

# Labor Market Analysis: 3007.00 – Cosmetology and Barbering Esthetician – Certificate requiring 16 to fewer than 30 semester units

Los Angeles Center of Excellence, July 2024

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

## SUMMARY

This report analyzes whether local labor market demand is being met by community college programs aligned with the identified middle-skill occupations<sup>1</sup> or whether a shortage of workers exists. Labor market demand is measured by annual job openings while education supply is measured by the number of awards (degrees and certificates) conferred on average each year.

Based on the available data, there appears to be a supply gap for the three identified middle-skill occupations in the region. While the majority of annual openings have entry-level wages that are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties, and the Bureau of Labor Statistics (BLS) lists a postsecondary non-degree award as the typical entry-level education level for each of these occupations.

**Recommendation:** Due to two of three program endorsement criteria being met, the Los Angeles Center of Excellence for Labor Market Research (LA COE) endorses this proposed program.

## Key Findings

### Supply Gap

- 5,449 annual job openings are projected in the region through 2027. This number is greater than the three-year average of 3,223 awards conferred by educational institutions in the region.
  - However, the SOC codes this report include a variety of cosmetology occupations, including estheticians. Since the SOC codes do not solely represent estheticians, **the number of annual job openings is likely overstated.**

<sup>1</sup> Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree. 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.

- Over the past 12 months, there were **404 online job postings related to estheticians and skincare specialists**. The highest number of job postings were for estheticians, spa aestheticians, aestheticians, licensed aestheticians, and skincare specialists.

### **Living Wage**

- 94% of annual job openings for these cosmetology occupations have entry-level wages **below** Los Angeles County's self-sufficiency standard hourly wage (\$18.10/hour).<sup>2</sup>

### **Educational Attainment**

- A postsecondary non-degree award is the typical entry-level education for these cosmetology occupations, according to the Bureau of Labor Statistics (BLS).
- 44%-51% of workers in the field have completed some college or an associate degree, according to national educational attainment data.

### **Community college supply**

- 11 community colleges issued awards related to cosmetology in the greater LA/OC region.
- 994 awards (degrees and certificates) were conferred on average each year between 2021 and 2023.

### **Other postsecondary supply**

- 34 educational institutions in the LA/OC region have conferred awards in programs training estheticians over the past three years.
- 2,229 awards were conferred on average each year by other postsecondary institutions throughout the greater LA/OC region between 2020 and 2022.

## **TARGET OCCUPATIONS**

LA COE prepared this report to provide regional labor market and postsecondary supply data related to three middle-skill occupations. [For full occupation descriptions, please see Appendix.](#)

- **Hairdressers, Hairstylists, and Cosmetologists (39-5012)**<sup>3</sup>
- **Makeup Artists, Theatrical and Performance (39-5091)**<sup>4</sup>
- **Skincare Specialists (39-5094)**<sup>5</sup>

## **OCCUPATIONAL DEMAND**

Exhibit 1 shows the five-year occupational demand projections for these cosmetology occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 6% through 2027. There will be more than 5,400 job openings per year through 2027 due to job growth and replacements. It is important to note that these SOC codes include various cosmetology occupations and not solely estheticians. Therefore,

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<sup>2</sup> Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

<sup>3</sup> [Barbers, Hairstylists, and Cosmetologists \(bls.gov\)](#)

<sup>4</sup> [Makeup Artists, Theatrical and Performance \(bls.gov\)](#)

<sup>5</sup> [Skincare Specialists \(bls.gov\)](#)

the data in Exhibit 1 is likely overstated for estheticians. The majority of jobs in 2022 for these cosmetology occupations (75%) were located in Los Angeles County.

**Exhibit 1: Current employment and occupational demand, Los Angeles and Orange counties<sup>6</sup>**

Geography	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
Los Angeles	25,787	27,053	1,267	5%	4,038
Orange	8,576	9,233	657	8%	1,411
<b>Total</b>	<b>34,363</b>	<b>36,287</b>	<b>1,924</b>	<b>6%</b>	<b>5,449</b>

**Detailed Occupation Data**

Exhibit 2 displays the current employment and projected occupational demand for each of the target occupations in Los Angeles County. The percentage of workers aged 55+ and automation index are included in order visualize upcoming replacement demand for these occupations. These occupations have a smaller share of older workers in the field, as well as a lower-than-average risk of automation.

**Exhibit 2: Current employment, projected occupational demand, percentage of workers aged 55+, Los Angeles County<sup>7</sup>**

Occupation	2022 Jobs	2027 Jobs	5-Yr % Change	Annual Openings	% Aged 55 and older*	Auto-mation Index**	% Full Time Workers***
Hairdressers, Hairstylists, and Cosmetologists	20,319	21,366	5%	3,134	27%	98.0	56%
Makeup Artists, Theatrical and Performance	1,331	1,267	(5%)	223	20%	97.5	Data Unavail.
Skincare Specialists	4,137	4,421	7%	680	17%	93.7	65%
<b>Total</b>	<b>25,787</b>	<b>27,053</b>	<b>5%</b>	<b>4,038</b>	<b>-</b>	<b>-</b>	<b>-</b>

\*The average percentage of workers aged 55 and older across all occupations in the greater LA/OC region is 27%. These occupations have a smaller share of older workers, which typically indicates fewer replacements needs to offset the amount of impending retirements.

\*\*The automation index captures an occupation’s risk of being affected by automation with a base of 100. An automation index greater than 100 indicates a higher-than average risk of automation; less than 100 indicates a lower-than-average risk.

\*\*\* Across all jobs in California, 81% of workers are employed full-time.

**WAGES**

The labor market endorsement in this report considers the entry-level hourly wages for these cosmetology occupations in Los Angeles County as they relate to the county’s self-sufficiency

<sup>6</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>7</sup> Ibid.

standard wage. Orange County wages are included below in order to provide a complete analysis of the greater Los Angeles/Orange County region.

### Los Angeles County

The majority, 94%, of annual openings for these cosmetology occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$12.61 and \$24.70. (Exhibit 3).

One occupation has entry-level wages above the self-sufficiency standard wage:

- Makeup artists, theatrical and performance, \$24.70.

Experienced workers can expect to earn wages between \$24.84 and \$63.74, which are higher than the self-sufficiency standard.

#### Exhibit 3: Earnings for occupations in Los Angeles County

Occupation	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)	Median Annual Earnings*
Hairdressers, Hairstylists, and Cosmetologists	\$12.61	\$18.40	\$24.84	\$38,300
Makeup Artists, Theatrical and Performance	\$24.70	\$49.17	\$63.74	\$102,300
Skincare Specialists	\$16.10	\$17.24	\$30.33	\$35,900

\*Rounded to the nearest \$100

### Orange County

The majority, 95%, of annual openings for these cosmetology occupations have entry-level 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 \$14.29 and \$22.57 (Exhibit 4).

One occupation has entry-level wages above the self-sufficiency standard wage:

- Makeup artists, theatrical and performance, \$22.57.

Experienced workers can expect to earn wages between \$23.99 and \$56.88, which are higher than the self-sufficiency standard.

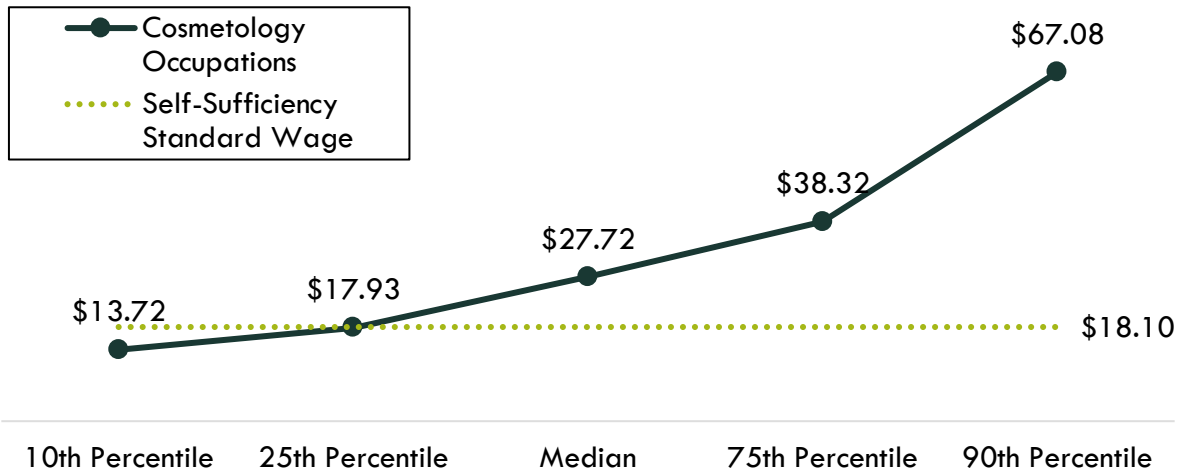
#### Exhibit 4: Earnings for occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)	Median Annual Earnings*
Hairdressers, Hairstylists, and Cosmetologists	\$14.29	\$17.95	\$23.99	\$37,300
Makeup Artists, Theatrical and Performance	\$22.57	\$44.94	\$56.88	\$93,500
Skincare Specialists	\$15.51	\$16.23	\$29.18	\$33,800

\*Rounded to the nearest \$100

Across the greater Los Angeles and Orange County region, the average entry-level hourly earnings for the occupations in this report are \$17.93; this is below the living wage for one single adult in Los Angeles County (\$18.10). Exhibit 5 shows the average hourly wage for the occupations in this report, for entry-level to experienced workers.

**Exhibit 5: Average hourly earnings for cosmetology occupations, Los Angeles and Orange counties**



## JOB POSTINGS

There were 404 online job postings for estheticians and skincare specialists listed in the past 12 months in Los Angeles and Orange counties. Job postings were analyzed for the most common job titles, skills, and employers associated with the target occupations in this report (Exhibit 6).

**Exhibit 6: Most requested job titles, skills and employers in job postings, Los Angeles and Orange counties**

Top Job Titles	Top Skills	Top Employers
<ul style="list-style-type: none"> <li>• Estheticians</li> <li>• Spa aestheticians</li> <li>• Aestheticians</li> <li>• Licensed aestheticians</li> <li>• Skincare specialists</li> </ul>	<ul style="list-style-type: none"> <li>• Service recovery</li> <li>• Skin care</li> <li>• Marketing</li> <li>• Setting appointments</li> <li>• Selling techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Disney</li> <li>• Massage Envy</li> <li>• Sugared + Bronzed</li> <li>• Burke Williams</li> <li>• Galderma</li> </ul>

In the greater Los Angeles/Orange County region, 14% of the esthetician and skincare specialist job postings listed a minimum educational requirement. The number and percentage of job postings by educational level appear in exhibit 7.

**Exhibit 7: Education levels requested in job postings for estheticians and skincare specialists, Los Angeles and Orange counties**

Education Level	Job Postings	% of Job Postings
Bachelor's degree	35	59%
Associate degree	5	8%
High school diploma or vocational training	19	32%

## EDUCATIONAL ATTAINMENT

The Bureau of Labor Statistics (BLS) lists a postsecondary non-degree award as the typical entry-level education for the cosmetology occupations in this report (Exhibit 8). Furthermore, the national-level data indicates between 44% and 51% of workers in the field have completed some college or an associate degree as their highest level of educational attainment. The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupations in this report:

**Exhibit 8: Entry-level education preferred by employers nationally, Bureau of Labor Statistics**

Occupation	Education Level
Hairdressers, Hairstylists, and Cosmetologists	Postsecondary non-degree award
Makeup Artists, Theatrical and Performance	Postsecondary non-degree award
Skincare Specialists	Postsecondary non-degree award

## EDUCATIONAL SUPPLY

### Community College Supply

Exhibit 9 shows the annual and 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.

**Exhibit 9: Regional community college awards (certificates and degrees), 2021-2023**

TOP Code	Program	College	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Average
3007.00	Cosmetology and Barbering	Cerritos	77	172	96	115
		Citrus	137	146	186	156
		Compton	-	24	66	30
		El Camino	31	18	35	28
		LA Trade-Tech	86	101	194	127
		Pasadena	37	31	28	32

TOP Code	Program	College	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Average
		Santa Monica	31	147	214	131
		<b>LA Subtotal</b>	<b>399</b>	<b>639</b>	<b>819</b>	<b>619</b>
		Fullerton	140	142	115	132
		Golden West	89	55	133	92
		Saddleback	70	171	137	126
		Santiago Canyon	10	16	47	24
		<b>OC Subtotal</b>	<b>309</b>	<b>384</b>	<b>432</b>	<b>375</b>
<b>Supply Total/Average</b>			<b>708</b>	<b>1,023</b>	<b>1,251</b>	<b>994</b>

### Other Postsecondary Supply

For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for cosmetology and estheticians. Exhibit 11 shows the number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent data is from 2020 to 2022. Between 2020 and 2022, other postsecondary college institutions in the region conferred an average of 2,229 sub-baccalaureate awards. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards that typically take fewer than four years to complete.

**Exhibit 11: Other regional postsecondary awards, 2020-2022**

CIP Code	Program	Postsecondary Institution	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
12.0401	Cosmetology/ Cosmetologist, 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	-	7
		American Beauty College	22	33	33	29
		Asian-American International Beauty College	40	17	59	39
		Aveda Institute-LA	37	43	40	40
		Baldwin Park Adult & Community Education	10	21	37	23

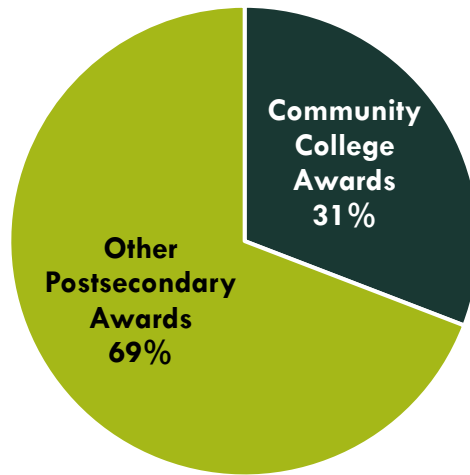
CIP Code	Program	Postsecondary Institution	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
		Beyond 21st Century Beauty Academy	19	13	25	19
		Career Academy of Beauty	43	35	52	43
		Coastline Beauty College	19	24	27	23
		Coba Academy	9	4	9	7
		Diamond Beauty College	13	-	-	4
		Flair Beauty 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
		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 USD 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

CIP Code	Program	Postsecondary Institution	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
		Universal College of Beauty Inc-LA 2	4	3	13	7
		Victory Career College	7	1	7	5
		ZMS The Academy	6	6	14	9
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	-	31
		Asian-American International Beauty College	123	106	126	118
		Aveda Institute-LA	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
		Diamond Beauty College	14	20	48	27
		Flair Beauty College	22	20	34	25
		Hacienda La Puente Adult Education	-	43	51	31
		International College of Beauty Arts & Sciences	16	37	65	39
		KC Beauty Academy	32	18	32	27
		LA 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

CIP Code	Program	Postsecondary Institution	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
		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
12.0413	Cosmetology, Barber/Styling, and Nail Instructor	Advance Beauty College	5	4	7	5
		American Beauty College	1	-	3	1
		Asian-American International Beauty College	-	1	1	1
		Beyond 21st Century Beauty Academy	1	-	-	0
		Career Academy of Beauty	2	-	2	1
		Hacienda La Puente Adult Education	41	32	27	33
		Professional Institute of Beauty	2	1	10	4
		Universal College of Beauty Inc-LA 2	1	-	1	1
12.0499	Cosmetology and Related Personal Grooming Arts, Other	Career Academy of Beauty	-	-	13	4
<b>Supply Total/Average</b>			<b>1,998</b>	<b>1,910</b>	<b>2,779</b>	<b>2,229</b>

Exhibit 12 shows the proportion of community college awards conferred in the greater Los Angeles/Orange County region compared to the number of other postsecondary awards for the programs in this report. The majority of awards conferred in these programs are issued by other postsecondary institutions in the greater Los Angeles/Orange County region.

**Exhibit 12: Percentage of community college awards compared to other postsecondary institution awards in the Los Angeles/Orange County region**



## **APPENDIX: OCCUPATION DESCRIPTIONS**

LA COE prepared this report to provide regional labor market supply and demand data related to these target occupations:

- ***Hairdressers, Hairstylists, and Cosmetologists (39-5012)*** Provide beauty services, such as cutting, coloring, and styling hair, and massaging and treating scalp. May shampoo hair, apply makeup, dress wigs, remove hair, and provide nail and skincare services.<sup>8</sup>
- ***Makeup Artists, Theatrical and Performance (39-5091)*** Apply makeup to performers to reflect period, setting, and situation of their role.<sup>9</sup>
- ***Skincare Specialists (39-5094)*** Provide skincare treatments to face and body to enhance an individual's appearance. Includes electrologists and laser hair removal specialists.<sup>10</sup>

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<sup>8</sup> [Barbers, Hairstylists, and Cosmetologists \(bls.gov\)](https://www.bls.gov/occupations/39-5012)

<sup>9</sup> [Makeup Artists, Theatrical and Performance \(bls.gov\)](https://www.bls.gov/occupations/39-5091)

<sup>10</sup> [Skincare Specialists \(bls.gov\)](https://www.bls.gov/occupations/39-5094)

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**DATA SOURCES**

- O\*NET Online
- Lightcast (formerly 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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