

**Labor Market Assessment: 3007.00 – Cosmetology and Barbering
Barbering (Associate Degree; Certificate)**
Los Angeles County Center of Excellence, March 2022

Summary

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Living Wage: (Entry-Level, 25th)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Emerging Occupation(s)			
	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	

The Los Angeles 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 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.¹ 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 the two occupations of interest in the region. Although both occupations have entry-level wages below the self-sufficiency standard wage in both Los Angeles and Orange counties, the Bureau of Labor Statistics (BLS) lists a postsecondary non-degree award as the typical entry-level education required for both occupations. **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 job growth and replacements, **which is more than the 2,596 awards conferred annually** by educational institutions in the region.

¹ 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.

- **Living Wage Criteria** – In Los Angeles County, both occupations have **entry-level wages below the self-sufficiency standard wage** for one adult (\$18.10 in Los Angeles County)² which is likely, at least in part, due to the large proportion of self-employed workers in these occupations.
 - The majority of *barbers* (97%) and *hairdressers, hairstylists, and cosmetologists* (67%) in Los Angeles County are self-employed and list self-employment as their primary source of income.
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a **postsecondary non-degree award** as the typical entry-level education for both occupations in this report.
 - National-level educational attainment data indicates that **between 35% and 43% of incumbent workers have completed some college or an associate degree.**

Supply:

- Between 2017 and 2020, **11 community colleges** in the LA/OC region issued awards in cosmetology and barbering, conferring an **average of 967 awards.**
- Between 2016 and 2019, non-community college institutions in the region conferred an average of **1,629 awards in relevant programs.**
 - Of these, only 18% (299 – latest 3-year average) were awarded in barbering/barber programs. Thus, the 1,629 awards overstates the number of awards solely focused on barbering.

² 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 the two occupations of interest. 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 full impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the full impacts of COVID-19 into account.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	24,359	24,114	(245)	(1%)	2,707
Orange	8,333	8,846	513	6%	1,032
Total	32,692	32,960	268	1%	3,738

Wages

The labor market endorsement in this report considers the hourly wages for the two occupations of interest in Los Angeles County, as they relate to the county's living wage. Orange 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.

NOTE: The majority of *barbers* (97%) and *hairdressers, hairstylists, and cosmetologists* (67%) in Los Angeles County are self-employed and list self-employment as their primary source of income.⁴ Self-employed workers have different earnings dynamics than wage and salaried workers, making direct comparisons between these types of workers difficult. Examples include deciphering what is a return to labor versus a return to capital, as well as showing possible negative earnings if expenses or investments exceed gross receipts.⁵ For these reasons, wage data appears low throughout the region due to the high percentage of self-employed workers within these two occupations.

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 Emsi provides self-employment data as reported to the Census' American Community Survey, and counts respondents who list self-employment as their primary source of income.

⁵ Metropolitan Policy Program at Brookings: https://www.brookings.edu/wp-content/uploads/2019/11/201911_Brookings-Metro_low-wage-workforce_Ross-Bateman.pdf

Los Angeles County – Both occupations have entry-level wages **below** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level wages are in a range between \$6.92 and \$12.91, which is below the self-sufficiency standard wage as well as California’s current minimum wage (\$14.00/hour).⁶ Experienced *hairdressers, hairstylists, and cosmetologists* can expect to earn \$22.76/hour, which is above the self-sufficiency standard wage estimate.

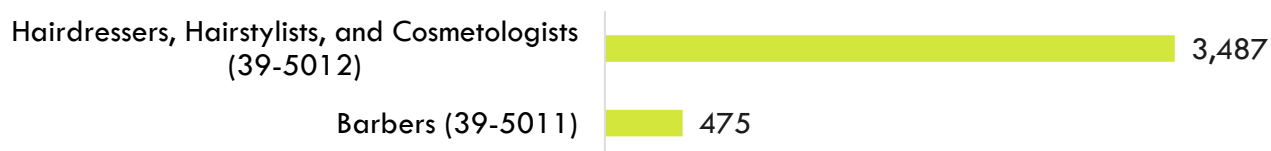
Orange County – Both occupations have entry-level hourly wages **below** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$7.11 and \$12.41, which is below the self-sufficiency standard wage as well as California’s current minimum wage (\$14.00/hour).⁷ Experienced *hairdressers, hairstylists, and cosmetologists* can expect to earn \$21.70/hour, which is above the self-sufficiency standard wage estimate.

Job Postings

Over the past 12 months, there have been 3,962 online job postings related to the two occupations of interest. Exhibit 2 displays the number of job postings by occupation. The majority of job postings (88%) were for *hairdressers, hairstylists, and cosmetologists*. The highest number of job postings were for hair stylists, cosmetologists, barbers, colorists, and wax specialists. The top skills were hair styling, client retention, scheduling, sales, and cleaning. The top employers, by number of job postings, in the region were Supercuts, 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 full 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.

Exhibit 2: Job postings by occupation (last 12 months)



Educational Attainment

The Bureau of Labor Statistics (BLS) lists a postsecondary non-degree award as the typical entry-level education for both occupations in this report. National-level educational attainment data indicates that between 35% and 43% of incumbent workers have completed some college or an associate degree.

⁶ Minimum wage for employers with 25 employees or less. [Minimum wage \(ca.gov\)](https://www.dir.ca.gov/)

⁷ Ibid.

Educational Supply

Community College Supply – Exhibit 3 shows the annual and three-year average number of awards conferred by community colleges in Cosmetology and Barbering (TOP 3007.00). The colleges with the most completions in the region are Saddleback, Citrus, and Golden West.

Exhibit 3: Regional community college awards (certificates and degrees), 2017-2020

TOP	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year 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-Tech	83	98	62	81
		Pasadena	3	39	31	24
		Santa Monica	26	17	54	32
		LA Subtotal	418	536	410	455
		Fullerton	60	121	104	95
		Golden West	106	112	137	118
		Saddleback	158	251	354	254
		Santiago Canyon	30	26	79	45
		OC Subtotal	354	510	674	513
		Supply Total/Average			772	1,046

Non-Community College Supply – For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that may provide training for the occupations of interest. Exhibit 4 shows the annual and three-year average number of awards conferred by non-community college institutions in relevant programs. 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 1,629 awards. Of these, only 18% (299 – latest 3-year average) were awarded in barbering/barber programs.

Exhibit 4: Regional non-community college awards, 2016-2019

CIP	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year 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
		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
		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
		Newberry School of Beauty	58	26	25	36
Palace Beauty College	31	19	18	23		
Paul Mitchell School-Costa Mesa	105	81	89	92		
Paul Mitchell School-Pasadena	91	84	83	86		

CIP	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
		Paul Mitchell 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-LA	16	4	10	10
		Victory Career College	-	3	7	3
		ZMS	8	4	2	5
		12.0402	Barbering/ Barber	Academy of Esthetics and Cosmetology	7	11
Advance Beauty College	-			6	16	7
Alhambra Beauty College	-			6	10	5
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
CRU Institute of Cosmetology and Barbering	31			24	31	29
Hacienda La Puente Adult Education	-			-	6	2
John Wesley International Barber and Beauty College	43			32	33	36
KC Beauty Academy	-			-	1	0
Newberry School of Beauty	22			29	16	22
Palace Beauty College	13			14	7	11
Paul Mitchell School-Costa Mesa	32	34	39	35		

CIP	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
		Paul Mitchell School-Pasadena	-	3	7	3
		Paul Mitchell School-Sherman Oaks	-	-	9	3
		Pomona Unified School District Adult and Career Education	-	-	7	2
		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
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	1	3	2
		American Beauty College	3	3	2	3
		Asian-American International Beauty College	6	4	5	5
		Beyond 21st Century Beauty Academy	-	1	1	1
		Career Academy of Beauty	1	2	1	1
		Hacienda La Puente Adult Education	83	60	54	66
		Palace Beauty College	1	-	-	0
		Professional Institute of Beauty	2	1	3	2
		Thanh Le College School of Cosmetology	3	-	-	1
Supply Total/Average			1,800	1,648	1,439	1,629

Appendix A: Occupational demand and wage data by county

Exhibit 5. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th 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	(172)	(1%)	2,532	\$12.91	\$15.08	\$22.76
Total	24,359	24,114	(245)	(1%)	2,707	-	-	-

Exhibit 6. Orange County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th 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
Total	8,333	8,846	513	6%	1,032	-	-	-

Exhibit 7. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Barbers (39-5011)	2,241	2,155	(86)	(4%)	213	Postsecondary non-degree award
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	30,451	30,806	355	1%	3,525	Postsecondary non-degree award
Total	32,692	32,960	268	1%	3,738	-

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (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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