

Cosmetology

Inland Empire/Desert Region (Riverside-San Bernardino-Ontario Metropolitan Statistical Area)

Summary

- Employment for the cosmetology occupational group is expecting to **increase by 12% between 2017 and 2022** in the Inland Empire/Desert Region. A total of **7,434 job openings** will be available over the five-year timeframe.
- The median wage for each of the occupations in the cosmetology occupational group is **below the MIT Living Wage estimate of \$12.39 per hour** for a single adult living in the Inland Empire/Desert Region.
- **There appears to be an opportunity for program growth** based on the average annual number of program completions for the selected community college program in the region (**126 annual average credentials, 772 other educational institution credentials, 898 total**) and the annual openings for the cosmetology occupational group in the local region (**1,487 annual job openings**).

Introduction

This report provides labor market details on the occupations relevant to California Community College cosmetology and barbering programs. The cosmetology and barbering program prepares students for the workforce through the instruction of care and styling of hair, and care of complexion, hands and feet, including hygiene, customer relations, and salon management¹. The two occupations included in the cosmetology occupation group are the following:

- Barbers
- Hairdressers, Hairstylists, and Cosmetologists

¹ The Taxonomy of Programs, 6th Edition, February 2004
http://extranet.cccco.edu/portals/1/aa/credit/2013files/topmanual6_2009_09corrected_12.5.13.pdf
Cosmetology in the Inland Empire/Desert Region, March 2019

Job Opportunities

In 2017, there were 10,326 cosmetology group jobs in the Inland Empire/Desert Region. Employment related to this group is expected to increase by 12% through 2022. Regional employers will need to hire 7,434 workers during the five-year timeframe to fill new jobs and to backfill jobs that workers are permanently leaving (includes retirements). Table 1 in the appendix shows the projected job growth for each of the occupations in the cosmetology group.

Exhibit 1: Five-year projections for the cosmetology occupational group in the Inland Empire/Desert Region

Region	2017 Jobs	5-Yr % Change (New Jobs)	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
Inland Empire/Desert	10,326	12%	7,434	1,487	24%

Source: EMSI 2018.4

Earnings

The median (50th percentile) and experienced-level (75th percentile) wage reported by employers for each of the occupations in the cosmetology occupational group are below the MIT Living Wage estimate of \$12.39 per hour for a single adult living in the Inland Empire/Desert Region. These wages do include reported tips. Exhibit 2 displays wage information for this occupational group in the Inland Empire/Desert Region.

Exhibit 2: Earnings for the cosmetology occupational group in the Inland Empire/Desert Region

Occupation	Entry to Experienced Hourly Earnings Range*	Median Wage*	Average Annual Earnings
Hairdressers, Hairstylists, and Cosmetologists	\$11.72 to \$12.52	\$11.94	\$26,300
Barbers	\$10.07 to \$10.80	\$10.48	\$22,200

Source: EMSI 2018.4

*Entry Hourly is 25th percentile wage, the median is 50th percentile wage, experienced is 75th percentile wage.

Job Postings, Top Employers, Skills, Education, and Certifications

Exhibit 3 shows the number of job ads posted during the last 12 months and the average time to fill for each occupation in the region and nationally. On average, open positions for the cosmetology occupational group take 42 days to fill in the Inland Empire/Desert Region. This is two days longer than the national average, indicating that open positions are only slightly more challenging to fill locally.

Exhibit 3: Job ads by occupation in the cosmetology occupational group in the Inland Empire/Desert Region during the last 12 months, Mar 2018 – Feb 2019

Occupation	Job Ads	Regional Average Time To Fill (Days)	National Average Time to Fill (Days)
Hairdressers, Hairstylists, and Cosmetologists	559	46	44
Barbers	63	46	44
TOTAL	622	-	-

Source: Burning Glass – Labor Insights

Exhibit 4 displays a sample of the employers that have been posting the most job ads for cosmetology occupations over the last 12 months in the Inland Empire/Desert Region.

Exhibit 4: Employers posting the most job ads for cosmetology occupations in the Inland Empire/Desert Region, Mar 2018 – Feb 2019

Occupation	Employers
Hairdressers, Hairstylists, and Cosmetologists (n=521)	<ul style="list-style-type: none"> • Great Clips • Regis Corporation • ULTA Beauty Inc.
Barbers (n=54)	<ul style="list-style-type: none"> • Regis Corporation • The Beautiful Group, LLC • Creative Cutz & Styles

Source: Burning Glass – Labor Insights

Exhibit 5 lists a sample of in-demand specialized and employability skills that employers are seeking when looking for workers to fill cosmetology positions. Specialized skills are occupation-specific skills employers are requesting for industry or job competency. Employability skills are foundational skills that transcend industries and occupations; this category is commonly referred to as “soft skills.” The skills reported in job postings may be utilized as a helpful guide for curriculum development.

Exhibit 5: In-demand skills for the cosmetology occupational group in the Inland Empire/Desert Region, Mar 2018 – Feb 2019

Occupation	Specialized skills	Employability skills
Hairdressers, Hairstylists, and Cosmetologists (n=331)	<ul style="list-style-type: none"> Client Base Retention Guest Services Scheduling 	<ul style="list-style-type: none"> Communication Skills Building Effective Relationships Creativity
Barbers (n=7)	<ul style="list-style-type: none"> Hair Styling Guest Services Customer Service 	<ul style="list-style-type: none"> Communication Skills Creativity Detail-Oriented

Source: Burning Glass – Labor Insights

Exhibit 6 displays the entry-level education typically required to enter these occupations according to the Bureau of Labor Statistics (BLS). This chart also displays educational attainment for incumbent workers with “some college, no degree” and an “associate degree” according to the U.S. Census (2016-17) and the minimum advertised education requirement requested by employers in online job ads.

Exhibit 6: Educational attainment and online job ads with minimum advertised education requirements for cosmetology occupations in the Inland Empire/Desert Region, Mar 2018 – Feb 2019

Occupation	Typical Entry-Level Education Requirement	Two-year Postsecondary Level of Educational Attainment*	Minimum Advertised Education Requirement from Job Ads			
			Number of Job Postings (n=)	High school diploma or vocational training	Associate degree	Bachelor's degree or higher
Hairdressers, Hairstylists, and Cosmetologists	Postsecondary nondegree award	43%	17	100%	-	-
Barbers	Postsecondary nondegree award	35%	3	100%	-	-

Source: EMSI 2018.4, Burning Glass – Labor Insights

* Percentage of incumbent workers with a Community College Degree/Award or Some Postsecondary Coursework



Exhibit 7 displays the top certifications required by employers posting job ads for the cosmetology occupational group in the Inland Empire/Desert Region. The most frequently requested certifications for this occupational group are barbering and cosmetology licenses, which are issued by the California Board of Barbering and Cosmetology.

Exhibit 7: Top certifications required by employers' job ads in the Inland Empire/Desert Region, Mar 2018 – Feb 2019

Occupation	Certifications
Hairdressers, Hairstylists, and Cosmetologists (n=200)	<ul style="list-style-type: none"> • Cosmetology License • Hair Stylist Certification
Barbers (n=12)	<ul style="list-style-type: none"> • Barber's License • Cosmetology License

Source: Burning Glass – Labor Insights

Student Completions

Exhibit 8 shows the annual average regional community college credentials (associate degrees and certificates) conferred during the three academic years between 2014 and 2017, with the relevant TOP code as well as the program title used at each college, sourced from the Chancellor’s Office Curriculum Inventory (COCI). Credentials granted from other educational institutions from 2013 to 2016 are displayed in Exhibits 9 – 11, along with the relevant CIP code. Please note, a credential is not equivalent to a single person in search of a job opening since a student may earn more than one credential, such as an associate degree in addition to a certificate. Community College student outcome information is from the CTE LaunchBoard based on the selected TOP code and region.

Exhibit 8: Annual average community college student completions for cosmetology programs in the Inland Empire/Desert Region

3007.00 – Cosmetology and Barbering	Annual Community College Headcount (2016-17)	Community College Annual Average Credentials (2014-17)
Barstow - Cosmetology	76	
Associate Degree		5
Certificate 30 to < 60 semester units		3
Certificate 18 to < 30 semester units		2
Riverside – Cosmetology and Barbering/Cosmetology: Management & Supervision/Cosmetology: Entrepreneurial	330	
Associate Degree		8
Certificate 30 to < 60 semester units		94
Certificate 18 to < 30 semester units		1
Certificate 6 to < 18 semester units		14
Total community college headcount (2016-17)	406	
Total annual average community college credentials		126

Source: LaunchBoard, IPEDS, COCI

3007.00 – Cosmetology and Barbering program Strong Workforce outcomes in the Inland Empire/Desert Region in the academic year 2015-16 [unless noted otherwise]:

- Number of course enrollments: 917 (California median: 434) [2016-17]
- Number of students who completed 12+ CTE units in one year: 226 (CA: 102) [2016-17]
- Employed in the fourth fiscal quarter after exit: 55% (CA: 62%)
- Median annual earnings: \$13,076 (CA: \$15,279)
- The percentage in a job closely related to the field of study: 65% (CA: 81%) [2014-15]
- Median change in earnings: 37% (CA: 40%)
- The proportion of students who attained a living wage: 15% (CA: 17%)
- Economically disadvantaged students: 75% (CA: 78%) [2016-17]

Exhibit 9: Annual average other educational institutions student completions for cosmetology/cosmetologist, general programs in the Inland Empire/Desert Region

12.0401 – Cosmetology/Cosmetologist, General	Other Educational Institutions Annual Average Certificates or Other Credit Credentials (2013-16)
Advance Beauty Techs Academy	
Award 1 < 2 academic yrs	11
Champion Institute of Cosmetology	
Award 1 < 2 academic yrs	19
Coachella Valley Beauty College	
Award 1 < 2 academic yrs	16
Coachella Valley Beauty College-Beaumont	
Award 1 < 2 academic yrs	15
Elite Cosmetology School	
Award 1 < 2 academic yrs	38
International School of Beauty Inc	
Award 1 < 2 academic yrs	58
Milan Institute of Cosmetology-La Quinta	
Award 1 < 2 academic yrs	53
Paul Mitchell the School-Temecula	
Award 1 < 2 academic yrs	161
Royale College of Beauty	
Award 1 < 2 academic yrs	18
Salon Success Academy-Corona	
Award 1 < 2 academic yrs	58
Salon Success Academy-Fontana	
Award 1 < 2 academic yrs	37
Salon Success Academy-Redlands	
Award 1 < 2 academic yrs	49
Salon Success Academy-Riverside	
Award 1 < 2 academic yrs	21
Salon Success Academy-Upland	
Award 1 < 2 academic yrs	72
Victor Valley Beauty College Inc	
Award 1 < 2 academic yrs	47
Total annual average other awards	673

Source: IPEDS

Exhibit 10: Annual average other educational institutions student completions for barbering/barber programs in the Inland Empire/Desert Region

12.0402 – Barbering/Barber	Other Educational Institutions Annual Average Certificates or Other Credit Credentials (2013-16)
Advance Beauty Techs Academy	
Award 1 < 2 academic yrs	16
Award < 1 academic yr	1
Coachella Valley Beauty College	
Award 1 < 2 academic yrs	16
Award < 1 academic yr	1
Coachella Valley Beauty College-Beaumont	
Award 1 < 2 academic yrs	5
Award < 1 academic yr	1
International School of Beauty Inc	
Award 1 < 2 academic yrs	47
Royale College of Beauty	
Award 1 < 2 academic yrs	4
Salon Success Academy-Riverside	
Award 1 < 2 academic yrs	1
Salon Success Academy-Upland	
Award 1 < 2 academic yrs	*1
Victor Valley Beauty College Inc	
Award 1 < 2 academic yrs	4
Total annual average other awards	97

Source: IPEDS

*Salon Success Academy-Upland issued one 1<2 academic yrs award in 2015-16.

Exhibit 11: Annual average other educational institutions student completions for cosmetology, barber/styling, and nail instructor programs in the Inland Empire/Desert Region

12.0413 – Cosmetology, Barber/Styling, and Nail Instructor	Other Educational Institutions Annual Average Certificates or Other Credit Credentials (2013-16)
International School of Beauty Inc	
Award < 1 academic yr	1
Royale College of Beauty	
Award < 1 academic yr	1
Total annual average other awards	2

Source: IPEDS



Recommendation

There appears to be sufficient demand for jobs in the cosmetology occupational group to expand programs without saturating the region with new graduates. The median (50th percentile) wages for both occupations in this group are below the self-sufficiency living wage standard for the region. The experienced-level (75th percentile) wages for the hairdressers, hairstylists, and cosmetologists occupation does exceed the self-sufficiency standard of \$12.39 per hour. Colleges creating new or expanding their cosmetology programs should ensure their students are well prepared with the latest in-demand skills required by employers in order to maximize their earnings and meet the regional self-sufficiency standard.

Sources

California Community Colleges Chancellor's Office Management Information Systems (MIS)
CTE LaunchBoard
Center of Excellence TOP to SOC Crosswalk
Chancellor's Office Curriculum Inventory (COCI 2.0)
Economic Modeling Specialists International (EMSI)
Labor Insight/Jobs (Burning Glass)
MIT Living Wage Calculator
O*Net Online
Taxonomy of Programs, 6th edition

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Appendix: Occupation definitions, five-year projections, and earnings for cosmetology occupations

Occupation Definitions (SOC code), Education and Training Requirement, Community College Education Attainment

Barbers (39-5011)

Provide barbering services, such as cutting, trimming, shampooing, and styling hair, trimming beards, or giving shaves.

Sample job titles: Barber, Barber Shop Operator, Barber Stylist, Stylist

Entry-Level Educational Requirement: Postsecondary nondegree award

Training Requirement: None

Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework: 35%

Hairdressers, Hairstylists, and Cosmetologists (39-5012)

Provide beauty services, such as shampooing, cutting, coloring, and styling hair, and massaging and treating scalp. May apply makeup, dress wigs, perform hair removal, and provide nail and skin care services.

Sample job titles: Barber Stylist, Beautician, Cosmetologist, Hair Dresser, Hair Stylist, Hairdresser, Hairstylist, Manager Stylist, Master Cosmetologist, Stylist

Entry-Level Educational Requirement: Postsecondary nondegree award

Training Requirement: None

Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework: 43%



Table 1. 2017 to 2022 job growth, wages, education, training, and work experience required for the cosmetology occupational group, Inland Empire/Desert Region

Occupation (SOC)	2017 Jobs	5-Yr Change	5-Yr % Change	Annual Openings (New + Replacement Jobs)	Entry-Experienced Hourly Wage*	Median Hourly Wage*	Average Annual Earnings	Typical Entry-Level Education & On-The-Job Training Required	Work Experience Required
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	9,287	1,069	12%	1,354	\$11.72 to \$12.52	\$11.94	\$26,300	Postsecondary nondegree award & none	None
Barbers (39-5011)	1,039	163	16%	133	\$10.07 to \$10.80	\$10.48	\$22,200	Postsecondary nondegree award & none	None
Total	10,326	1,232	12%	1,487	-	-	-	-	-

Source: EMSI 2018.4

*Entry Hourly is 25th percentile wage, the median is 50th percentile wage, experienced is 75th percentile wage