

## Program Endorsement Brief: 3007.00/Cosmetology and Barbering

### Cosmetology

Orange County Center of Excellence, January 2022

#### Summary Analysis

<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 type="checkbox"/>	No <input checked="" type="checkbox"/> (Supply Met)	
<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 Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to two middle-skill occupations: *barbers* (39-5011) and *hairdressers, hairstylists, and cosmetologists* (39-5012). Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.<sup>1</sup>

Effective January 1, 2022 Senate Bill (SB) 803 reduced the number of required hours for cosmetology and barbering from 1,500 and 1,400, respectively, to 1,000 hours and created a 600-hour program for a new (non-chemical) hairstylist license, among other changes.<sup>2</sup> In response to these changes, regional community colleges are modifying existing cosmetology and barbering programs. Because these are not new programs, they will not add additional supply.

Based on the available data, there appears to be a supply gap for these cosmetology and barbering occupations in the region. However, the labor market information suggests that supply has been met for these barbering and cosmetology occupations because the average number of annual awards is within the COE's 25% margin of annual job openings. Though the occupations in this report typically require a postsecondary nondegree award, entry-level wages are lower than both California's current minimum wage and the living wage in Los Angeles and Orange counties.

**Therefore, due to some of the criteria being met, the COE endorses this proposed program.**

Detailed reasons include:

#### Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **3,738 jobs available annually** in the region due to new job growth and replacements, **which is**

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

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

<sup>2</sup> For more information, see: [https://www.barbercosmo.ca.gov/forms\\_pubs/sb\\_803\\_faq.pdf](https://www.barbercosmo.ca.gov/forms_pubs/sb_803_faq.pdf)

**more than the 3,421 awards conferred annually** by educational institutions in the region.

- However, the labor market information suggests that the **supply has been met for this occupation within the LA/OC region** since the average number of annual awards (supply) is within the COE's 25% margin of annual job openings (demand).
- Additionally, the TOP Code Cosmetology and Barbering (3007.00) trains for a variety of personal care service occupations, including *manicurists and pedicurists* (39-5092) and *skincare specialists* (39-5094). Over the next five years, there are projected to be over 750 jobs related to these occupations available annually. Therefore, **the supply for the two cosmetology and barbering occupations included in this report is overstated.**
- **Living Wage Criteria** –Within Orange County, **all annual job openings** for these cosmetology and barbering occupations have entry-level wages **below both the county's living wage** (\$20.63/hour)<sup>3</sup> **and California's current minimum wage** (\$14.00/hour for employers with 25 employees or less; \$15.00/hour for employers with 26 or more employees).<sup>4</sup>
  - Nearly 70% of workers employed in these cosmetology and barbering occupations are considered self-employed. **Self-employed workers have different earnings dynamics than wage and salaried workers, making direct comparisons difficult.**
- **Educational Criteria** –Within the LA/OC region, **all annual job openings** for occupations related to cosmetology and barbering **typically require a postsecondary nondegree award.**
  - Furthermore, the national-level educational attainment data indicates **between 35.2% and 43.1% of workers in the field have completed some college or an associate degree** as their highest level of education.

#### Supply:

- There are **11 community colleges** in the LA/OC region that issue awards related to cosmetology, conferring an average of **967 awards annually** between 2017 and 2020.
- Between 2016 and 2019, there was an average of **2,454 awards conferred annually** in related training programs by non-community college institutions, all of which were generated by **42 individual non-community college institutions throughout** the region.

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<sup>3</sup> Living wage data was pulled from California Family Needs Calculator on 1/10/2022. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/family-needs-calculator/>.

<sup>4</sup>Wage data is based on data collected over the previous three years. This historical data is a “point-in-time” estimate and does not reflect recent changes in minimum wage laws. [https://www.dir.ca.gov/dlse/FAQ\\_MinimumWage.htm](https://www.dir.ca.gov/dlse/FAQ_MinimumWage.htm)

## Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these barbering and cosmetology occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 1% through 2025. There will be more than 3,700 job openings per year through 2025 due to job growth and replacements.

*This report includes employment projection data by Emsi which uses EDD information. Emsi's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the impacts of COVID-19 into account.*

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

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	24,359	24,114	(245)	(1%)	2,706
Orange	8,333	8,846	513	6%	1,032
<b>Total</b>	<b>32,692</b>	<b>32,960</b>	<b>268</b>	<b>1%</b>	<b>3,738</b>

## Wages

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

67% of workers employed in these cosmetology and barbering occupations in the region are considered to be "self-employed." Self-employed workers have different earnings dynamics than wage and salaried workers, making direct comparisons difficult. Examples include deciphering what is a return to labor versus a return to capital, as well as showing possible negative earnings if expenses or investments exceed gross receipts.<sup>6</sup> For these reasons, self-employed wage data appears low throughout the region and brings the average wages for all workers in these occupations down.

**Orange County:** All annual openings for these cosmetology and barbering occupations have entry-level wages below the living wage for one adult (\$20.63 in Orange County) and California's current minimum wage (\$14.00/hour for employers with 25 employees or less; \$15.00/hour for employers with 26 or more employees).<sup>7</sup> Typical entry-level hourly wages are in

<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.

<sup>6</sup> [https://www.brookings.edu/wp-content/uploads/2019/11/201911\\_Brookings-Metro\\_low-wage-workforce\\_Ross-Bateman.pdf](https://www.brookings.edu/wp-content/uploads/2019/11/201911_Brookings-Metro_low-wage-workforce_Ross-Bateman.pdf)

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

a range between \$7.11 and \$12.41. Experienced workers can expect to earn wages between \$17.02 and \$21.70, which includes wages that are lower than and higher than the living wage estimate. Orange County's average wages are below the average statewide wage of \$19.31 for these occupations.

**Los Angeles County:** All annual openings for these cosmetology and barbering occupations have entry-level wages below the living wage for one adult (\$18.10 in Los Angeles County) and California's current minimum wage (\$14.00/hour for employers with 25 employees or less; \$15.00/hour for employers with 26 or more employees). Typical entry-level hourly wages are in a range between \$6.92 and \$12.91. Experienced workers can expect to earn wages between \$16.84 and \$22.76, which includes wages that are lower than and higher than the living wage estimate. Los Angeles County's average wages are above the average statewide wage of \$19.31 for these occupations.

### **Job Postings**

There were 3,836 online job postings related to these cosmetology and barbering occupations listed in the past 12 months. The highest number of job postings were for hair stylists, barbers, stylists, and cosmetologist/hair stylists. The top skills were hair styling, client base retention, scheduling, sales, cleaning, and customer service. The top three employers, by number of job postings, in the region were Great Clips, Sport Clips, and Nordstrom.

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

### **Educational Attainment**

The Bureau of Labor Statistics (BLS) lists a postsecondary degree award as the typical entry-level education for all the cosmetology and barbering occupations included in this report. In the LA/OC region, all annual job openings typically require a postsecondary nondegree award. Furthermore, the national-level educational attainment data indicates that between 35.2% and 43.1% of workers in the field have completed some college or an associate degree as their highest level of education. Of the 5% of cosmetology and barbering job postings listing a minimum education requirement in Los Angeles/Orange County, 99.5% (184) requested high school or vocational training and 0.5% (1) requested a bachelor's degree.

### **Educational Supply**

**Community College Supply**—Exhibit 2 shows the three-year average number of awards conferred by community colleges in the related TOP code: Cosmetology and Barbering (3007.00). The TOP Code Cosmetology and Barbering trains for a variety of occupations and is used to classify regional certificate and degree programs that include cosmetology, barbering, esthetician, cosmetology instructor, skin therapy, and nail care. Because it is difficult to separate the community college supply by occupation, the community college supply for *barbers and hairdressers, hairstylists, and cosmetologists* is overstated. The colleges with the most completions in the region are: Saddleback, Citrus, and Golden West. Over the past 12 months, there were six other related program recommendation requests from regional community colleges.

**Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020**

TOP Code	Program	College	2017-2018 Awards	2018-2019 Awards	2019-2020 Awards	3-Year Award 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	83	98	62	81
		Pasadena	3	39	31	24
		Santa Monica	26	17	54	32
		<b>LA Subtotal</b>	<b>418</b>	<b>536</b>	<b>410</b>	<b>455</b>
		Fullerton	60	121	104	95
		Golden West	106	112	137	118
		Saddleback	158	251	354	254
		Santiago Canyon	30	26	79	45
		<b>OC Subtotal</b>	<b>354</b>	<b>510</b>	<b>674</b>	<b>513</b>
<b>Supply Subtotal/Average</b>			<b>772</b>	<b>1,046</b>	<b>1,084</b>	<b>967</b>
<b>Supply Total/Average</b>			<b>772</b>	<b>1,046</b>	<b>1,084</b>	<b>967</b>

**Non-Community College Supply**—For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs for cosmetology and barbering. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes: Cosmetology/ Cosmetologist, General (12.0401), Barbering/Barber (12.0402), Make-Up Artist/Specialist (12.0406), and Hair Styling and Design (12.0407). 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 2,454 awards annually in related training programs.

**Exhibit 3: Regional non-community college awards, 2016-2019**

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award 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

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		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
		Colleen O'Haras Beauty Academy	41	18	16	25
		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
		Lancaster Beauty School	62	41	35	46
		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

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		Paul Mitchell the School-Pasadena	91	84	83	86
		Paul Mitchell the School-Sherman Oaks	149	138	139	142
		Pomona Unified School District Adult and 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 2	16	4	10	10
		Victory Career College	-	3	7	3
		ZMS	8	4	2	5
		<b>Supply Subtotal/Average</b>	<b>1,538</b>	<b>1,342</b>	<b>1,080</b>	<b>1,320</b>
12.0402	Barbering/Barber	Academy of Esthetics and Cosmetology	7	11	9	9
		Advance Beauty College	-	6	16	7
		Alhambra Beauty College	-	6	10	5

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		American Beauty College	37	46	38	40
		Baldwin Park Adult & Community Education	7	11	11	10
		Beyond 21st Century Beauty Academy	1	3	1	2
		Borner's Barber College	20	12	13	15
		Coastline Beauty College	8	13	17	13
		Coba Academy	-	-	12	4
		Colleen O'Haras Beauty Academy	3	13	7	8
		CRU Institute of Cosmetology and Barbering	31	24	31	29
		Flair Beauty College	-	-	-	-
		Hacienda La Puente Adult Education	-	-	6	2
		International College of Beauty Arts & Sciences	-	-	-	-
		John Wesley International Barber and Beauty College	43	32	33	36
		KC Beauty Academy	-	-	1	0
		Lancaster Beauty School	26	21	24	24
		Newberry School of Beauty	22	29	16	22
		Palace Beauty College	13	14	7	11
		Paul Mitchell the School-Costa Mesa	32	34	39	35
		Paul Mitchell the School-Pasadena	-	3	7	3
		Paul Mitchell the School-Sherman Oaks	-	-	9	3
		Pomona Unified School District Adult and Career Education	-	-	7	2



CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		Redondo Beach Beauty College	-	-	-	-
		Salon Success Academy-West Covina	-	-	4	1
		Santa Ana Beauty Academy	2	1	2	2
		Santa Ana Beauty College	10	2	5	6
		Victory Career College	-	7	10	6
		ZMS	32	38	36	35
<b>Supply Subtotal/Average</b>			<b>294</b>	<b>326</b>	<b>371</b>	<b>330</b>
12.0406	Make-Up Artist/Specialist	Colleen O'Haras Beauty Academy	13	9	-	7
		Elegance International	281	216	178	225
		Make-up Designory	603	596	513	571
<b>Supply Subtotal/Average</b>			<b>897</b>	<b>821</b>	<b>691</b>	<b>803</b>
12.0407	Hair Styling/Stylist and Design	Santa Ana Beauty Academy	-	1	1	1
		<b>Supply Subtotal/Average</b>			<b>-</b>	<b>1</b>
<b>Supply Total/Average</b>			<b>2,729</b>	<b>2,490</b>	<b>2,143</b>	<b>2,454</b>

Appendix A: Occupational demand and wage data by county

Exhibit 4. Orange County

Occupation (SOC)	2020 Jobs	2025 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)	389	375	(14)	(4%)	38	\$7.11	\$11.61	\$17.02
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	7,944	8,471	527	7%	994	\$12.41	\$14.36	\$21.70
<b>Total</b>	<b>8,333</b>	<b>8,846</b>	<b>513</b>	<b>6%</b>	<b>1,032</b>			

Exhibit 5. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 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)	1,852	1,780	(72)	(4%)	175	\$6.92	\$11.21	\$16.84
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	22,507	22,335	(173)	(1%)	2,532	\$12.91	\$15.08	\$22.76
<b>Total</b>	<b>24,359</b>	<b>24,114</b>	<b>(245)</b>	<b>(1%)</b>	<b>2,706</b>			

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings
Barbers (39-5011)	2,241	2,155	(87)	(4%)	213
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	30,451	30,806	355	1%	3,525
<b>Total</b>	<b>32,692</b>	<b>32,960</b>	<b>268</b>	<b>1%</b>	<b>3,738</b>

## Appendix B: Sources

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

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