

## Labor Market Analysis: 3007.00/Cosmetology and Barbering

**Barbering** - Associate of Arts (A.A.) degree; Certificate requiring 30 to <60 semester units  
Los Angeles Center of Excellence, August 2023

### Summary

<b>Program Endorsement:</b>	<b>Endorsed:</b> All Criteria Met <input type="checkbox"/>	<b>Endorsed:</b> Some Criteria Met <input type="checkbox"/>	<b>Not</b> Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
<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"/>
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 middle-skill occupations:

- **Barbers (39-5011)** Provide barbering services, such as cutting, trimming, shampooing, and styling hair; trimming beards; or giving shaves.<sup>1</sup>
- **Hairdressers, Hairstylists, and Cosmetologists (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.<sup>2</sup>

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.<sup>3</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 barbering-related jobs in the region. While entry-level wages are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties, the Bureau of Labor Statistics lists a postsecondary non-degree award as the typical entry-level education. **Therefore, due to some of the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

<sup>1</sup> [Barbers, Hairstylists, and Cosmetologists : U.S. Bureau of Labor Statistics \(bls.gov\)](#)

<sup>2</sup> [Barbers, Hairstylists, and Cosmetologists : U.S. Bureau of Labor Statistics \(bls.gov\)](#)

<sup>3</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.

## Demand:

- **Supply Gap Criteria** – Over the next five years, **5,009 jobs are projected to be available annually** in the region due to new job growth and replacements, **which is more than the three-year average of 2,106 awards conferred** by educational institutions in the region.
- **Living Wage Criteria** – Within Los Angeles County, **both occupations have entry-level wages below the self-sufficiency standard hourly wage** (\$18.10/hour).<sup>4</sup>
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a **postsecondary non-degree award as the typical entry-level education** for both occupations of interest.
  - Furthermore, the national-level educational attainment data indicates **between 35% and 43% of workers in the field have completed some college or an associate degree.**

## Supply:

- There are **11 community colleges** in the greater LA/OC region that issue awards related to cosmetology and barbering, conferring an average of **945 awards annually** between 2019 and 2022.
- Between 2019 and 2021, there was an average of **1,162 awards conferred annually** in related training programs by non-community college institutions throughout the greater LA/OC region.

## Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the two occupations of interest. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 12% through 2026. There will be more than 5,000 job openings per year through 2027 due to job growth and replacements.

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>5</sup>**

Geography	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
Los Angeles	22,266	24,696	2,430	11%	3,707
Orange	7,474	8,519	1,046	14%	1,301
<b>Total</b>	<b>29,740</b>	<b>33,216</b>	<b>3,476</b>	<b>12%</b>	<b>5,009</b>

## Wages

The labor market endorsement in this report considers the entry-level hourly wages for these barbering-related 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

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<sup>4</sup> Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

<sup>5</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.

analysis of the greater LA/OC region. Detailed wage information, by county, is included in Appendix A.

**NOTE:** The majority of *barbers* (86%) and *hairdressers, hairstylists, and cosmetologists* (69%) in Los Angeles County are self-employed and list self-employment as their primary source of income.<sup>6</sup> Self-employed workers have different earnings dynamics than wage and salaried workers, making direct comparisons between these types of workers 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>7</sup> For these reasons, wage data appears low throughout the region due to the high percentage of self-employed workers within these two occupations.

### 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 \$7.43 and \$12.69. Experienced *barbers* can expect to earn \$17.43, which is lower than the county’s self-sufficiency standard wage. Experienced *hairdressers, hairstylists, and cosmetologists* can expect to earn \$25.17, which is higher than the self-sufficiency standard.

**Exhibit 2: Earnings for Occupations in LA County**

Occupation	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)	Median Annual Earnings*
Barbers (39-5011)	\$7.43	\$13.07	\$17.43	\$27,200
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	\$12.69	\$16.77	\$25.17	\$34,900

\*rounded to the nearest \$100

### 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 \$8.31 and \$13.66. Experienced *barbers* can expect to earn \$18.40, which is lower than the county’s self-sufficiency standard wage. Experienced *hairdressers, hairstylists, and cosmetologists* can expect to earn \$24.23, which is higher than the self-sufficiency standard.

**Exhibit 3: Earnings for Occupations in Orange County**

Occupation	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)	Median Annual Earnings*
Barbers (39-5011)	\$8.31	\$14.96	\$18.40	\$31,100
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	\$13.66	\$16.43	\$24.23	\$34,200

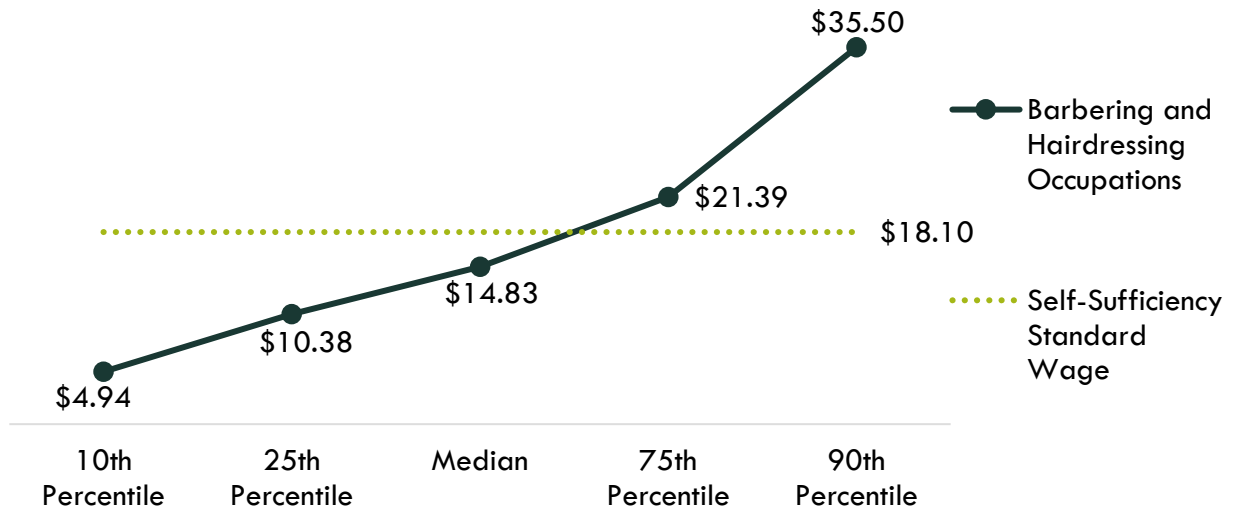
\*rounded to the nearest \$100

<sup>6</sup> Lightcast 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>7</sup> Metropolitan Policy Program at Brookings: [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)

On average, the entry-level earnings for the occupations in this report are \$10.38; this is below the living wage for one single adult in Los Angeles County (\$18.10). Exhibit 4 shows the average wage for the occupations in this report, from entry-level to experienced workers.

**Exhibit 4: Average Hourly Earnings for Barbering and Hairdressing Occupations in LA/OC**



### Job Postings

There were 3,322 online job postings related to barbering and hairdressing listed in the past 12 months. Exhibit 5 displays the number of job postings by occupation. The majority of job postings (93%) were for *hairdressers, hairstylists, and cosmetologists*, followed by *barbers* (7%). The highest number of job postings were for hair stylists, stylists, licensed hair stylists, hair stylists/cosmetologists, and barbers. The top skills were cosmetology, selling techniques, product knowledge, merchandising, and business development. The top three employers, by number of job postings, in the region were Great Clips, Sport Clips, and Supercuts.

**Exhibit 5: 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. Furthermore, the national-level educational attainment data indicates between 35% and 43% of workers in the field have completed some college or an associate degree. Of the 7% of barbering and hairdressing job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 91% (211) requested high school or vocational training, 6% (13) requested an associate degree, and 4% (9) requested a bachelor's degree.

## Educational Supply

### Community College Supply

Exhibit 6 shows the annual and 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, and Fullerton.

**Exhibit 6: Regional community college awards (certificates and degrees), 2019-2022**

TOP	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
3007.00	Cosmetology and Barbering	Cerritos	86	77	172	112
		Citrus	143	137	146	142
		Compton	22	-	24	15
		El Camino	31	31	18	27
		LA Trade-Tech	62	86	101	83
		Pasadena	31	37	31	33
		Santa Monica	54	31	147	77
		<b>LA Subtotal</b>	<b>429</b>	<b>399</b>	<b>639</b>	<b>489</b>
		Fullerton	104	140	142	129
		Golden West	137	89	55	94
		Saddleback	354	70	171	198
		Santiago Canyon	79	10	16	35
		<b>OC Subtotal</b>	<b>674</b>	<b>309</b>	<b>384</b>	<b>456</b>
<b>Supply Total/Average</b>			<b>1,103</b>	<b>708</b>	<b>1,023</b>	<b>945</b>

### Non-Community College Supply

For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for barbering and hairstyling. Exhibit 7 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 2019 to 2021. Between 2019 and 2021, non-community college institutions in the region conferred an average of 945 sub-baccalaureate awards. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards that typically take fewer than four years to complete.

**Exhibit 7: Regional non-community college awards, 2019-2021**

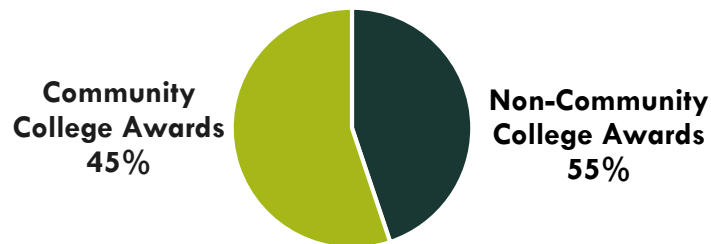
<b>CIP</b>	<b>Program</b>	<b>Institution</b>	<b>2019-20 Awards</b>	<b>2020-21 Awards</b>	<b>2-Year Average</b>
12.0401	Cosmetology/ Cosmetologist, General	ABC Adult School	7	21	14
		Academy for Salon Professionals	17	9	13
		Academy of Esthetics and Cosmetology	10	5	8
		Advance Beauty College	41	42	42
		Alhambra Beauty College	10	10	10
		American Beauty College	22	33	28
		Asian-American International Beauty College	40	17	29
		Aveda Institute-Los Angeles	37	43	40
		Baldwin Park Adult & Community Education	10	21	16
		Beyond 21st Century Beauty Academy	19	13	16
		Career Academy of Beauty	43	35	39
		Coastline Beauty College	19	24	22
		COBA Academy	9	4	7
		Diamond Beauty College	13	-	7
		Flair Beauty College	24	16	20
		International College of Beauty Arts & Sciences	19	12	16
		International School of Cosmetology	112	71	92
		John Wesley International Barber and Beauty College	2	2	2
		KC Beauty Academy	5	4	5
		Lancaster Beauty School	27	9	18
		Newberry School of Beauty	12	-	6
		Palace Beauty College	19	15	17
		Paul Mitchell the School-Costa Mesa	100	83	92
		Paul Mitchell the School-Pasadena	62	36	49
		Paul Mitchell the School-Sherman Oaks	101	94	98
		Pomona USD Adult and Career Education	15	23	19

CIP	Program	Institution	2019-20 Awards	2020-21 Awards	2-Year Average
		Professional Institute of Beauty	33	20	27
		Redondo Beach Beauty College	4	3	4
		Rosemead Beauty School	20	-	10
		Salon Success Academy-West Covina	7	5	6
		Santa Ana Beauty Academy	5	1	3
		Santa Ana Beauty College	29	17	23
		Thanh Le College School of Cosmetology	6	4	5
		Universal College of Beauty Inc-Los Angeles 2	4	3	4
		Victory Career College	7	1	4
		ZMS The Academy	6	6	6
		12.0402	Barbering/ Barber	Academy of Esthetics and Cosmetology	8
Advance Beauty College	17			22	20
Alhambra Beauty College	7			8	8
American Beauty College	20			13	17
Baldwin Park Adult & Community Education	20			14	17
Beyond 21st Century Beauty Academy	-			3	2
Borner's Barber College	8			2	5
Coastline Beauty College	5			4	5
COBA Academy	15			6	11
CRU Institute of Cosmetology and Barbering	33			19	26
Hacienda La Puente Adult Education	29			21	25
John Wesley International Barber and Beauty College	25			24	25
Lancaster Beauty School	16			14	15
Newberry School of Beauty	16			-	8
Palace Beauty College	4			3	4
Paul Mitchell the School-Costa Mesa	30	46	38		
Paul Mitchell the School-Pasadena	11	6	9		

CIP	Program	Institution	2019-20 Awards	2020-21 Awards	2-Year Average
		Paul Mitchell the School-Sherman Oaks	8	13	11
		Pomona Unified School District Adult and Career Education	12	4	8
		Salon Success Academy-West Covina	6	3	5
		Santa Ana Beauty Academy	2	1	2
		Santa Ana Beauty College	3	2	3
		Victory Career College	5	2	4
		ZMS The Academy	49	34	42
12.0413	Cosmetology, Barber/Styling, and Nail Instructor	Advance Beauty College	5	4	5
		American Beauty College	1	-	1
		Asian-American International Beauty College	-	1	1
		Beyond 21st Century Beauty Academy	1	-	1
		Career Academy of Beauty	2	-	1
		Hacienda La Puente Adult Education	41	32	37
		Professional Institute of Beauty	2	1	2
		Universal College of Beauty Inc-Los Angeles 2	1	-	1
<b>Supply Total/Average</b>			<b>1,318</b>	<b>1,005</b>	<b>1,162</b>

Exhibit 8 shows the proportion of community college awards conferred in LA/OC compared to the number of non-community college awards for the programs in this report. Nearly half of the awards conferred in these programs are awarded by community colleges in the LA/OC region.

**Exhibit 8: Community College Awards Compared to Non-Community College Awards in LA/OC Region, 3-Year Average**





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

**Exhibit 9. Los Angeles County**

Occupation (SOC)	2022 Jobs	2027 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)	2,095	2,182	87	4%	277	\$7.43	\$13.07	\$17.43
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	20,171	22,514	2,343	12%	3,430	\$12.69	\$16.77	\$25.17
<b>Total</b>	<b>22,266</b>	<b>24,696</b>	<b>2,430</b>	<b>11%</b>	<b>3,707</b>	-	-	-

**Exhibit 10. Orange County**

Occupation (SOC)	2022 Jobs	2027 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)	486	523	37	8%	70	\$8.31	\$14.96	\$18.40
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	6,988	7,996	1,008	14%	1,232	\$13.66	\$16.43	\$24.23
<b>Total</b>	<b>7,474</b>	<b>8,519</b>	<b>1,046</b>	<b>14%</b>	<b>1,301</b>	-	-	-

**Exhibit 11. Los Angeles and Orange Counties**

Occupation (SOC)	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	% Age 55 and older*	Typical Entry-Level Education
Barbers (39-5011)	2,581	2,706	125	5%	347	18%	Postsecondary non-degree award
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	27,159	30,510	3,351	12%	4,662	29%	Postsecondary non-degree award
<b>Total</b>	<b>29,740</b>	<b>33,216</b>	<b>3,476</b>	<b>12%</b>	<b>5,009</b>	-	-

\*The average percentage of workers age 55 and older across all occupations in the greater LA/OC region is 27%. Barbers have a smaller share of older workers, which typically indicates fewer replacements needs to offset the amount of impending retirements.

## Appendix B: Sources

- O\*NET Online
- Lightcast (formerly 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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