Labor Market Analysis for Program Modification: 3007.00/Cosmetology and Barbering

(Cosmetology, Associate in Arts Degree)
(Esthetics, Associate In Arts Degree)
(Cosmetology, Certificate of Achievement)
(Esthetics, Certificate of Achievement)

Orange County Center of Excellence, December 2024

COE
FOR LABOR MARKET RESEARCH
ORANGE COUNTY

Summary

Program LMI Endorsement	Endorsed: All LMI Criteria Met ☐	Endorsed: Some LMI Criteria Met ☒	Not LMI Endorsed ☐

Program LMI Endorsement Criteria		

	Yes ☑	No ☐
Supply Gap:	*Comments:* there is projected to be **8,476 annual job openings** throughout Los Angeles and Orange counties for these cosmetology occupations, which **is more than the 4,220 awards conferred by educational institutions.**	

	Yes ☐	No ☑
Self-Sufficiency Standard Living Wage[1]:	*Comments:* **all annual job openings** for these cosmetology occupations **have entry-level hourly wages below the OC living wage of $27.13,** most likely due to the self-employment nature of these occupations.	

	Yes ☑	No ☐
Education:	*Comments:* all annual job openings for these middle-skill cosmetology occupations typically require a **postsecondary nondegree award** and **between 24% and 52% of workers in the field have completed some college or an associate degree as their highest level of education.**	

Additional Considerations		
Emerging Occupation(s):	Yes ☐	Some ☐	No ☑
	Comments: N/A		
OC Resilient Job(s):	Yes ☐	Some ☐	No ☑
	Comments: See Resilient Jobs and US News & World Report Best Jobs		
U.S. News & World Report 2024 Best Jobs List[2]:	Yes ☐	Some ☐	No ☑
	Comments: See Resilient Jobs and US News & World Report Best Jobs		

The Orange County Center of Excellence for Labor Market Research (OC COE) prepared this report to determine whether there is a supply gap in the Los Angeles/Orange County regional labor market related to three middle-skill occupations:

- *Hairdressers, Hairstylists, and Cosmetologists (39-5012)*
- *Manicurists and Pedicurists (39-5092)*
- *Skincare Specialists (39-5094)*

Based on the available data there appears to be a supply gap for these cosmetology occupations and typical education requirements for these occupations align with a community college education. However, all annual job openings have entry-level wages significantly below the Self-Sufficiency Standard living wage, most likely due to the self-employment nature of these occupations. **Therefore, due to some of the regional labor market criteria being met, the COE endorses this proposed program.**

Exhibit 1 lists the occupational demand, supply, typical entry-level education, and educational attainment for the occupations included in this report.

Exhibit 1: Labor Market Endorsement Summary

Occupation (SOC)	Demand (Annual Openings)	Supply (CC and Non-CC)	Entry-Level Hourly Earnings (25th Percentile)	Typical Entry-Level Education	Community College Educational Attainment
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	LA: 3,209 OC: 1,101 TTL: 4,310	LA: 1,245 OC: 670 TTL: 1,915	OC: $14.29	Postsecondary nondegree award	43%
Manicurists and Pedicurists (39-5092)	LA: 2,285 OC: 905 TTL: 3,190	LA: 267 OC: 701 TTL: 968	OC: $15.50	Postsecondary nondegree award	24%
Skincare Specialists (39-5094)	LA: 697 OC: 278 TTL: 976	LA: 650 OC: 688 TTL: 1,338	OC: $15.51	Postsecondary nondegree award	52%
Total	**8,476**	**4,220**	**N/A**	**N/A**	**N/A**

Demand:

- The number of jobs related to these cosmetology occupations is projected to increase 13% through 2028, equating to 8,476 annual job openings.
- Hourly entry-level wages for these cosmetology occupations range from $14.29 to $15.51 in Orange County; all annual job openings have entry-level wages significantly below the Self-Sufficiency Standard living wage.
  - It is important to note that many workers in these occupations are considered self-employed and have different earning dynamics than wage and salaried workers.
- There were 3,512 online job postings for these cosmetology occupations over the past 12 months. The highest number of postings were for hair stylists, stylists, and nail technicians.
- The typical entry-level education for these cosmetology occupations is a postsecondary nondegree award.
- Between 24% and 52% of workers in the field have completed some college or an associate degree as their highest level of educational attainment.

Supply:

- There was an average of 994 awards conferred by 11 community colleges in Los Angeles and Orange Counties from 2020 to 2023.
- Non-community college institutions conferred an average of 3,226 awards from 2019 to 2022.
- Orange County community college students that exited cosmetology and barbering programs in the 2020-21 academic year had a median annual wage of $26,910 ($12.94 per hour) after exiting the program and 23% attained the regional living wage.
- Throughout Orange County, 72% of cosmetology and barbering students that exited their program in 2019-20 reported that they are working in a job closely related to their field of study.

Demand

Occupational Projections:

Exhibit 2 shows the annual percent change in jobs for these cosmetology occupations from 2018 through 2028. Though there was a 7% decline across all occupations in Los Angeles and Orange counties from 2019 to 2020 due to the COVID-19 pandemic, employment in these cosmetology occupations decreased 6% during the same period.

In the two years preceding the pandemic, employment for these occupations increased in Orange County. After a decrease in employment in 2023, employment for these three occupations in Orange County is projected to increase 1% through 2028, experiencing a similar rate relative to all occupations in Los Angeles and Orange counties.

Exhibit 2: Annual Percent Change in Jobs for Cosmetology Occupations, 2018-2028

Exhibit 3 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 13% through 2028. There is projected to be 8,476 jobs available annually.

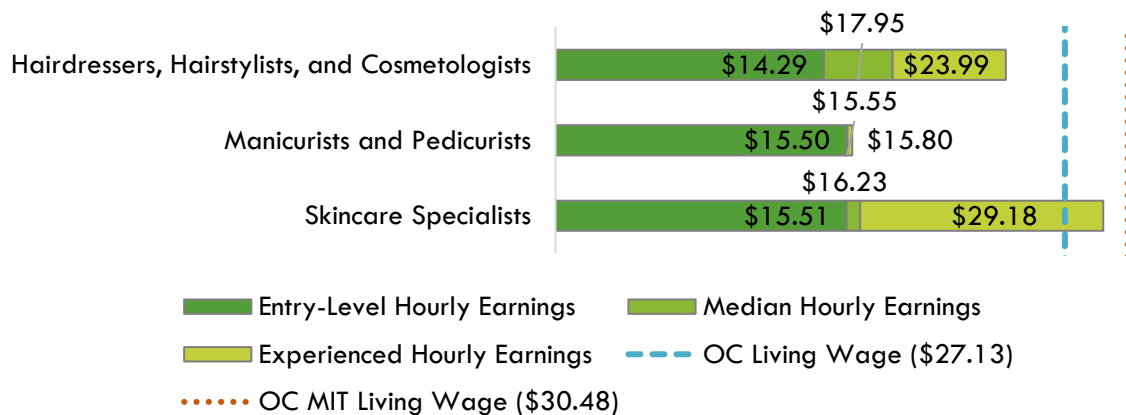| Geography	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	Annual Openings
Los Angeles	37,947	42,894	4,947	13%	6,192
Orange	14,271	15,874	1,603	11%	2,284
Total	**52,218**	**58,768**	**6,550**	**13%**	**8,476**

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 to provide a complete analysis of the LA/OC region.

At the direction of the California Community College Chancellor's Office, the living wage endorsement criteria in this report uses the University of Washington's Center for Women's Welfare Self-Sufficiency Standard, which the COE refers to as a living wage, to determine Orange County's living wage of $27.13, last updated in March 2024. Additionally, data for the MIT Living Wage, updated on February 14, 2024, is provided as a reference. Currently, the MIT Living Wage in Orange County is $30.48. Both figures, which account for geographic-specific costs of necessities such as housing, food, health care, and transportation to assess the cost of living, are notated in the exhibits below.

It is important to note that many *hairdressers, hairstylists, and cosmetologists*, *manicurists and pedicurists*, and *skincare specialists* in the Los Angeles/Orange County region are considered self-employed. Self-employed workers have different earning 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.[4] For these reasons, wage data appears to be significantly lower than both the living wage and minimum wage.

All annual openings for these cosmetology occupations have entry-level wages significantly below the Self-Sufficiency Standard living wage for one adult ($27.13 in Orange County). Typical entry-level hourly wages range between $14.29 and $15.51. Orange County's average wages ($20.50) are below the average statewide wage of $21.56 for these occupations. Exhibit 4 shows the wage range for each of these cosmetology occupations in Orange County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

Exhibit 4: Wages by Occupation in Orange County

Hairdressers, Hairstylists, and Cosmetologists: $17.95 — $14.29 / $23.99

Manicurists and Pedicurists: $15.55 — $15.50 / $15.80

Skincare Specialists: $16.23 — $15.51 / $29.18

- Entry-Level Hourly Earnings
- Median Hourly Earnings
- Experienced Hourly Earnings
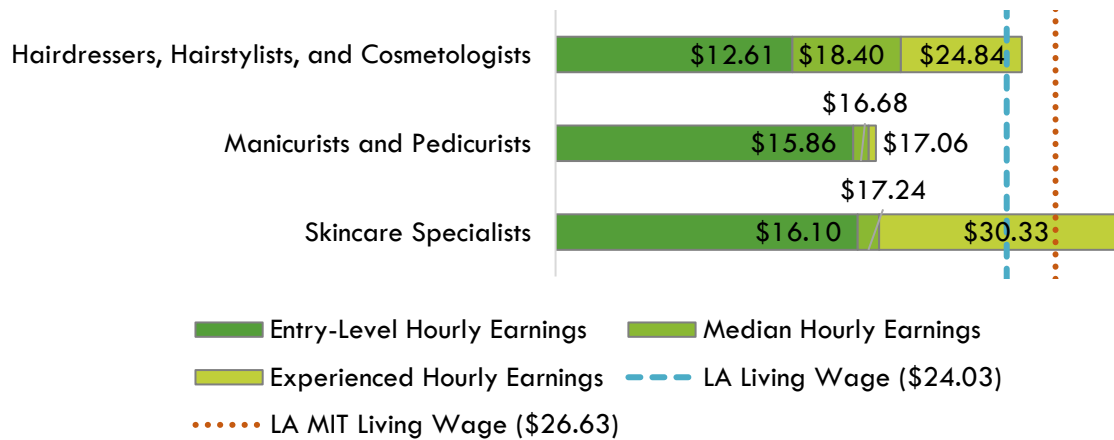- OC Living Wage ($27.13)
- OC MIT Living Wage ($30.48)

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[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.
[4] https://www.brookings.edu/wp-content/uploads/2019/11/201911_Brookings-Metro_low-wage-workforce_Ross-Bateman.pdf

All annual openings for these cosmetology occupations have entry-level wages significantly below the Self-Sufficiency Standard living wage for one adult ($24.03 in Los Angeles County). Typical entry-level hourly wages range between $12.61 and $16.10. Los Angeles County's average wages ($21.60) are slightly above the average statewide wage of $21.56 for these occupations. Exhibit 5 shows the wage range for each of these cosmetology occupations in Los Angeles County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

Exhibit 5: Wages by Occupation in Los Angeles County

Legend:
- Entry-Level Hourly Earnings
- Median Hourly Earnings
- Experienced Hourly Earnings
- LA Living Wage ($24.03)
- LA MIT Living Wage ($26.63)

Hairdressers, Hairstylists, and Cosmetologists: $12.61, $18.40, $24.84, $16.68
Manicurists and Pedicurists: $15.86, $17.06, $17.24
Skincare Specialists: $16.10, $30.33

Resilient Jobs and U.S. News & World Report Best Jobs:

Exhibit 6 shows if each occupation is considered an Orange County Great Recession-Resilient, COVID-19 Pandemic Recession-Resilient Job, or a 2024 U.S. News & World Report (USN&WR) Best Job. None of the three cosmetology occupations met the criteria for any of these designations.

Exhibit 6: Resilient Jobs and USN&WR Best Jobs Designations

Occupation	Great Recession-Resilient Job	COVID-19 Pandemic Recession-Resilient Job	2024 USN&WR Best Job
Hairdressers, Hairstylists, and Cosmetologists	☐	☐	☐
Manicurists and Pedicurists	☐	☐	☐
Skincare Specialists	☐	☐	☐

Job Postings:

Important Online Job Postings Data Note: *Online job postings data is sourced from Lightcast, a labor market analytics firm that scrapes, collects, and organizes data from online job boards such as LinkedIn, Indeed, Glassdoor, Monster, GovernmentJobs.com, and thousands more. Lightcast uses natural language processing (NLP) to determine the related company, industry, occupation, and other information for each job posting. However, NLP has limitations that include understanding contextual words of phrases; determining differences in words that can be used as nouns, verbs, and/or adjectives; and misspellings or grammatical errors.[5] For these reasons, job postings could be assigned to the wrong employer, industry, or occupation within Lightcast's database.*

Additionally, there are several limitations when analyzing job postings. A single job posting may not represent a single job opening, as employers may be creating a pool of candidates for future openings or hiring for multiple positions with a single posting. Additionally, not all jobs are posted online, and jobs may be filled through other methods such as internal promotion, word-of-mouth advertising, physical job boards, or a variety of other channels.

There were 3,512 online job postings related to these cosmetology occupations listed in the past 12 months. Exhibit 7 shows the number of job postings by occupation. The vast majority of = job postings were for *hairdressers, hairstylists, and cosmetologists*.

Exhibit 7: Number of Job Postings by Occupation (n=3,512)

Occupation	Job Postings	Percentage of Job Postings
Hairdressers, Hairstylists, and Cosmetologists	2,586	74%
Skincare Specialists	543	15%
Manicurists and Pedicurists	383	11%
Total Postings	**3,512**	**100%**

The top employers in the region, by number of job postings, are shown in Exhibit 8.

Exhibit 8: Top Employers by Number of Job Postings (n=3,512)

Employer	Job Postings	Percentage of Job Postings
Great Clips	427	12%
Ulta Beauty	211	6%
Disney	208	6%
Supercuts	192	5%
Glamsquad	164	5%
Regis Corporation	139	4%
Sport Clips	97	3%
JCPenney	52	1%
European Wax Center	39	1%
Sports Clips	30	1%

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[5] K. R. Chowdhary, Fundamentals of Artificial Intelligence (Basingstoke: Springer Nature, 2020), https://link.springer.com/book/10.1007/978-81-322-3972-7.

The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 9.
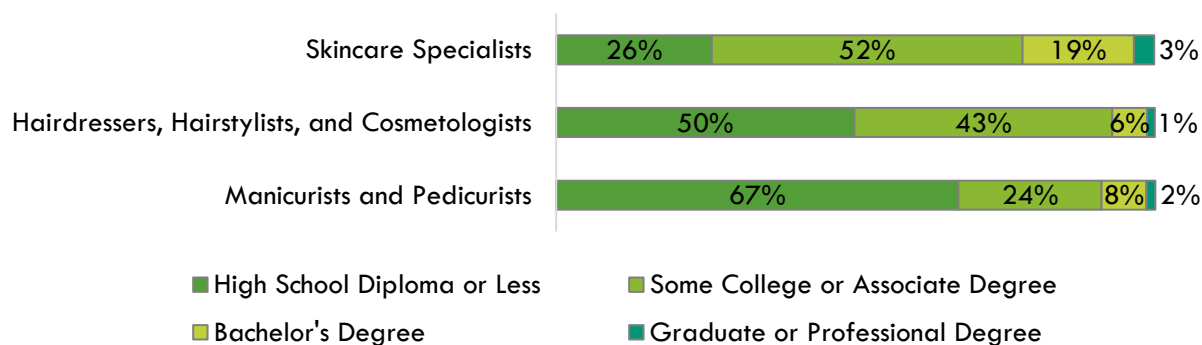
Exhibit 9: Top Skills by Number of Job Postings (n=3,512)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Cosmetology (1,554)	Customer Service (1,250)	Microsoft Outlook (16)
Manicure (461)	Communication (863)	Microsoft Excel (15)
Professional Hair Care (303)	Sales (602)	DIGITAL Command Language (11)
Cosmetics (288)	Cleanliness (523)	Image Viewer (11)
Ear Piercing (277)	Sanitation (325)	Microsoft Word (11)
Hairstyling (256)	Professionalism (249)	TikTok (9)
Product Knowledge (228)	Management (219)	Microsoft Office (8)
Marketing (168)	Administrative Functions (210)	Learning Management Systems (5)
Housekeeping (157)	Coordinating (199)	Microsoft PowerPoint (5)
Business Development (147)	Detail Oriented (190)	Operating Systems (4)

Educational Attainment:

The Bureau of Labor Statistics (BLS) lists a postsecondary nondegree award as the typical entry-level education for all three cosmetology occupations. However, the national-level educational attainment data indicates between 24% and 52% of workers in the field have completed some college or an associate degree as their highest level of education. Exhibit 10 shows the educational attainment for each occupation, sorted by highest community college educational attainment to lowest.

Exhibit 10: National-level Educational Attainment for Occupations

	High School Diploma or Less	Some College or Associate Degree	Bachelor's Degree	Graduate or Professional Degree
Skincare Specialists	26%	52%	19%	3%
Hairdressers, Hairstylists, and Cosmetologists	50%	43%	6%	1%
Manicurists and Pedicurists	67%	24%	8%	2%

■ High School Diploma or Less   ■ Some College or Associate Degree

■ Bachelor's Degree   ■ Graduate or Professional Degree

Of the 70% of the cumulative job postings for these cosmetology occupations that listed a minimum education requirement in Los Angeles/Orange County, 70% (121) requested a high school diploma, vocational training, or an associate degree and 28% (48) requested a bachelor's degree.

Educational Supply
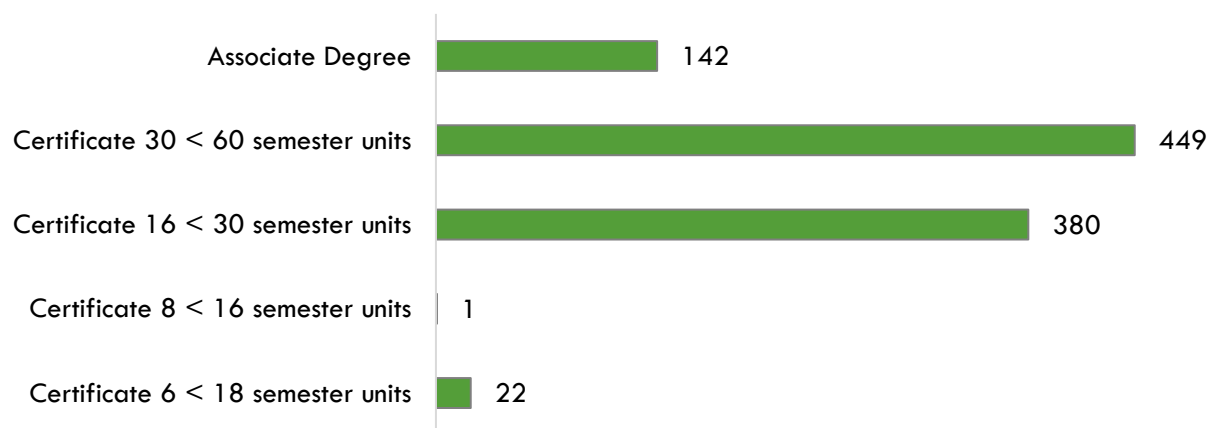
Community College Supply:

Exhibit 11 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 Citrus, Fullerton, and Santa Monica. Over the past 12 months, there was one related program recommendation requests from regional community colleges.

Exhibit 11: Regional Community College Awards (Certificates and Degrees), 2020-2023

TOP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
3007.00	Cosmetology and Barbering	Cerritos	77	172	96	115
		Citrus	137	146	186	156
		Compton	0	24	66	30
		El Camino	31	18	35	28
		LA Trade	86	101	194	127
		Pasadena	37	31	28	32
		Santa Monica	31	147	214	131
		LA Subtotal	**399**	**639**	**819**	**619**
		Fullerton	140	142	115	132
		Golden West	89	55	133	92
		Saddleback	70	171	137	126
		Santiago Canyon	10	16	47	24
		OC Subtotal	**309**	**384**	**432**	**375**
		Supply Total/Average	**708**	**1,023**	**1,251**	**994**

Exhibit 12 shows the annual average community college awards by type from 2020-21 to 2022-23. The plurality of the awards are for certificates between 30 and less than 60 semester units, followed by certificates between 16 and less than 30 semester units and associate degrees.

Exhibit 12: Annual Average Community College Awards by Type, 2020-2023

Type	Value
Associate Degree	142
Certificate 30 < 60 semester units	449
Certificate 16 < 30 semester units	380
Certificate 8 < 16 semester units	1
Certificate 6 < 18 semester units	22

Community College Student Outcomes:

Exhibit 13 shows the Strong Workforce Program (SWP) metrics for cosmetology and barbering programs in Coast Community College District (CCCD), the Orange County Region, and California. Of the 916 Orange County cosmetology and barbering students in the 2021-22 academic year, 16% (149) attended a CCCD college.

CCCD students that exited cosmetology and barbering programs in the 2021-22 academic year had lower median annual earnings ($23,528 or $11.31 per hour) compared to all cosmetology and barbering students in Orange County ($26,910 or $12.94 per hour). Nearly 23% of Orange County cosmetology and barbering students attained the living wage. Due to a low number of students, the percentage of CCCD cosmetology and barbering students who attained the living wage is unknown.

Exhibit 13: Cosmetology and Barbering (3007.00) Strong Workforce Program Metrics, 2021-22[6]

SWP Metric	CCCD	OC Region	California
SWP Students	149	916	4,700
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	86%	82%	65%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	Insufficient Data	Insufficient Data	70%
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	47	263	1,130
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2019-20)	Insufficient Data	Insufficient Data	47
SWP Students with a Job Closely Related to Their Field of Study (2019-20)	75%	72%	70%
Median Annual Earnings for SWP Exiting Students (2020-21)	$23,528 ($11.31)	$26,910 ($12.94)	$26,320 ($12.65)
Median Change in Earnings for SWP Exiting Students (2020-21)	103%	40%	31%
SWP Exiting Students Who Attained the Living Wage (2020-21)	Insufficient Data	23%	24%

Non-Community College Supply:

To comprehensively analyze the regional supply, it is crucial to include data from other institutions offering cosmetology training programs. Exhibit 14 displays the annual and three-year average awards granted by these institutions under the related Classification of Instructional Programs (CIP) codes:

- Cosmetology/Cosmetologists, General (12.0401)
- Aesthetician/Esthetician and Skin Care Specialist (12.0409)
- Nail Technician/Specialist and Manicurist (12.0410)
- Cosmetology, Barber/Styling, and Nail Instructor (12.0413)
- Cosmetology and Related Personal Grooming Arts, Other (12.0499)

No awards were conferred under the following related CIP codes:

- Make-Up Artist/Specialist (12.0406)
- Hair Styling/Stylist and Hair Design (12.0407)
- Facial Treatment Specialist/Facialist (12.0408)
- Salon/Beauty Salon Management/Manager (12.0412)
- Master Aesthetician/Esthetician (12.0414)

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[6] All SWP metrics are for 2021-22 unless otherwise noted.

The available data covers 2019 to 2022. During this period, non-community college institutions in the region conferred an average of 3,226 awards annually in related programs.

Exhibit 14: Regional Non-Community College Awards, 2019-2022

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
12.0401	Cosmetology / Cosmetologists, General	ABC Adult School	7	21	9	12
		Academy for Salon Professionals	17	9	17	14
		Academy of Esthetics and Cosmetology	10	5	8	8
		Advance Beauty College	41	42	49	44
		Alhambra Beauty College	10	10	0	7
		American Beauty College	22	33	33	29
		Asian-American International Beauty College	40	17	59	39
		Aveda Institute-Los Angeles	37	43	40	40
		Baldwin Park Adult & Community Education	10	21	37	23
		Beyond 21st Century Beauty Academy	19	13	25	19
		Career Academy of Beauty	43	35	52	43
		Coastline Beauty College	19	24	27	23
		Coba Academy	9	4	9	7
		CRU Institute of Cosmetology and Barbering	0	0	0	0
		Diamond Beauty College	13	0	0	4
		Flair Beauty College	24	16	15	18
		International College of Beauty Arts & Sciences	19	12	18	16
		International School of Cosmetology	112	71	144	109
		John Wesley International Barber and Beauty College	2	2	3	2
		KC Beauty Academy	5	4	7	5

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		Lancaster Beauty School	27	9	21	19
		Los Angeles College of Aesthetics	19	15	8	14
		Paul Mitchell the School-Costa Mesa	100	83	96	93
		Paul Mitchell the School-Pasadena	62	36	57	52
		Paul Mitchell the School-Sherman Oaks	101	94	128	108
		Pomona Unified School District Adult and Career Education	15	23	16	18
		Professional Institute of Beauty	33	20	48	34
		Redondo Beach Beauty College	4	3	11	6
		Salon Success Academy-West Covina	7	5	12	8
		Santa Ana Beauty Academy	5	1	8	5
		Santa Ana Beauty College	29	17	22	23
		Thanh Le College School of Cosmetology	6	4	8	6
		Universal College of Beauty Inc-Los Angeles 2	4	3	13	7
		Victory Career College	7	1	7	5
		ZMS The Academy	6	6	14	9
	Supply Subtotal/Average		**884**	**702**	**1,021**	**869**
12.0409	Aesthetician/Esthetician and Skin Care Specialist	Academy for Salon Professionals	53	74	85	71
		Academy of Esthetics and Cosmetology	2	2	12	5
		Advance Beauty College	112	167	224	168
		Alhambra Beauty College	44	49	0	31
		Asian-American International Beauty College	123	106	126	118

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		Aveda Institute-Los Angeles	91	70	64	75
		Beyond 21st Century Beauty Academy	16	23	84	41
		Career Academy of Beauty	86	129	137	117
		Coastline Beauty College	57	64	98	73
		Coba Academy	28	34	64	42
		CRU Institute of Cosmetology and Barbering	0	0	0	0
		Diamond Beauty College	14	20	48	27
		Flair Beauty College	22	20	34	25
		Hacienda La Puente Adult Education	0	43	51	31
		International College of Beauty Arts & Sciences	16	37	65	39
		KC Beauty Academy	32	18	32	27
		Lancaster Beauty School	13	5	14	11
		Los Angeles College of Aesthetics	56	36	77	56
		Paul Mitchell the School-Costa Mesa	108	92	143	114
		Paul Mitchell the School-Pasadena	64	73	82	73
		Redondo Beach Beauty College	15	4	23	14
		Salon Success Academy-West Covina	34	37	49	40
		Santa Ana Beauty Academy	5	5	16	9
		Santa Ana Beauty College	31	27	35	31
		Thanh Le College School of Cosmetology	13	14	20	16
		Victory Career College	33	19	44	32
		ZMS The Academy	33	16	102	50
		Supply Subtotal/Average	**1,101**	**1,184**	**1,729**	**1,338**

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
12.0410	Nail Technician / Specialist and Manicurist	Academy of Esthetics and Cosmetology	0	0	4	1
		Advance Beauty College	330	249	241	273
		Alhambra Beauty College	30	34	0	21
		American Beauty College	23	6	35	21
		Asian-American International Beauty College	345	239	260	281
		Beyond 21st Century Beauty Academy	7	17	32	19
		Career Academy of Beauty	0	0	0	0
		Coastline Beauty College	138	103	97	113
		Diamond Beauty College	38	38	36	37
		Flair Beauty College	3	0	0	1
		International College of Beauty Arts & Sciences	0	12	22	11
		KC Beauty Academy	0	0	0	0
		Lancaster Beauty School	14	9	19	14
		Los Angeles College of Aesthetics	52	46	64	54
		Paul Mitchell the School-Pasadena	0	0	0	0
		Redondo Beach Beauty College	56	28	44	43
		Salon Success Academy-West Covina	10	15	37	21
		Santa Ana Beauty College	31	30	39	33
		Victory Career College	8	7	7	7
		ZMS The Academy	16	9	23	16
		Supply Subtotal/Average	**1,101**	**842**	**960**	**968**
12.0413	Cosmetology, Barber / Styling, and Nail Instructor	Advance Beauty College	5	4	7	5
		American Beauty College	1	0	3	1

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		Asian-American International Beauty College	0	1	1	1
		Beyond 21st Century Beauty Academy	1	0	0	0
		Career Academy of Beauty	2	0	2	1
		Flair Beauty College	0	0	0	0
		Hacienda La Puente Adult Education	41	32	27	33
		Professional Institute of Beauty	2	1	10	4
		Redondo Beach Beauty College	0	0	0	0
		Thanh Le College School of Cosmetology	0	0	0	0
		Universal College of Beauty Inc-Los Angeles 2	1	0	1	1
	Supply Subtotal/Average		**53**	**38**	**51**	**47**
12.0499	Cosmetology and Related Personal Grooming Arts, Other	Career Academy of Beauty	0	0	13	4
		Lancaster Beauty School	0	0	0	0
	Supply Subtotal/Average		**0**	**0**	**13**	**4**
	Supply Total/Average		**3,139**	**2,766**	**3,774**	**3,226**

Regional Demographics

This section examines demographic data for Orange County community college students in cosmetology and barbering programs compared to the OC population, along with occupational data, to identify potential diversity and equity issues addressable by community college programs.
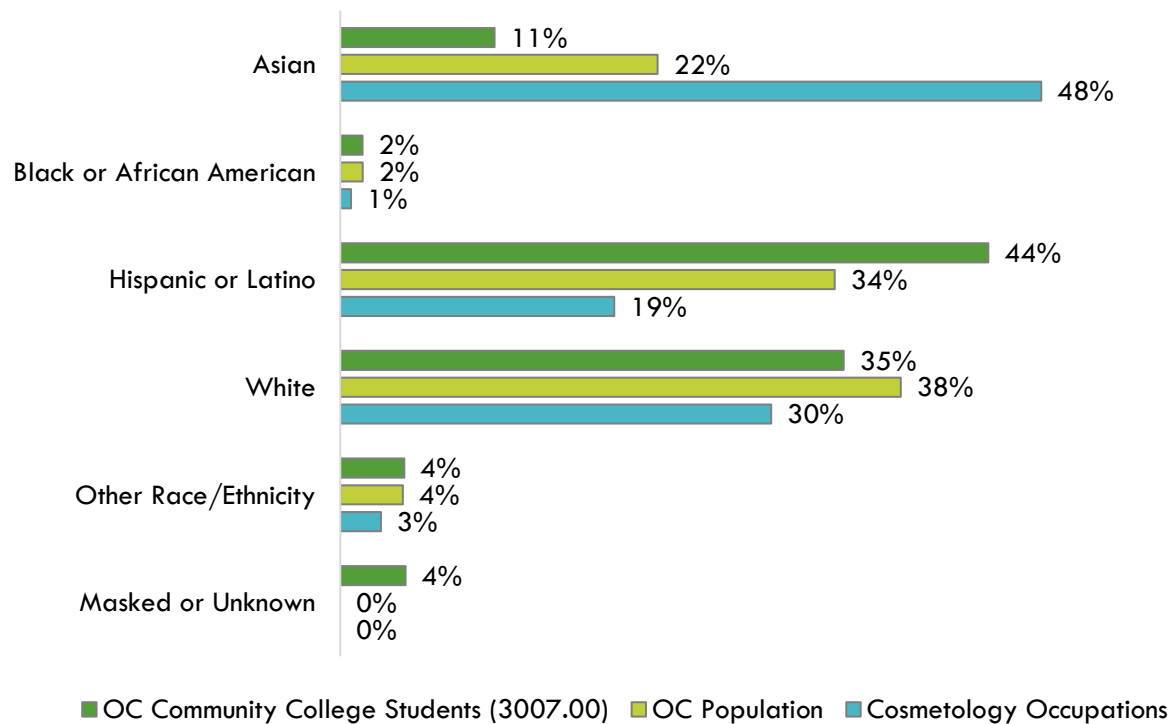
Ethnicity:

Exhibit 15 compares the ethnicity of Orange County community college students enrolled in cosmetology and barbering programs, the overall Orange County population, and occupation-specific data for the three cosmetology occupations included in this report.

Notably, almost half (48%) of workers employed in these cosmetology occupations are Asian, which is much higher than the population (22%) and community college cosmetology and barbering students (11%).

Examining disaggregated data for each occupation (not shown), white individuals account for the plurality of *hairdressers, hairstylists, and cosmetologists* (43%) and *skincare specialists* (51%). The vast majority of workers in *manicurists and pedicurists* are Asian (95%). This occupation offers the second highest entry-level wages of the three cosmetology occupations.

Exhibit 15: Program and County Demographics by Ethnicity

Ethnicity	OC Community College Students (3007.00)	OC Population	Cosmetology Occupations
Asian	11%	22%	48%
Black or African American	2%	2%	1%
Hispanic or Latino	44%	34%	19%
White	35%	38%	30%
Other Race/Ethnicity	4%	4%	3%
Masked or Unknown	4%	0%	0%

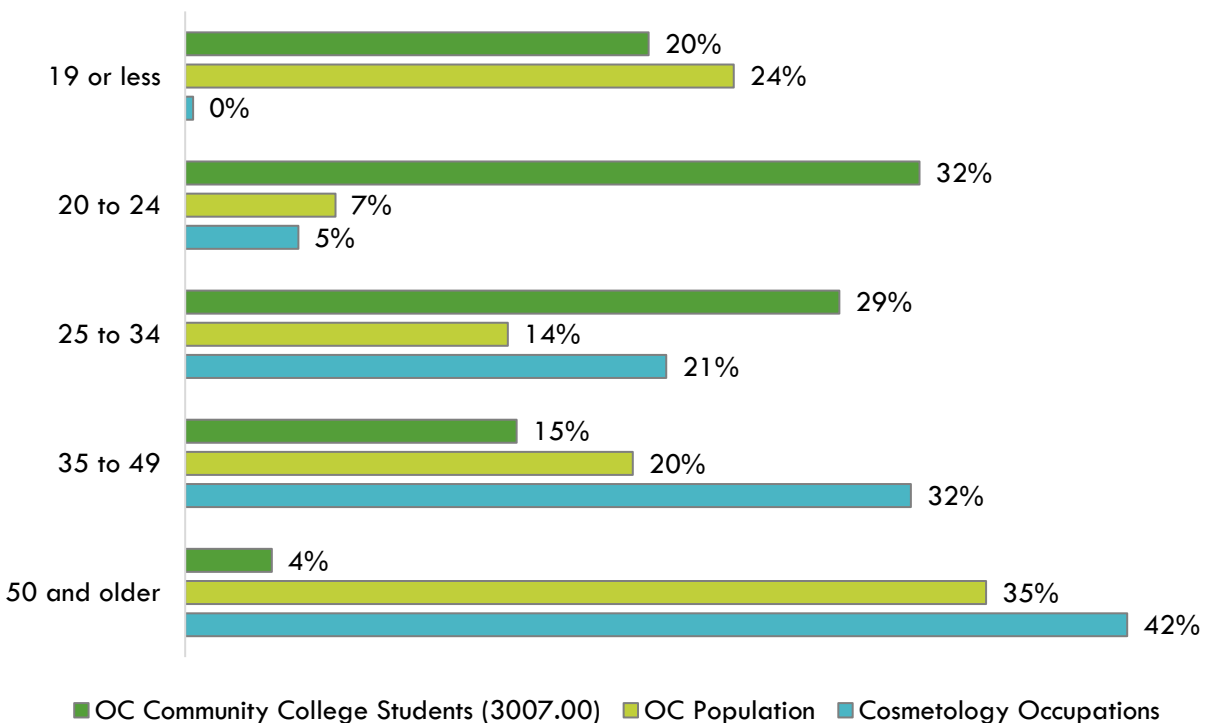■ OC Community College Students (3007.00) ■ OC Population ■ Cosmetology Occupations

Age:

Exhibit 16 compares the age of Orange County community college students enrolled in cosmetology and barbering programs, the overall Orange County population, and occupation-specific data for the three cosmetology occupations included in this report.

The vast majority of workers in these cosmetology occupations are age 35 and older (73%), which is higher than the population (55%) and significantly higher than community college cosmetology and barbering students (18%).

Examining disaggregated data for each occupation (not shown), individuals 50 and older account for the plurality of workers across all three occupations: *skincare specialist* (34%), *hairdressers, hairstylists, and cosmetologists* (41%), and *manicurists and pedicurists* (44%). The occupation with the highest percentage of individuals 35 and older is *manicurists and pedicurists* (84%), which offers the second highest entry-level wages of the three cosmetology occupations. Conversely, *skincare specialists* has the highest percentages of individuals 34 or less and offers the highest entry-level wages of the three occupations examined in this report.

Exhibit 16: Program and County Demographics by Age

19 or less: OC Community College Students 20%, OC Population 24%, Cosmetology Occupations 0%

20 to 24: OC Community College Students 32%, OC Population 7%, Cosmetology Occupations 5%

25 to 34: OC Community College Students 29%, OC Population 14%, Cosmetology Occupations 21%

35 to 49: OC Community College Students 15%, OC Population 20%, Cosmetology Occupations 32%

50 and older: OC Community College Students 4%, OC Population 35%, Cosmetology Occupations 42%

■ OC Community College Students (3007.00) ■ OC Population ■ Cosmetology Occupations
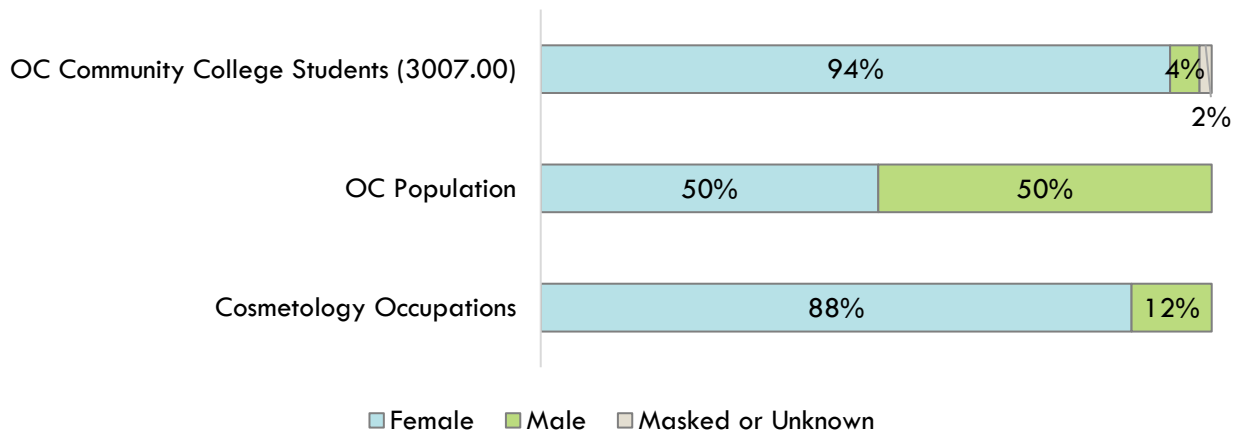
Sex:

Exhibit 17 compares the sex of Orange County community college students enrolled in cosmetology and barbering programs, the overall Orange County population, and occupation-specific data for the three cosmetology occupations.

Though the population is split evenly between women and men, only 4% of community college cosmetology and barbering students and 12% of workers in the field are men.

Examining disaggregated data for each occupation (not shown), women account for all *skincare specialists* (100%) and the majority of *manicurists and pedicurists* (90%) and *hairdressers, hairstylists, and cosmetologists* (85%). The occupation with the highest percentage of men is *hairdressers, hairstylists, and cosmetologists* (15%), which offers the lowest entry-level wages of the three cosmetology occupations.

Exhibit 17: Program and County Demographics by Sex

Category	Female	Male	Masked or Unknown
OC Community College Students (3007.00)	94%	4%	2%
OC Population	50%	50%	
Cosmetology Occupations	88%	12%	

Legend: ☐ Female ☐ Male ☐ Masked or Unknown

Appendix A: Methodology

The OC COE prepared this report by analyzing data from occupations and education programs. Occupational data is derived from Lightcast, a labor market analytics firm that consolidates data from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS) and other government agencies. Program supply data is drawn from two systems: Taxonomy of Programs (TOP) and Classification of Instructional Programs (CIP).

Using a TOP-SOC crosswalk, the OC COE identified middle-skill jobs for which programs within these TOP codes train. Middle-skill jobs include:

- 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.

The OC COE determined labor market supply for an occupation or SOC code by analyzing the number of program completers or awards in a related TOP or CIP code. The COE developed a "supply table" with this information, which is the source of the program supply data for this report. TOP code data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP code data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data), also known as IPEDS. TOP is a system of numerical codes used at the state level to collect and report information on California community college programs and courses throughout the state that have similar outcomes. CIP codes are a taxonomy of academic disciplines at institutions of higher education in the United States and Canada. Institutions outside of the California Community College system do not use TOP codes in their reporting systems.

Data included in this analysis represent the labor market demand for relevant positions most closely related to the proposed program as expressed by the requesting college in consultation with the OC COE. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study which can signal demand and show what employers are looking for in potential employees but is not a perfect measure of the quantity of open positions.

All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

Appendix B: Data Sources

Data Type	Source
Occupational Projections, Wages, and Job Postings	Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics and the American Community Survey. For more information, see https://lightcast.io/
Living Wage	"Living Wage" measures the income necessary for an individual or family to afford basic expenses by assessing the costs such as housing, food, child care, health care, transportation, and taxes. Per the CCCCCO's this report's endorsement criteria uses the University of Washington's Center for Women's Welfare Self-Sufficiency Standard last updated in March 2024, which is $27.13 per hour ($56,451 annually) in Orange County. For more information, see: http://www.selfsufficiencystandard.org/California The MIT Living Wage, updated on February 14, 2024, is a nationally recognized living wage metric and is provided for reference. The current MIT Living Wage in Orange County is $30.48. For more information, see: https://livingwage.mit.edu/counties/06059
Typical Education and Training Requirements, and Educational Attainment	The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. BLS uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data. For more information, see https://www.bls.gov/emp/documentation/education/tech.htm
Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences	The O*NET database includes information on skills, abilities, knowledges, work activities, and interests associated with occupations. For more information, see https://www.onetonline.org/help/online/
Educational Supply	The CCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: https://datamart.cccco.edu The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions). For more information, see https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions
Student Metrics and Demographics	LaunchBoard, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. For more information, see: https://www.calpassplus.org/LaunchBoard/Home.aspx

Data Type	Source
Population and Occupation Demographics	The Census Bureau's American Community Survey (ACS) is the premier source for detailed population and housing information. For more information, see: https://www.census.gov/programs-surveys/acs Data is sourced from IPUMS USA, a database providing access to ACS and other Census Bureau data products. For more information, see: https://usa.ipums.org/usa/about.shtml

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