

Program Endorsement Brief: 3007.00/Cosmetology and Barbering Cosmetology AA

Orange County Center of Excellence, April 2020

Summary Analysis

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 four middle-skill occupations: barbers (39-5011), hairdressers, hairstylists, and cosmetologists (39-5012), manicurists and pedicurists (39-5092), and skincare specialists (39-5094). 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 these cosmetology occupations in the region. However, typical entry-level hourly wages for these occupations are significantly below the California Family Needs Calculator hourly wage (living wage) for one adult in the region. Additionally, typical entry-level hourly wages for these occupations are below California's current minimum wage of \$12 per hour for employers with 25 employees or less.² However, wage estimates are based on data collected over the last three years and are considered "point-in-time" estimates.³ For this reason, wage data does not reflect recent changes in minimum wage laws. **Therefore, the COE cautiously endorses this proposed program.** Reasons include:

Demand:

- Over the next five years, there is projected to be **6,957 jobs available annually** in the region due to new job growth and replacements, which is more than the **2,753 awards conferred annually** by educational institutions in the region.
- The national-level educational attainment data indicates between **28.4% and 42.6% of workers in the field have completed some college or an associate degree.**
- Typical **entry-level hourly wages** for cosmetology occupations throughout the region are between **\$7.43 and \$11.29, which are significantly lower than the living wage** for one adult in the region (\$15.04 in Los Angeles County and \$17.36 in Orange County)⁴ **and lower**

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.

² https://www.dir.ca.gov/dlse/faq_minimumwage.htm

³ For more information, see: <https://www.labormarketinfo.edd.ca.gov/data/oes-wages-about-the-data.html>

⁴ Living wage data was pulled from California Family Needs Calculator on 3/16/20.. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

than California's current minimum wage. However, wage data is based on data collected in the past three years and does not reflect recent changes in minimum wage laws.

- Experienced hairdressers, hairstylists, and cosmetologists (39-5012), and skincare specialists (39-5094) can expect to earn \$19.00 and \$21.52, respectively, which is higher than the living wage estimates for both counties.
- However, experienced barbers (39-5011), and manicurists and pedicurists (39-5092) can expect to earn less than the regional living wage.

Supply:

- There are **11 community colleges** in the region that have cosmetology and barbering programs, conferring an average of **862 awards annually** between 2016 and 2019.
- Between 2013 and 2016, there were an average of **1,891 awards conferred annually** in related training programs by non-community college institutions, all of which were generated by **13 individual education institutions throughout** the region.

Occupational Demand

Exhibit 1, on the following page, shows the five-year occupational demand projections for these four occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 10% through 2023. There will be nearly 7,000 job openings per year through 2023 due to job growth and replacements.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties⁵

Geography	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change	Annual Openings
Los Angeles	37,313	40,816	3,503	9%	5,090
Orange	13,375	14,770	1,395	10%	1,867
Total	50,689	55,586	4,897	10%	6,957

Wages—Typical entry-level hourly wages for cosmetology occupations throughout the region are between \$7.43 and \$11.29.⁶ Entry-level wages for these occupations are lower than the California Family Needs Calculator hourly wage (living wage) for one adult in the region (\$15.04 in Los Angeles County and \$17.36 in Orange County), as well as lower than California's current minimum wage (\$12.00/hour for employers with 25 employees or less; \$13.00/hour for employers with 26 or more employees). Though these typical entry-level hourly wages are lower than both the living wage and minimum wage for California, it is important to note that 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.

Experienced hairdressers, hairstylists, and cosmetologists, and skincare specialists can expect to earn \$19.00 and \$21.52, respectively, which is higher than the living wage estimates for both

⁵ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

⁶ Entry-level wage is defined as the twenty-fifth percentile hourly wage. Wages for experienced workers are defined as the seventy-fifth percentile hourly wage.

counties, while experienced barbers, and manicurists and pedicurists can expect to earn less than the regional living wage. Regional average wages are below the average statewide wage of \$16.58 for these occupations. Wage information, by county, is included in Appendix A.

Job Postings—There were 3,635 online job postings related to cosmetology listed in the past 12 months. The highest number of job postings were for hair stylist, esthetician, nail technician, barber, and cosmetologist. The top skills were: hair styling, skin care, product sales, client base retention and customer service. The top three employers, by number of job postings, in the region were: Massage Envy, Regis Corporation, and Great Clips. Of the 3,635 online job postings, 5% list a minimum education requirement.

Educational Attainment—The Bureau of Labor Statistics (BLS) lists a postsecondary non-degree award as the typical entry-level education for these cosmetology occupations. The national-level educational attainment data indicates between 28.4% and 42.6% of workers in the field have completed some college or an associate degree. Of the 5% of cosmetology job postings listing a minimum education requirement in Los Angeles/Orange County, 96% (165) requested a high school education and 4% (6) requested an associate degree.

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 colleges with the most completions in the region are: Saddleback, Citrus, Fullerton and Golden West. Over the past 12 months, there were three other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2016-2019

TOP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
3007.00	Cosmetology and Barbering	Cerritos	74	67	122	88
		Citrus	154	177	177	169
		Compton	4	13	31	16
		El Camino	40	49	52	47
		LA Trade-Tech	89	83	98	90
		Pasadena	30	3	39	24
		Santa Monica	34	26	17	26
		LA Subtotal	425	418	536	460
		Fullerton	133	60	121	105
		Golden West	98	106	112	105
		Saddleback	108	158	251	172
		Santiago Canyon	3	30	26	20
		OC Subtotal	342	354	510	402
		Supply Total/Average			767	772

Non-Community College Supply—It important to consider the supply from other institutions in the region that provide training programs for these cosmetology occupations. 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), Aesthetician/Esthetician and Skin Care Specialist (12.0409), Nail Technician/Specialist and Manicurist (12.0410), and Cosmetology, Barber/Styling, and Nail Instructor (12.0413). Due to different data collection periods, the most recent three-year period of available data is from 2013 to 2016. Between 2013 and 2016, non-community institutions in the region conferred an average of 1,891 awards annually in related training programs.

Exhibit 3: Regional non-community college awards, 2013-2016

CIP Code	Program	College	2013-2014 Awards	2014-2015 Awards	2015-2016 Awards	3-Year Award Average
12.0401	Cosmetology/ Cosmetologist, General	Advance Beauty College	55	61	41	52
		Asian-American International Beauty College	38	45	48	44
		Career Academy of Beauty	48	70	49	56
		Coastline Beauty College	26	26	30	27
		COBA Cosmetology Academy	22	20	17	20
		Colleen O'Hara's Beauty Academy	67	49	30	49
		CRU Institute of Cosmetology and Barbering	9	5	9	8
		Hair California Beauty Academy	31	-	1	11
		Paul Mitchell the School-Costa Mesa	120	101	95	105
		Real Barbers College	5	6	-	4
		Santa Ana Beauty Academy	12	27	23	21
		Santa Ana Beauty College	66	68	46	60
		Thanh Le College School of Cosmetology	12	11	8	10
Supply Subtotal/Average			511	489	397	466
12.0402	Barbering/ Barber	Coastline Beauty College	-	-	1	0
		Colleen O'Hara's Beauty Academy	-	-	2	1
		CRU Institute of Cosmetology and Barbering	30	18	19	22
		Hair California Beauty Academy	4	5	4	4
		Paul Mitchell the School-Costa Mesa	11	18	39	23
		Real Barbers College	51	84	67	67
		Santa Ana Beauty Academy	1	3	1	2
		Santa Ana Beauty College	-	17	10	9
Supply Subtotal/Average			97	145	143	128
12.0409		Advance Beauty College	77	66	63	69

CIP Code	Program	College	2013-2014 Awards	2014-2015 Awards	2015-2016 Awards	3-Year Award Average
	Aesthetician/ Esthetician and Skin Care Specialist	Asian-American International Beauty College	38	91	115	81
		Career Academy of Beauty	71	62	93	75
		Coastline Beauty College	30	35	25	30
		COBA Cosmetology Academy	-	-	1	0
		Colleen O'Hara's Beauty Academy	12	11	9	11
		CRU Institute of Cosmetology and Barbering	5	-	-	2
		Hair California Beauty Academy	9	1	2	4
		Paul Mitchell the School-Costa Mesa	36	48	40	41
		Santa Ana Beauty Academy	6	9	13	9
		Santa Ana Beauty College	53	41	55	50
		Thanh Le College School of Cosmetology	13	2	12	9
Supply Subtotal/Average			350	366	428	381
12.0410	Nail Technician/ Specialist and Manicurist	Advance Beauty College	394	379	363	379
		Asian-American International Beauty College	100	305	561	322
		Career Academy of Beauty	14	4	9	9
		Coastline Beauty College	50	35	84	56
		Hair California Beauty Academy	-	1	2	1
		Santa Ana Beauty Academy	1	1	-	1
		Santa Ana Beauty College	76	128	176	127
Thanh Le College School of Cosmetology	12	12	-	8		
Supply Subtotal/Average			647	865	1,195	902
12.0413	Cosmetology, Barber/ Styling, and Nail Instructor	Advance Beauty College	2	4	9	5
		Asian-American International Beauty College	4	2	9	5
		Career Academy of Beauty	-	-	1	0
		Real Barbers College	-	2	-	1
		Thanh Le College School of Cosmetology	1	5	2	3
Supply Subtotal/Average			7	13	21	14
Supply Total/Average			1,612	1,878	2,184	1,891

Appendix A: Occupational demand and wage data by county

Exhibit 4. Los Angeles County

Occupation (SOC)	2018 Jobs	2023 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)	2,226	2,341	115	5%	227	\$7.31	\$11.60	\$17.21
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	23,609	25,546	1,937	8%	3,236	\$11.00	\$13.00	\$19.06
Manicurists and Pedicurists (39-5092)	8,980	10,131	1,151	13%	1,276	\$11.02	\$12.00	\$13.96
Skincare Specialists (39-5094)	2,498	2,798	300	12%	350	\$11.35	\$14.64	\$21.57
Total	37,313	40,816	3,503	9%	5,090			

Exhibit 5. Orange County

Occupation (SOC)	2018 Jobs	2023 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)	498	542	44	9%	55	\$7.76	\$11.72	\$17.21
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	7,737	8,434	697	9%	1,079	\$11.00	\$12.78	\$18.64
Manicurists and Pedicurists (39-5092)	3,982	4,487	505	13%	568	\$11.00	\$11.86	\$13.92
Skincare Specialists (39-5094)	1,158	1,307	149	13%	165	\$11.14	\$14.43	\$21.39
Total	13,375	14,770	1,395	10%	1,867			

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2018 Jobs	2023 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)	2,724	2,882	158	6%	283	\$7.43	\$11.63	\$17.21
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	31,346	33,980	2,634	8%	4,315	\$11.00	\$12.89	\$19.00
Manicurists and Pedicurists (39-5092)	12,962	14,618	1,656	13%	1,844	\$11.00	\$11.99	\$13.96
Skincare Specialists (39-5094)	3,656	4,106	450	12%	516	\$11.29	\$14.57	\$21.52
Total	50,689	55,586	4,897	10%	6,957			

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
- Employment Development Department, Unemployment Insurance Dataset
- Living Insight Center for Community Economic Development
- 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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April 2020

