attainment data indicates that **between 43% and 52% of workers in the field have completed some college or an associate degree.**

Supply:

- Between 2017 and 2020, **11 community colleges** in the LA/OC region have issued awards in cosmetology and barbering (TOP 3007), conferring an average of **967 awards**.
 - Since there is not a dedicated TOP code for estheticians, supply data is provided for Cosmetology and Barbering (3007.00). Therefore, the community college supply data is overstated when considering only esthetician programs.
- Between 2016 and 2019, non-community college institutions in the LA/OC region conferred an average of **3,131 awards in relevant programs**.
 - Cosmetology/Cosmetologist, General (CIP 12.0401) trains for all types of beauty professionals – not just *skincare specialists*. Therefore, the supply data is Exhibit 4 is overstated when considering supply for estheticians and *skincare specialists*, only.

² Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the two occupations of interest. In the Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 2% through 2025. There will be nearly 4,000 job openings per year through 2025 due to job growth and replacements.

NOTE: *Hairdressers, hairstylists, and cosmetologists (39-5012)* includes a variety of cosmetology jobs, mostly related to hair care, and not solely skincare-related workers. Therefore, the data in Exhibit 1 is likely overstated for estheticians and/or skincare specialists.

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

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	24,923	24,803	(120)	0%	2,810
Orange	9,112	9,804	692	8%	1,155
Total	34,035	34,607	572	2%	3,965

Wages

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

Los Angeles County – Both occupations have entry-level wages **below** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$12.91 and \$13.28. Experienced workers can expect to earn wages between \$22.76 and \$23.05, which are above the self-sufficiency standard wage estimate.

Orange County – Both occupations have entry-level wages **below** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$12.41 and \$12.78. Experienced workers can expect to earn wages between \$21.70 and \$22.34, which are above the self-sufficiency standard wage estimate.

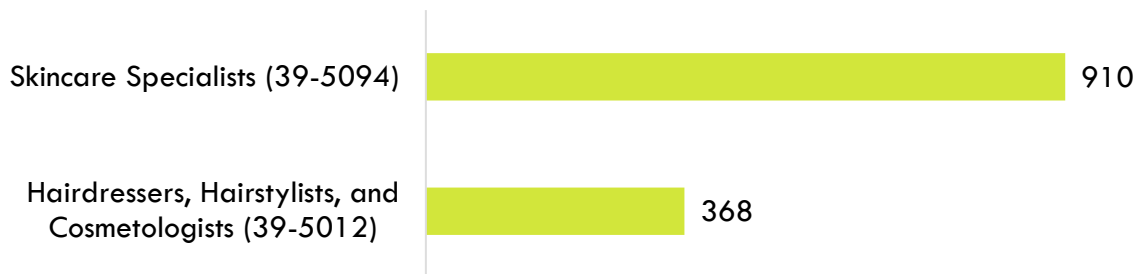
³ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Job Postings

Over the past 12 months, there have been 1,278 online job postings for the occupations studied in this report – only postings that directly relate to esthetics or skincare (and are not related to hairdressing and/or styling) are considered. Exhibit 2 displays the number of job postings by occupation. The majority of job postings (71%) were for *skincare specialists*. The highest number of job postings were for estheticians, licensed estheticians, traveling estheticians, wax specialists, and cosmetologists. The top skills were skin care, customer service, sales, and wellness services. The top employers, by number of job postings, in the region were Massage Envy, European Wax Center, and Sugared Bronzed.

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 full 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.

Exhibit 2: Job postings by occupation (last 12 months)



Educational Attainment

The Bureau of Labor Statistics (BLS) lists a postsecondary non-degree award as the typical entry-level education for both occupations in this report. National-level educational attainment data indicates that between 43% and 52% of workers in the field have completed some college or an associate degree.

Educational Supply

Community College Supply – Exhibit 3 shows the annual and three-year average number of awards conferred by community colleges in Cosmetology and Barbering (TOP 3007.00). The college with the most completions in the region is Saddleback.

NOTE: Since there is not a dedicated TOP code for estheticians, supply data is provided for Cosmetology and Barbering (3007.00). Therefore, the community college supply data is overstated when considering only esthetician programs.

Exhibit 3: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
3007.00	Cosmetology and Barbering	Cerritos	67	122	86	92
		Citrus	177	177	143	166
		Compton	13	31	3	16
		El Camino	49	52	31	44
		LA Trade-Tech	83	98	62	81
		Pasadena	3	39	31	24
		Santa Monica	26	17	54	32
		LA Subtotal	418	536	410	455
		Fullerton	60	121	104	95
		Golden West	106	112	137	118
		Saddleback	158	251	354	254
		Santiago Canyon	30	26	79	45
		OC Subtotal	354	510	674	513
		Supply Total/Average			772	1,046

Non-Community College Supply – For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that may train for the occupations of interest. Exhibit 4 shows the annual and three-year average number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, non-community college institutions in the region conferred an average of 3,131 awards.

NOTE: Cosmetology/Cosmetologist, General (CIP 12.0401) trains for all types of beauty professionals – not just *skincare specialists*. Therefore, the supply data in Exhibit 4 is overstated when considering supply for estheticians and *skincare specialists*, only.

Exhibit 4: Regional non-community college awards, 2016-2019

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
12.0401	Cosmetology/ Cosmetologist, General	ABC Adult School	-	9	12	7
		Academy for Salon Professionals	15	22	13	17
		Academy of Esthetics and Cosmetology	12	8	14	11
		Advance Beauty College	38	33	39	37
		Alhambra Beauty College	26	24	14	21
		American Beauty College	23	18	21	21
		Asian-American International Beauty College	55	87	25	56
		Aveda Institute-Los Angeles	85	49	36	57
		Baldwin Park Adult & Community Education	32	21	16	23
		Beyond 21st Century Beauty Academy	22	11	16	16
		Career Academy of Beauty	47	38	49	45
		Coastline Beauty College	24	40	17	27
		COBA Academy	22	24	10	19
		CRU Institute of Cosmetology and Barbering	8	1	-	3
		Diamond Beauty College	20	12	12	15
		Flair Beauty College	29	27	24	27
		International College of Beauty Arts & Sciences	33	46	27	35
		John Wesley International Barber and Beauty College	53	3	5	20
KC Beauty Academy	-	-	19	6		

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
		Newberry School of Beauty	58	26	25	36
		Palace Beauty College	31	19	18	23
		Paul Mitchell the School-Costa Mesa	105	81	89	92
		Paul Mitchell the School-Pasadena	91	84	83	86
		Paul Mitchell the School-Sherman Oaks	149	138	139	142
		Pomona Unified School District Adult & Career Education	27	24	25	25
		Professional Institute of Beauty	42	52	40	45
		Redondo Beach Beauty College	10	4	5	6
		Rosemead Beauty School	50	85	26	54
		Salon Success Academy-West Covina	-	1	6	2
		Santa Ana Beauty Academy	14	8	8	10
		Santa Ana Beauty College	93	126	29	83
		Thanh Le College School of Cosmetology	16	9	20	15
		Toni & Guy Hairdressing Academy-Santa Monica	181	142	128	150
		Universal College of Beauty Inc.-Los Angeles	16	4	10	10
		Victory Career College	-	3	7	3
		ZMS	8	4	2	5
12.0406	Make-Up Artist/ Specialist	Elegance International	281	216	178	225
		Make-up Designory	603	596	513	571
12.0408	Facial Treatment Specialist/ Facialist	Coastline Beauty College	-	29	48	26
12.0409	Aesthetician/ Esthetician and Skin Care Specialist	Academy for Salon Professionals	47	56	58	54
		Academy of Esthetics and Cosmetology	-	-	1	0
		Advance Beauty College	70	102	123	98
		Alhambra Beauty College	34	36	43	38

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
		Asian-American International Beauty College	128	88	117	111
		Aveda Institute-Los Angeles	49	67	112	76
		Beyond 21st Century Beauty Academy	2	7	17	9
		Career Academy of Beauty	87	97	96	93
		Coastline Beauty College	31	-	-	10
		COBA Academy	19	26	35	27
		Diamond Beauty College	39	34	33	35
		Flair Beauty College	12	27	22	20
		Hacienda La Puente Adult Education	-	18	25	14
		International College of Beauty Arts & Sciences	28	23	15	22
		KC Beauty Academy	-	-	27	9
		Newberry School of Beauty	43	46	47	45
		Palace Beauty College	38	47	50	45
		Paul Mitchell the School-Costa Mesa	37	80	100	72
		Paul Mitchell the School-Pasadena	40	69	65	58
		Redondo Beach Beauty College	5	10	18	11
		Rosemead Beauty School	88	117	121	109
		Salon Success Academy-West Covina	-	-	8	3
		Santa Ana Beauty Academy	6	4	6	5
		Santa Ana Beauty College	55	23	30	36
		Thanh Le College School of Cosmetology	10	7	11	9
		Victory Career College	-	27	36	21
		ZMS	32	21	34	29
Supply Total/Average			3,219	3,156	3,018	3,131

Appendix A: Occupational demand and wage data by county

Exhibit 5. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	22,507	22,335	(172)	(1%)	2,532	\$12.91	\$15.08	\$22.76
Skincare Specialists (39-5094)	2,416	2,469	53	2%	278	\$13.28	\$16.81	\$23.05
Total	24,923	24,803	(120)	0%	2,810	-	-	-

Exhibit 6. Orange County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	7,944	8,471	527	7%	994	\$12.41	\$14.36	\$21.70
Skincare Specialists (39-5094)	1,169	1,333	164	14%	161	\$12.78	\$16.23	\$22.34
Total	9,112	9,804	692	8%	1,155	-	-	-

Exhibit 7. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	30,451	30,806	355	1%	3,525	Postsecondary non-degree award
Skincare Specialists (39-5094)	3,584	3,802	218	6%	440	Postsecondary non-degree award
Total	34,035	34,607	572	2%	3,965	-

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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