

## Labor Market Analysis: 3007.00/Cosmetology and Barbering

**Cosmetology Level 1** - Certificate requiring 16 to fewer than 30 semester units

Los Angeles Center of Excellence, March 2023

### Summary

<b>Program Endorsement:</b>	<b>Endorsed: All Criteria Met</b> <input type="checkbox"/>	<b>Endorsed: Some Criteria Met</b> <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: (Entry-Level, 25<sup>th</sup>)</b>	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 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 three middle-skill occupations:

- **Barbers (39-5011)** Provide barbering services, such as cutting, trimming, shampooing, and styling hair; trimming beards; or giving shaves.<sup>1, 2</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>3</sup>
- **Makeup Artists, Theatrical and Performance (39-5091)** Apply makeup to performers to reflect period, setting, and situation of their role.<sup>4</sup>

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.<sup>5</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 and barbering occupations 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 (BLS) lists

<sup>1</sup> [Barbers \(bls.gov\)](https://www.bls.gov/occupations/39-5011)

<sup>2</sup> [Barbers, Hairstylists, and Cosmetologists: U.S. Bureau of Labor Statistics \(bls.gov\)](https://www.bls.gov/occupations/39-5012)

<sup>3</sup> [Hairdressers, Hairstylists, and Cosmetologists \(bls.gov\)](https://www.bls.gov/occupations/39-5012)

<sup>4</sup> [Makeup Artists, Theatrical and Performance \(bls.gov\)](https://www.bls.gov/occupations/39-5091)

<sup>5</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.

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:

#### **Demand:**

- **Supply Gap Criteria** – Over the next five years, **7,149 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 2,789 awards conferred** by educational institutions in the region.
- **Living Wage Criteria** – Within Los Angeles County, the majority (96%) of annual job openings for these cosmetology and barbering occupations have entry-level wages **below** the self-sufficiency standard hourly wage (\$18.10/hour).<sup>6</sup>
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a **postsecondary non-degree award** as the typical entry-level education for all three occupations in this report.
  - Furthermore, the national-level educational attainment data indicates **between 35% and 45% 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 **946 awards annually** between 2018 and 2021.
- Between 2017 and 2020, there was an average of **1,843 awards conferred annually** in related training programs by non-community college institutions throughout the greater LA/OC region.

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<sup>6</sup> 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 these cosmetology and barbering occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 5% through 2026. There will be more than 7,100 job openings per year through 2026 due to job growth and replacements.

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>7</sup>**

Geography	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change	Annual Openings
Los Angeles	32,901	33,703	802	2%	5,330
Orange	10,535	11,734	1,199	11%	1,819
<b>Total</b>	<b>43,436</b>	<b>45,437</b>	<b>2,001</b>	<b>5%</b>	<b>7,149</b>

## Wages

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

The majority (96%) of annual openings for cosmetology and barbering 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 \$7.16 and \$45.85. Only one occupation has entry-level wages above the county's self-sufficiency wage: *makeup artists, theatrical and performance* (\$45.85). Experienced workers can expect to earn wages between \$18.86 and \$80.86, which are higher than the self-sufficiency standard.

It is worth noting that *barbers and hairdressers, hairstylists, and cosmetologists* that are employees (not self-employed) typically earn entry-level hourly wages of \$14.81 and \$14.69, respectively, and median hourly earnings of \$22.60 and \$17.52. These wages are much higher than the wages of self-employed *barbers and hairdressers, hairstylists, and cosmetologists*, who earn much lower wages for entry-level hourly earnings (\$6.68 and \$9.34) and median hourly earnings (\$10.94 and \$15.99). The data in exhibit 2 is an average of both classes of workers (employees and self-employed).

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<sup>7</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.

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

<b>Occupation</b>	<b>Entry-Level Hourly Earnings (25<sup>th</sup> Percentile)</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings (75<sup>th</sup> Percentile)</b>	<b>Median Annual Earnings*</b>
Barbers (39-5011)	\$7.16	\$12.13	\$18.86	\$25,200
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	\$10.79	\$16.28	\$25.84	\$33,900
Makeup Artists, Theatrical and Performance (39-5091)	\$45.85	\$78.89	\$80.86	\$164,100

\*rounded to the nearest \$100

**Orange County**

The majority (98%) of annual openings for cosmetology and barber 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 \$7.82 and \$45.32. Only one occupation has entry-level wages above the county’s self-sufficiency wage: *makeup artists, theatrical and performance* (\$45.32). Experienced *barbers* can expect to earn \$20.04, which is below the county’s self-sufficiency standard; however, experienced *hairdressers, hairstylists, and cosmetologists* and *makeup artists theatrical and performance* earn wages between \$25.04 and \$76.40, which are higher than the self-sufficiency standard.

It is worth noting that *barbers* and *hairdressers, hairstylists, and cosmetologists* that are employees (not self-employed) typically earn entry-level hourly wages of \$15.97 and \$14.10, respectively, and median hourly earnings of \$20.13 and \$15.83. These wages are much higher than the wages of self-employed *barbers* and *hairdressers, hairstylists, and cosmetologists*, who earn much lower wages for entry-level hourly earnings (\$6.77 and \$9.34) and median hourly earnings (\$11.08 and \$15.99). The data in exhibit 2 is an average of both classes of workers (employees and self-employed).

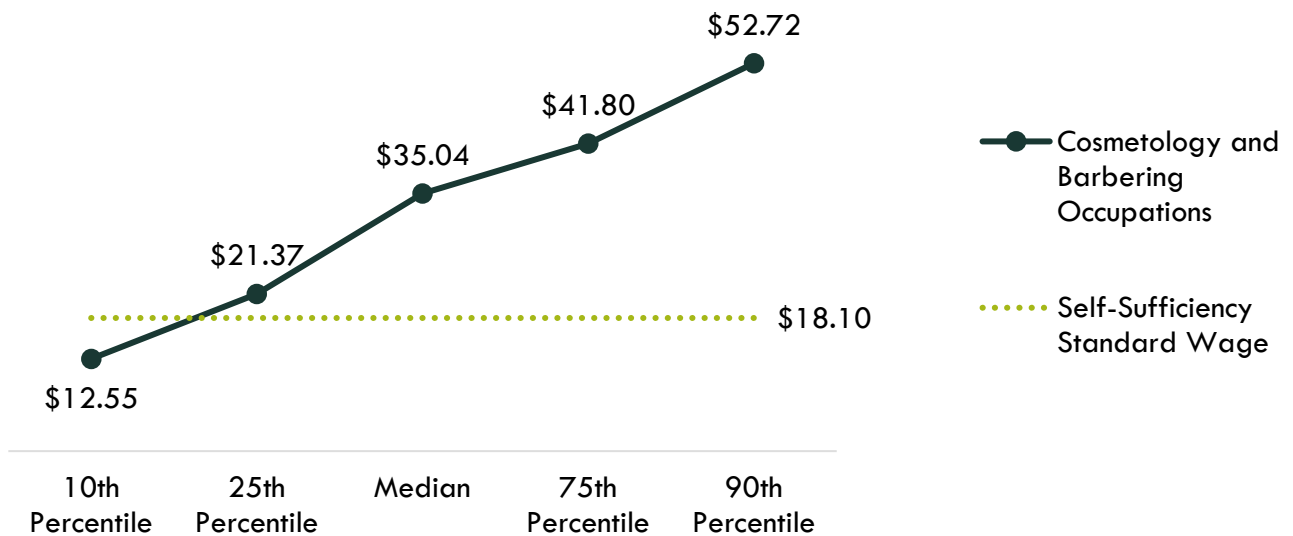
**Exhibit 3: Earnings for Occupations in Orange County**

<b>Occupation</b>	<b>Entry-Level Hourly Earnings (25<sup>th</sup> Percentile)</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings (75<sup>th</sup> Percentile)</b>	<b>Median Annual Earnings*</b>
Barbers (39-5011)	\$7.82	\$13.85	\$20.04	\$28,800
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	\$11.54	\$15.91	\$25.04	\$33,100
Makeup Artists, Theatrical and Performance (39-5091)	\$45.32	\$75.24	\$76.40	\$156,500

\*rounded to the nearest \$100

On average, the entry-level earnings for the occupations in this report are \$21.37; this is above 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.

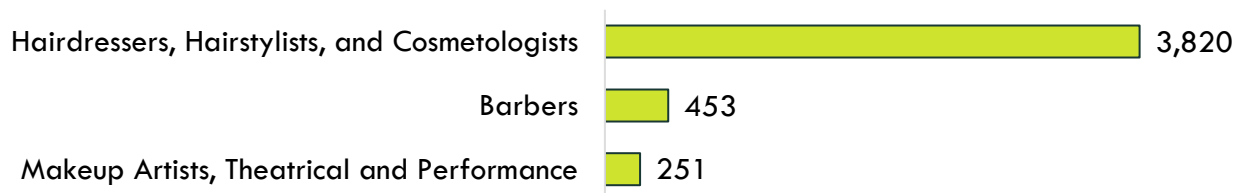
**Exhibit 4: Average Hourly Earnings for Cosmetology and Barbering Occupations in LA/OC**



### Job Postings

There were 4,524 online job postings related to cosmetology and barbering listed in the past 12 months. Exhibit 5 displays the number of job postings by occupation. The majority of job postings (84%) were for *hairdressers, hairstylists, and cosmetologists*, followed by *barbers* (10%) and *makeup artists, theatrical and performance* (6%). The highest number of job postings were for hair stylists, hair stylists/cosmetologists, barbers, marketplace managers, and stylists/barbers. The top skills were cosmetology, housekeeping/linens, selling techniques, product knowledge, cosmetics and merchandising. The top three employers, by number of job postings, in the region were Great Clips, Sport Clips, and Regis Corporation.

**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 all three occupations in this report. Furthermore, the national-level educational attainment data indicates between 35% and 45% of workers in the field have completed some college or an associate degree. Of the 5% of cosmetology and barbering job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 85% (204)

requested high school or vocational training, 7% (16) requested an associate degree, and 8% (19) 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), 2018-2021**

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
3007.00	Cosmetology and Barbering	Cerritos	122	86	77	95
		Citrus	177	143	137	152
		Compton	31	3	-	11
		El Camino	52	31	31	38
		LA Trade	98	62	86	82
		Pasadena	39	31	37	36
		Santa Monica	17	54	31	34
		<b>LA Subtotal</b>	<b>536</b>	<b>410</b>	<b>399</b>	<b>448</b>
		Fullerton	121	104	140	122
		Golden West	112	137	89	113
		Saddleback	251	354	70	225
		Santiago Canyon	26	79	10	38
		<b>OC Subtotal</b>	<b>510</b>	<b>674</b>	<b>309</b>	<b>498</b>
		<b>Supply Total/Average</b>			<b>1,046</b>	<b>1,084</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 cosmetology and barbering. 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 2017 to 2020. Between 2017 and 2020, non-community college institutions in the region conferred an average of 1,843 sub-baccalaureate awards. Sub-baccalaureate awards are comparable to community college awards and include associate degrees, postsecondary awards, and other academic awards that typically take less than four years to complete.

**Exhibit 7: Regional non-community college awards, 2017-2020**

<b>CIP</b>	<b>Program</b>	<b>Institution</b>	<b>2017-18 Awards</b>	<b>2018-19 Awards</b>	<b>2019-20 Awards</b>	<b>3-Year Average</b>
12.0401	Cosmetology/ Cosmetologist, General	ABC Adult School	9	12	7	9
		Academy for Salon Professionals	22	13	17	17
		Academy of Esthetics and Cosmetology	8	14	10	11
		Advance Beauty College	33	39	41	38
		Alhambra Beauty College	24	14	10	16
		American Beauty College	18	21	22	20
		Asian-American International Beauty College	87	25	40	51
		Aveda Institute-LA	49	36	37	41
		Baldwin Park Adult & Community Education	21	16	10	16
		Beyond 21st Century Beauty Academy	11	16	19	15
		Career Academy of Beauty	38	49	43	43
		Coastline Beauty College	40	17	19	25
		Coba Academy	24	10	9	14
		Colleen O'Haras Beauty Academy	18	16	-	11
		CRU Institute of Cosmetology Barbering	1	-	-	0
		Diamond Beauty College	12	12	13	12
		Flair Beauty College	27	24	24	25
		International College of Beauty Arts & Sciences	46	27	19	31
		International School of Cosmetology	142	128	112	127
		John Wesley Int'l Barber and Beauty College	3	5	2	3
		KC Beauty Academy	-	19	5	8
		Newberry School of Beauty	26	25	12	21
		Palace Beauty College	19	18	19	19
		Paul Mitchell the School-Costa Mesa	81	89	100	90

CIP	Program	Institution	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
		Paul Mitchell the School-Pasadena	84	83	62	76
		Paul Mitchell the School-Sherman Oaks	138	139	101	126
		Pomona Unified School District Adult and Career Education	24	25	15	21
		Professional Institute of Beauty	52	40	33	42
		Redondo Beach Beauty College	4	5	4	4
		Rosemead Beauty School	85	26	20	44
		Salon Success Academy-West Covina	1	6	7	5
		Santa Ana Beauty Academy	8	8	5	7
		Santa Ana Beauty College	126	29	29	61
		Thanh Le College School of Cosmetology	9	20	6	12
		Universal College of Beauty Inc-LA	4	10	4	6
		Victory Career College	3	7	7	6
		ZMS The Academy	12	2	6	7
12.0402	Barbering/ Barber	Academy of Esthetics and Cosmetology	11	9	8	9
		Advance Beauty College	6	16	17	13
		Alhambra Beauty College	6	10	7	8
		American Beauty College	46	38	20	35
		Baldwin Park Adult & Community Education	11	11	20	14
		Beyond 21st Century Beauty Academy	3	1	-	1
		Borner's Barber College	12	13	8	11
		Coastline Beauty College	13	17	5	12
		Coba Academy	-	12	15	9
		Colleen O'Haras Beauty Academy	13	7	-	7

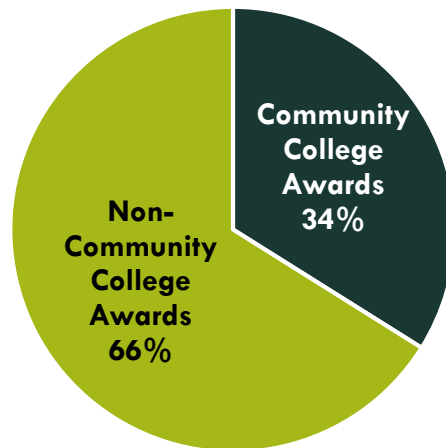


CIP	Program	Institution	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
		CRU Institute of Cosmetology and Barbering	24	31	33	29
		Hacienda La Puente Adult Education	-	6	29	12
		John Wesley International Barber and Beauty College	32	33	25	30
		KC Beauty Academy	-	1	-	0
		Newberry School of Beauty	29	16	16	20
		Palace Beauty College	14	7	4	8
		Paul Mitchell the School-Costa Mesa	34	39	30	34
		Paul Mitchell the School-Pasadena	3	7	11	7
		Paul Mitchell the School-Sherman Oaks	-	9	8	6
		Pomona Unified School District Adult and Career Education	-	7	12	6
		Salon Success Academy-West Covina	-	4	6	3
		Santa Ana Beauty Academy	1	2	2	2
		Santa Ana Beauty College	2	5	3	3
		Victory Career College	7	10	5	7
		ZMS The Academy	31	36	49	39
12.0406	Make-Up Artist/Specialist	Colleen O'Haras Beauty Academy	9	-	-	3
		Make-up Designory	596	513	-	370
12.0407	Hair Styling/Stylist and Hair Design	Santa Ana Beauty Academy	1	1	-	1
12.0413	Cosmetology, Barber/Styling, and Nail Instructor	Advance Beauty College	1	3	-	1
		American Beauty College	3	2	1	2
		Asian-American International Beauty College	4	5	-	3

CIP	Program	Institution	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
		Beyond 21st Century Beauty Academy	1	1	1	1
		Career Academy of Beauty	2	1	2	2
		Hacienda La Puente Adult Education	60	54	41	52
		Professional Institute of Beauty	1	3	2	2
		Universal College of Beauty Inc-LA	-	-	1	0
<b>Supply Total/Average</b>			<b>2,285</b>	<b>1,975</b>	<b>1,270</b>	<b>1,843</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. Two-thirds of awards conferred in these programs are awarded by non-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)	2021 Jobs	2026 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)	3,229	3,362	133	4%	430	\$7.16	\$12.13	\$18.86
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	28,588	29,132	544	2%	4,704	\$10.79	\$16.28	\$25.84
Makeup Artists, Theatrical and Performance (39-5091)	1,084	1,208	124	11%	195	\$45.85	\$78.89	\$80.86
<b>Total</b>	<b>32,901</b>	<b>33,703</b>	<b>802</b>	<b>2%</b>	<b>5,330</b>	<b>-</b>	<b>-</b>	<b>-</b>

Exhibit 10. Orange County

Occupation (SOC)	2021 Jobs	2026 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)	725	776	52	7%	104	\$7.82	\$13.85	\$20.04
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	9,639	10,776	1,138	12%	1,687	\$11.54	\$15.91	\$25.04
Makeup Artists, Theatrical and Performance (39-5091)	172	181	10	6%	28	\$45.32	\$75.24	\$76.40
<b>Total</b>	<b>10,535</b>	<b>11,734</b>	<b>1,199</b>	<b>11%</b>	<b>1,819</b>	<b>-</b>	<b>-</b>	<b>-</b>

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

<b>Occupation (SOC)</b>	<b>2021 Jobs</b>	<b>2026 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>% Age 55 and older*</b>	<b>Typical Entry-Level Education</b>
Barbers (39-5011)	3,954	4,139	185	5%	534	17%	Postsecondary non-degree award
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	38,227	39,908	1,682	4%	6,391	30%	Postsecondary non-degree award
Makeup Artists, Theatrical and Performance (39-5091)	1,256	1,390	134	11%	223	18%	Postsecondary non-degree award
<b>Total</b>	<b>43,436</b>	<b>45,437</b>	<b>2,001</b>	<b>5%</b>	<b>7,149</b>	<b>28%</b>	

\*The average percentage of workers age 55 and older across all occupations in the greater LA/OC region is 27%. *Barbers and makeup artists, theatrical and performance* 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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