

# Labor Market Analysis for Program Modification: 3007.00/Cosmetology and Barbering (Cosmetology)

South Central Coast Center of Excellence, March 2025



FOR LABOR MARKET RESEARCH  
SOUTH CENTRAL COAST

## Summary

|                         |   |   |   |
|-------------------------|---|---|---|
| Program LMI Endorsement | Endorsed: All LMI Criteria Met <input type="checkbox"/> | Endorsed: Some LMI Criteria Met <input checked="" type="checkbox"/> | Not LMI Endorsed <input type="checkbox"/> |
|-------------------------|---|---|---|

### Program LMI Endorsement Criteria

|  | Yes <input checked="" type="checkbox"/>  | No <input type="checkbox"/>  |
|--|--|--|
| Supply Gap:  | <b>Comments:</b> there is projected to be <b>1,174 annual job openings</b> in the South Central Coast (SCC) region for these cosmetology and barbering occupations, which is <b>more than the 245 awards conferred by educational institutions.</b>  |  |
| Self-Sufficiency Standard Living Wage <sup>1</sup> : | Yes <input type="checkbox"/>   | No <input checked="" type="checkbox"/>                               |
|  | <b>Comments:</b> <b>100% of annual job openings</b> for these cosmetology and barbering occupations <b>have entry-level hourly wages significantly below the Santa Barbara County living wage of \$29.80.</b>  |  |
| Education:   | Yes <input checked="" type="checkbox"/>  | No <input type="checkbox"/>  |
|  | <b>Comments:</b> <b>The majority (99%) of annual job openings</b> for these cosmetology and barbering typically require <b>a postsecondary degree. Additionally, between 24% and 53% of workers in the field have completed some college or an associate degree as their highest level of education.</b> |  |
| Additional Considerations                            |  |  |
| Emerging Occupation(s):                              | Yes <input type="checkbox"/>   | Some <input type="checkbox"/> No <input checked="" type="checkbox"/> |
|  | <b>Comments:</b> N/A   |  |

The South Central Coast Center of Excellence for Labor Market Research (SCC COE) prepared this report to determine whether there is a supply gap in the SCC regional labor market related to five middle-skill occupations:

- *Hairdressers, Hairstylists, and Cosmetologists (39-5012)*
- *Makeup Artists, Theatrical and Performance (39-5091)*
- *Manicurists and Pedicurists (39-5092)*
- *Shampooers (39-5093)*
- *Skincare Specialists (39-5094)*

<sup>1</sup> At the direction of the California Community College Chancellor’s Office, the living wage endorsement criteria in this report uses the University of Washington’s Center for Women’s Welfare Self-Sufficiency Standard, which the COE refers to as a living wage, to determine the living wage for Los Angeles, San Luis Obispo, Santa Barbara, and Ventura counties, last updated in March 2024.

It is important to recognize that although *Shampooers (39-5093)* typically requires no formal educational credential, a barber, cosmetologist, or hairstylist license is required to be eligible to shampoo consumers in California.<sup>2</sup> Furthermore, when analyzing the national-level educational attainment data, 45% of *Shampooers (39-5093)* have completed some college or an associate degree as their highest level of education.

Based on the available data there appears to be a supply gap for these cosmetology and barbering occupations and typical education requirements for these occupations align with a community college education. However, all annual openings have entry-level wages significantly below the Self-Sufficiency Standard living wage. **Therefore, due to some of the regional labor market criteria being met, the COE endorses this proposed program.**

Exhibit 1 lists the occupational demand, supply, typical entry-level education, and educational attainment for the occupations included in this report.

### Exhibit 1: Labor Market Endorsement Summary

| Occupation (SOC)   | Demand (Annual Openings) | Supply (CC and Non-CC) | Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile) | Typical Entry-Level Education    | Community College Educational Attainment |
|--|--------------------------|------------------------|---|----------------------------------|--|
| Hairdressers, Hairstylists, and Cosmetologists (39-5012) | 615                      | 138                    | Santa Barbara: \$13.47                                    | Postsecondary nondegree award    | 43%                                      |
| Makeup Artists, Theatrical and Performance (39-5091)     | 15                       | Accounted for Above    | Santa Barbara: \$25.99                                    | Postsecondary nondegree award    | 45%                                      |
| Manicurists and Pedicurists (39-5092)                    | 367                      | Accounted for Above    | Santa Barbara: \$15.50                                    | Postsecondary nondegree award    | 24%                                      |
| Shampooers (39-5093)                                     | 15                       | Accounted for Above    | Santa Barbara: \$6.36                                     | No formal educational credential | 45%                                      |
| Skincare Specialists (39-5094)                           | 134                      | 107                    | Santa Barbara: \$16.25                                    | Postsecondary nondegree award    | 52%                                      |
| <b>Total</b>   | <b>1,147</b>             | <b>245</b>             | <b>N/A</b>  | <b>N/A</b>                       | <b>N/A</b>                               |

<sup>2</sup> [FAQs - California Board of Barbering and Cosmetology](#)

## Demand:

- The number of jobs related to these cosmetology and barbering occupations is projected to increase 8% through 2028 in the SCC region. There is projected to be 1,147 job openings due to new job creation and replacements.
- Hourly entry-level wages for these cosmetology and barber occupations in Santa Barbara County range from \$6.36 and \$25.99; all (100%) annual job openings have entry-level wages below the Self-Sufficiency Standard living wage (\$29.80 for Santa Barbara County).
  - It is important to note that many workers in these occupations are considered self-employed and have different earning dynamics than wage and salaried workers. For these reasons, wages appear low.
- There were 664 online job postings for these cosmetology and barbering occupations over the past 12 months. The highest number of postings were for hair stylists, stylists, beauty advisors and estheticians.
- The typical entry-level education for these cosmetology and barber occupations ranges from no formal educational credential to a postsecondary nondegree award.
  - Although *Shampooers (39-5093)* typically requires no formal educational credential, a barber, cosmetologist, or hairstylist license is required to be eligible to shampoo consumers in California.
- Between 24% and 52% of workers in the field have completed some college or an associate degree as their highest level of education.

## Supply:

- There was an average of 66 awards conferred by two community colleges in the SCC Region from 2020 to 2023.
- There was an average of 179 awards conferred by non-community college institutions from 2019 to 2022.
- SCC community college students that exited cosmetology and barbering programs in the 2021-22 academic year had a median annual wage of \$26,670 (\$12.82 per hour) after exiting the program and 20% attained the regional living wage (Self-Sufficiency Standard).
- Throughout the SCC Region, 80% of cosmetology and barbering students that exited their program in 2020-21 reported that they are working in a job closely related to their field of study.

# Demand

## Occupational Projections:

Exhibit 2 compares historical and projected changes in employment for these occupations compared to the number of jobs in 2018. Notably, employment for these cosmetology and barbering occupations declined from 2019-2021 in the midst of the COVID-19 pandemic but has since increased. From 2023-2028, employment for these cosmetology and barbering occupations is projected to experience growth in all areas except San Luis Obispo, where employment is projected to slightly decline.

Exhibit 2: Historical and Projected Employment for Cosmetology and Barbering Occupations in the SCC Region, 2018-2028

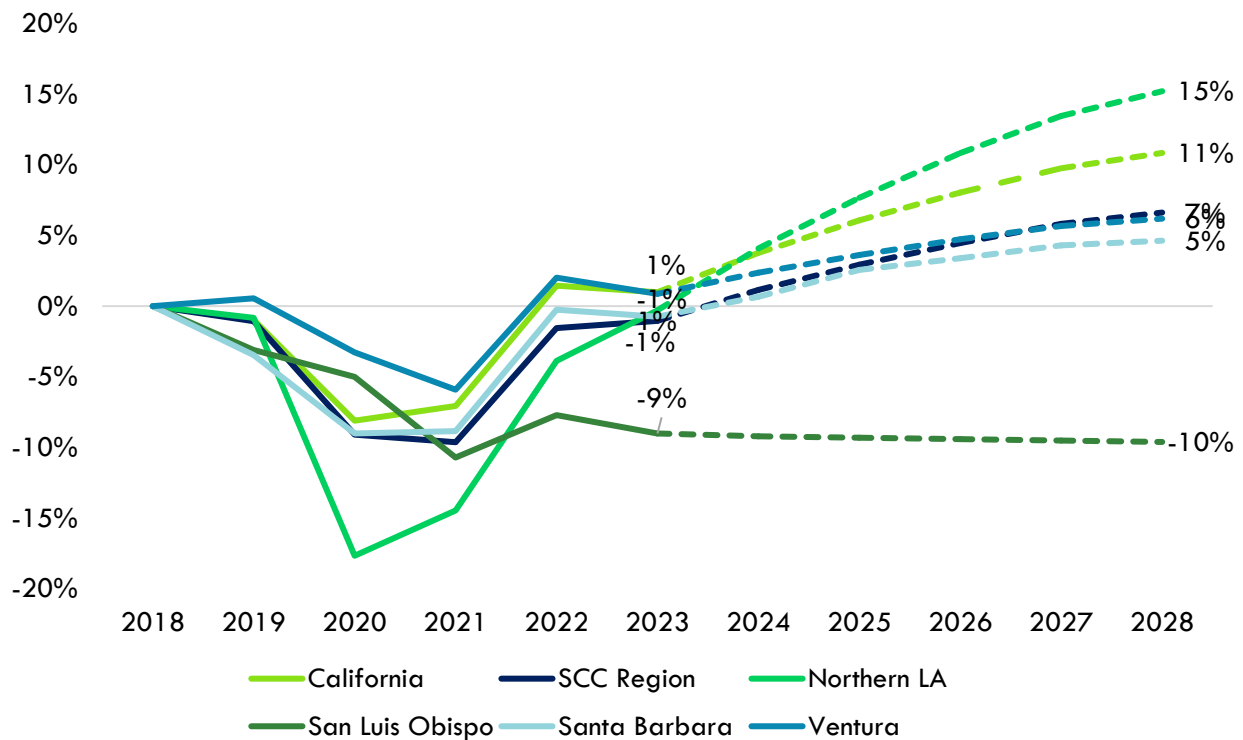


Exhibit 3 shows the five-year occupational demand projections for these cosmetology and barbering occupations. In the SCC Region, the number of jobs related to these occupations is projected to increase 8% through 2028. There is projected to be 1,147 jobs available annually. Ventura County has the highest number of jobs and annual openings.

### Exhibit 3: Occupational Demand in SCC Region<sup>3</sup>

| Geography         | 2023 Jobs    | 2028 Jobs    | 2023-2028 Change | 2023-2028 % Change | Annual Openings |
|-------------------|--------------|--------------|------------------|--------------------|-----------------|
| Northern LA       | 2,394        | 2,767        | 373              | 16%                | 411             |
| San Luis Obispo   | 924          | 919          | (5)              | (1%)               | 124             |
| Santa Barbara     | 1,212        | 1,267        | 55               | 5%                 | 178             |
| Ventura           | 2,901        | 3,053        | 152              | 5%                 | 426             |
| <b>SCC Region</b> | <b>7,431</b> | <b>8,006</b> | <b>575</b>       | <b>8%</b>          | <b>1,147</b>    |

### Wages:

The labor market endorsement in this report considers the entry-level hourly wages for these cosmetology and barbering occupations in relation to the living wage of the county where the requesting community college is located. This report was requested by Santa Barbara City College, which is in Santa Barbara County. Wages for other counties are included below to provide a complete analysis of the SCC Region.

At the direction of the California Community College Chancellor’s Office, the living wage endorsement criteria in this report uses the University of Washington’s Center for Women’s Welfare Self-Sufficiency Standard which the COE refers to as a living wage, to determine each county’s living wage (last updated in March 2024). Additionally, data for the MIT Living Wage, updated on February 10, 2025, is provided as a reference. Both figures, which account for geographic-specific costs of necessities such as housing, food, health care, and transportation to assess the cost of living, are included in the exhibits below.

It is important to note that approximately 70% of workers in these cosmetology and barbering occupations in the SCC Region are considered self-employed. Self-employed workers have different earning 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>4</sup> For these reasons, wage data appears to be significantly lower than both the living wage and minimum wage.

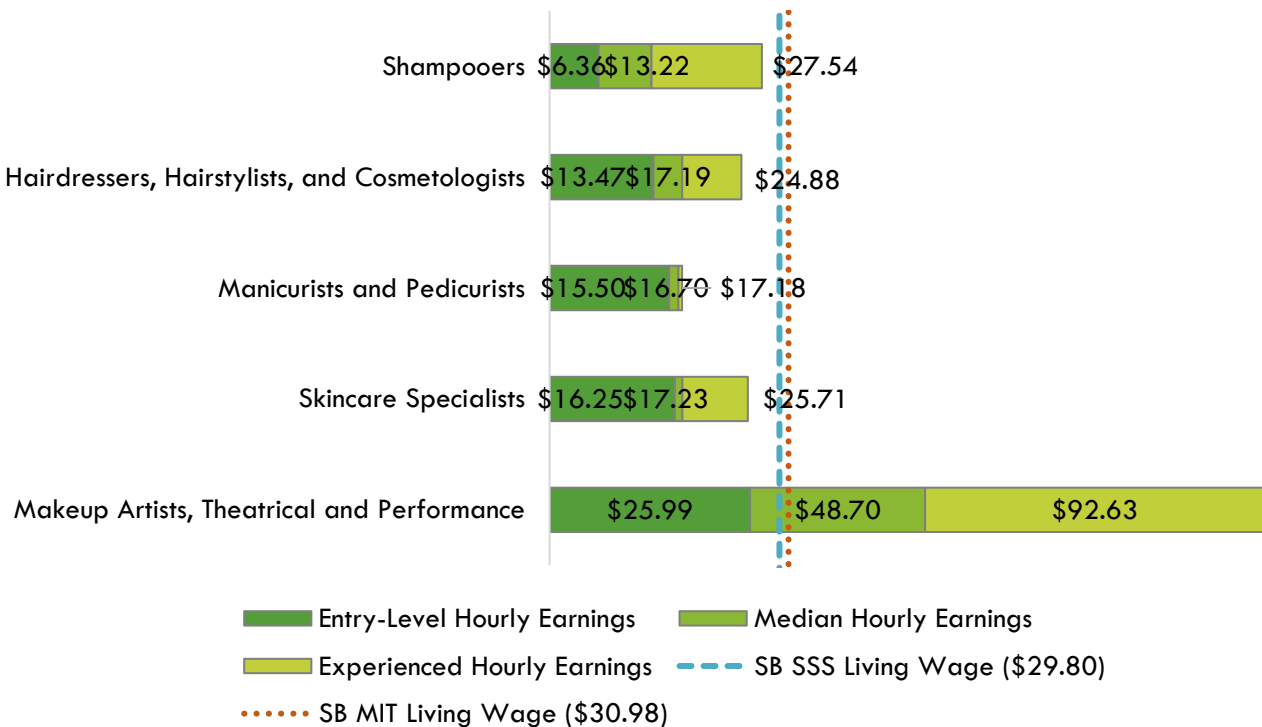
<sup>3</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations. It is important to note that adding jobs, change, and annual openings for each geographic area may not add to the total listed in the SCC Region row. This is due to how data is reported at the county vs. ZIP code level. For more information, see Appendix A: Methodology.

<sup>4</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)

## Santa Barbara

All (100%) of annual openings for these cosmetology and barbering occupations have entry-level wages significantly below the Self-Sufficiency Standard living wage for one adult (\$29.80 in Santa Barbara County). Typical entry-level hourly wages range between \$6.36 and \$25.99. *Makeup Artists, Theatrical, and Performance (39-5091)* is the only occupation that has median wages above the living wage in Santa Barbara County. Wages for all other occupations do not exceed the living wage, even at the experienced level. Exhibit 4 shows the wage range for each of these cosmetology and barbering occupations in Santa Barbara and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

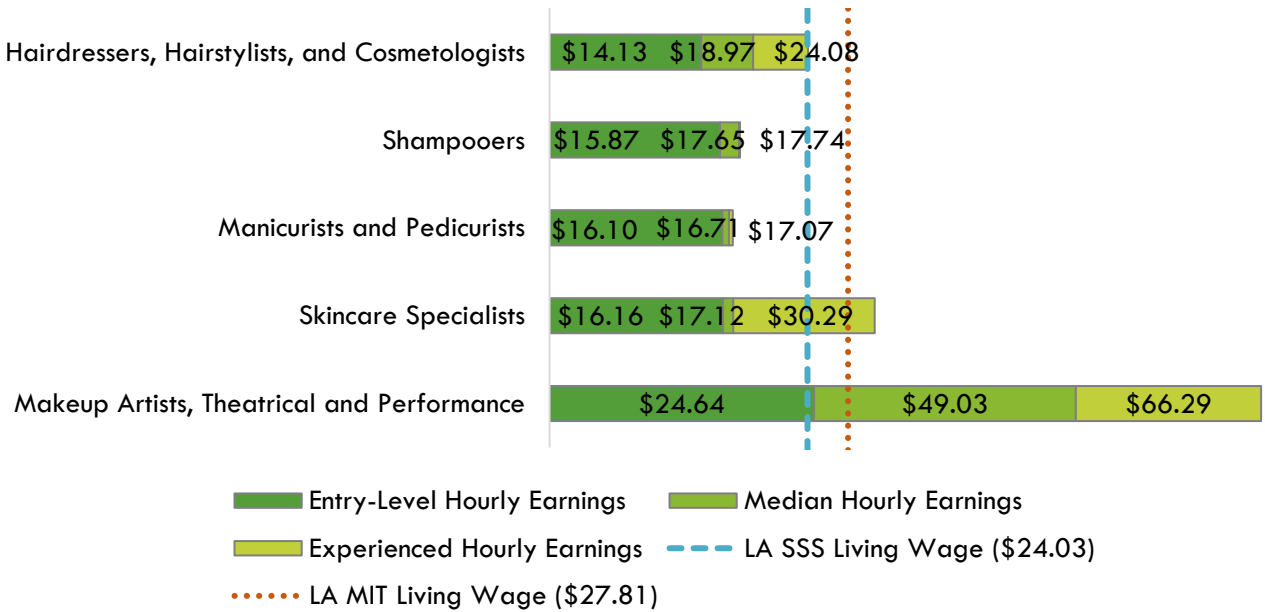
Exhibit 4: Wages by Occupation in Santa Barbara County



## Northern Los Angeles

Almost all (98%) of annual openings for these cosmetology and barbering occupations have entry-level wages below the Self-Sufficiency Standard living wage for one adult (\$24.03 in Los Angeles County). Typical entry-level wages range from \$14.13 to \$24.64. *Makeup Artists, Theatrical, and Performance (39-5091)* is the only occupation that has entry-level wages above the living wage in Northern Los Angeles County, while two other occupations have experienced hourly earnings that are above the living wage. Wages for *Shampooers (39-5093)* and *Manicurists and Pedicurists (39-5092)* are below the living wage even at the experienced level. Exhibit 5 shows the wage range for each of these cosmetology and barbering occupations in Northern Los Angeles and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

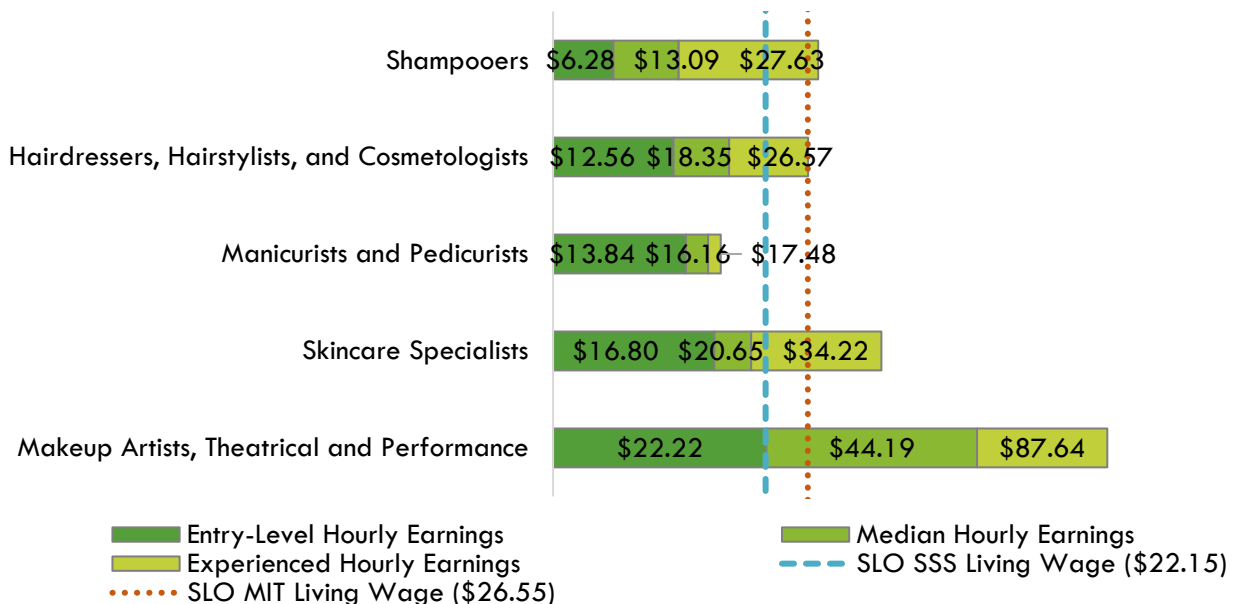
## Exhibit 5: Wages by Occupation in Northern Los Angeles County



### San Luis Obispo

Almost all (99%) of annual openings for these cosmetology and barbering occupations have entry-level wages below the Self-Sufficiency Standard living wage for one adult (\$22.15 in San Luis Obispo). Typical entry-level wages range from \$6.28 and \$22.22. *Makeup Artists, Theatrical, and Performance* (39-5091) is the only occupation that has entry-level wages above the living wage in San Luis Obispo, while three other occupations have experienced hourly earnings that are above the living wage. Wages for *Manicurists and Pedicurists* (39-5092) are below the living wage even at the experienced level. Exhibit 6 shows the wage range for each of these cosmetology and barbering occupations in San Luis Obispo County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

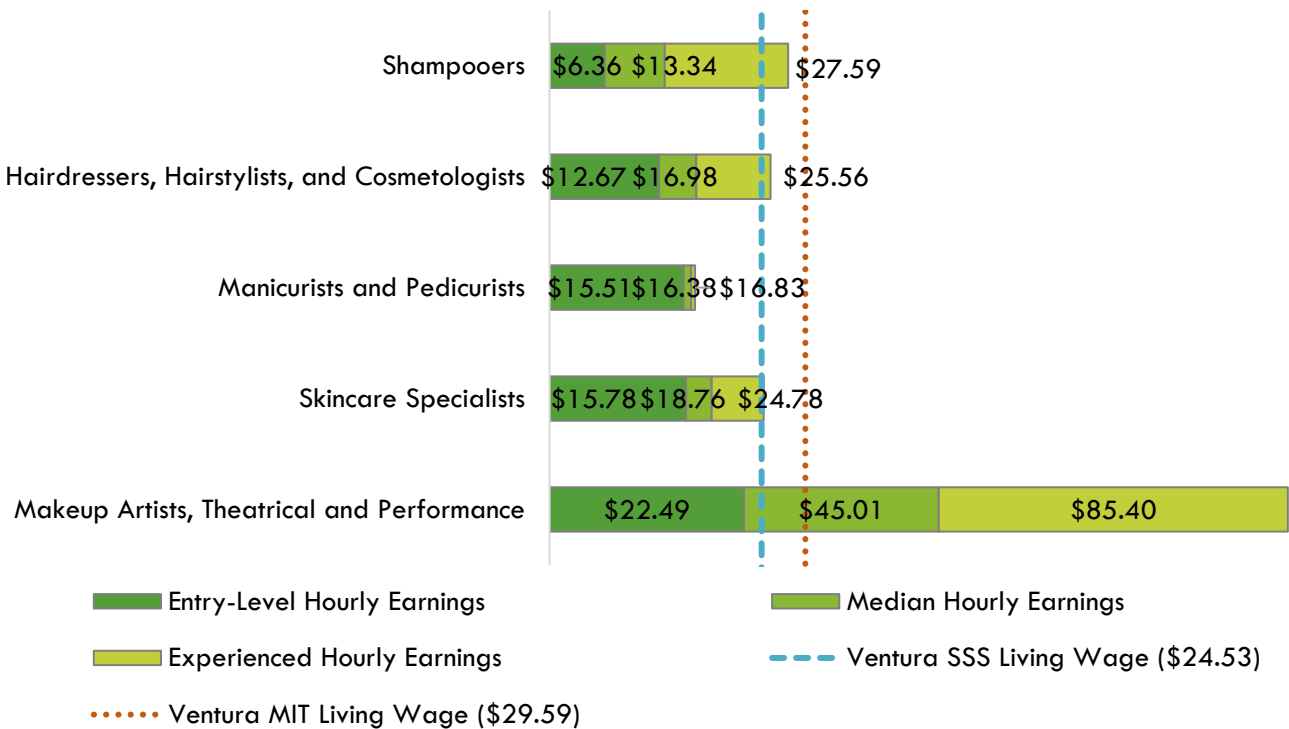
## Exhibit 6: Wages by Occupation in San Luis Obispo County



## Ventura

All (100%) of annual openings for these cosmetology and barbering occupations have entry-level wages below the Self-Sufficiency Standard living wage for one adult (\$24.53 in Ventura County). Typical entry-level wages range from \$6.36 to \$22.49. *Makeup Artists, Theatrical, and Performance* (39-5091) is the only occupation with median hourly earnings above the living wage, while three other occupations have experienced hourly earnings above it. Notably, wages for *Manicurists and Pedicurists* (39-5092) are below the living wage even at the experienced level. Exhibit 7 shows the wage range for each of these cosmetology and barbering occupations in Ventura County and how they compare to the regional living wage, sorted from lowest to highest entry-level wages.

Exhibit 4: Wages by Occupation in Ventura County



## Job Postings:

There were 664 online job postings related to these cosmetology and barbering occupations listed in the past 12 months in the SCC Region. Exhibit 8 shows the number of job postings.

**Exhibit 5: Number of Job Postings by Sub-Region (n=664)**

| Occupation            | Job Postings | Percentage of Job Postings |
|-----------------------|--------------|----------------------------|
| Ventura               | 274          | 41%                        |
| Northern Los Angeles  | 142          | 21%                        |
| Santa Barbara         | 128          | 19%                        |
| San Luis Obispo       | 120          | 18%                        |
| <b>Total Postings</b> | <b>664</b>   | <b>100%</b>                |

Of the 664 postings, more than half (65%) were for *Hairdressers, Hairstylists, and Cosmetologists (39-5012)*, followed by *Makeup Artists, Theatrical and Performance (39-5091)*, and *Skincare Specialists (39-5094)*.

**Exhibit 6: Number of Job Postings by Occupation (n=664)**

| Occupation                                     | Job Postings | Percentage of Job Postings |
|--|--------------|----------------------------|
| Hairdressers, Hairstylists, and Cosmetologists | 429          | 65%                        |
| Makeup Artists, Theatrical and Performance     | 113          | 17%                        |
| Skincare Specialists                           | 77           | 12%                        |
| Manicurists and Pedicurists                    | 43           | 6%                         |
| Shampooers                                     | 2            | 0.3%                       |
| <b>Total Postings</b>                          | <b>664</b>   | <b>100%</b>                |

The top employers in the region, by number of job postings, are shown in Exhibit 10.

**Exhibit 7: Top Employers by Number of Job Postings (n=664)**

| Employer               | Job Postings | Percentage of Job Postings |
|------------------------|--------------|----------------------------|
| Great Clips            | 98           | 15%                        |
| Ulta Beauty            | 54           | 8%                         |
| Supercuts              | 53           | 8%                         |
| Regis Corporation      | 49           | 7%                         |
| Kohl's                 | 33           | 5%                         |
| Target                 | 21           | 3%                         |
| Sephora                | 15           | 2%                         |
| Sport Clips            | 15           | 2%                         |
| Sports Clips           | 14           | 2%                         |
| Marriott International | 13           | 2%                         |

The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 11.

**Exhibit 8: Top Skills by Number of Job Postings (n=664)**

| <b>Top Specialized Skills</b> | <b>Top Soft Skills</b>           | <b>Top Computer Skills</b> |
|-------------------------------|----------------------------------|----------------------------|
| Cosmetology (248)             | Customer Service (233)           | Software Systems (3)       |
| Product Knowledge (88)        | Communication (182)              | TikTok (3)                 |
| Product Demonstration (74)    | Sales (161)                      | Microsoft Excel (2)        |
| Cosmetics (65)                | Cleanliness (106)                | Microsoft Outlook (2)      |
| Housekeeping (62)             | Administrative Functions (64)    | Spreadsheets (2)           |
| Marketing (57)                | Influencing Skills (55)          | Adobe Acrobat (1)          |
| Hairstyling (56)              | Sanitation (54)                  | Adobe Photoshop (1)        |
| Inventory Management (56)     | Lifting Ability (47)             | Database Application (1)   |
| Merchandising (56)            | Verbal Communication Skills (47) | Email Software (1)         |
| Manicure (51)                 | Operations (45)                  | Software Systems (3)       |

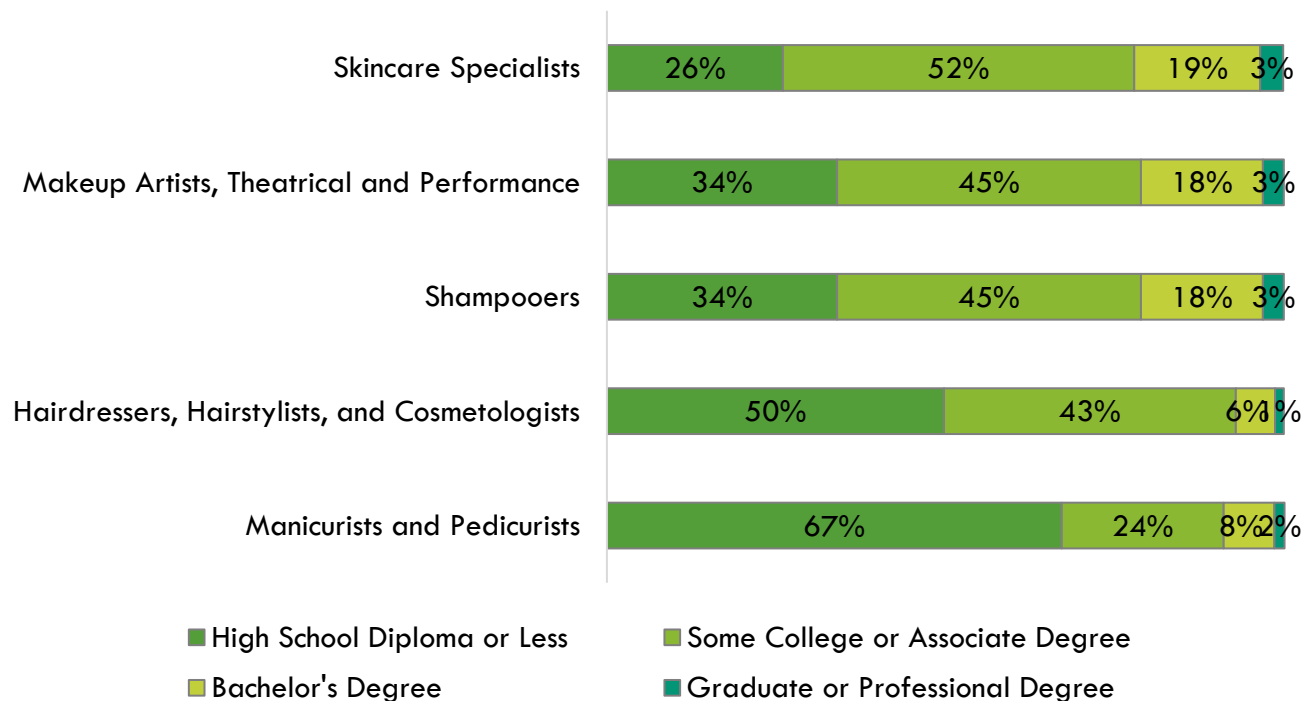
## Educational Attainment:

The Bureau of Labor Statistics (BLS) lists the following as the typical entry-level education for these five occupations:

- No formal educational credential
  - *Shampooers (39-5093)*
- Postsecondary nondegree award
  - *Skincare Specialists (39-504)*
  - *Makeup Artists, Theatrical and Performance (39-5091)*
  - *Hairdressers, Hairstylists, and Cosmetologists (39-5012)*

Notably, *Shampooers (39-5093)* typically requires no formal educational credential. However, a barber, cosmetologist, or hairstylist license is required to be eligible to shampoo consumers in California.<sup>5</sup> The national-level educational attainment data indicates between 24% and 52% have completed some college or an associate degree as their highest level of education. Exhibit 12 shows the educational attainment for each occupation, sorted by highest community college educational attainment to lowest

**Exhibit 9: National-level Educational Attainment for Occupations**



Of the 4% of the cumulative job postings for these cosmetology and barbering occupations that listed a minimum education requirement in the SCC Region, 92% (22) requested a high school diploma or an associate degree and 8% (2) requested a bachelor's degree.

<sup>5</sup> [FAQs - California Board of Barbering and Cosmetology](#)

## Educational Supply

### Community College Supply:

Exhibit 13 shows the three-year average number of awards conferred by community colleges in the related TOP codes:

- Cosmetology and Barbering (3007.00)

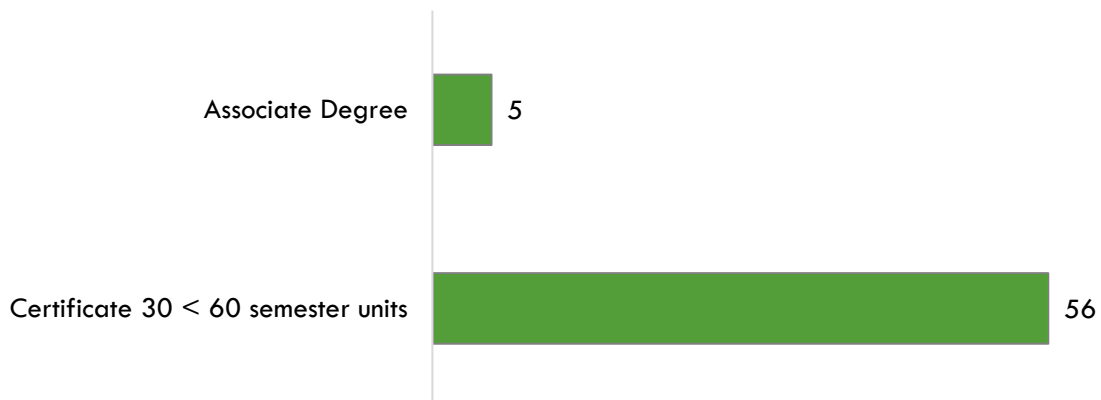
The college with the most completions in the region is Allan Hancock (45), followed by Santa Barbara (22).

#### Exhibit 10: Regional Community College Awards (Certificates and Degrees), 2020-2023

| TOP Code                       | Program                   | College       | 2020-2021 Awards | 2021-2022 Awards | 2022-2023 Awards | 3-Year Award Average |
|--------------------------------|---------------------------|---------------|------------------|------------------|------------------|----------------------|
| 3007.00                        | Cosmetology and Barbering | Allan Hancock | 39               | 43               | 52               | 45                   |
|                                |                           | Santa Barbara | 35               | 24               | 6                | 22                   |
| <b>Supply Subtotal/Average</b> |                           |               | <b>74</b>        | <b>67</b>        | <b>58</b>        | <b>66</b>            |
| <b>Supply Total/Average</b>    |                           |               | <b>74</b>        | <b>67</b>        | <b>58</b>        | <b>66</b>            |

Exhibit 14 shows the annual average community college awards by type from 2020-21 to 2022-23. The plurality of the awards are for certificates between 30 and less than 60 semester units and an associate degree.

#### Exhibit 11: Annual Average Community College Awards by Type, 2020-2023



## Community College Student Outcomes:

Exhibit 15 shows the Strong Workforce Program (SWP) metrics for Cosmetology and Barbering programs at Santa Barbara Community College (SBCC), the SCC Region, and California. Of the 291 Cosmetology and Barbering students throughout the region in the 2022-23 academic year, 55% (161) attended SBCC.

SBCC students that exited Cosmetology and Barbering programs in the 2021-22 academic year had lower median annual earnings (\$24,540 or \$11.80 per hour) compared to all Cosmetology and Barbering students in the SCC Region (\$26,670 or \$12.82 per hour); both figures are lower than statewide (\$26,756 or \$12.86 per hour). Due to a lower number of students, there was insufficient data to compare the percentage of SBCC students who attained the living wage compared to the SCC Region (20%) and all Cosmetology and Barbering students in the state (26%).

### Exhibit 12: Cosmetology and Barbering (3007.00) Strong Workforce Program Metrics, 2022-23<sup>67</sup>

| SWP Metric  | SBCC                  | SCC Region            | California            |
|---|-----------------------|-----------------------|-----------------------|
| SWP Students  | 161                   | 291                   | 5,117                 |
| SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year | 87%                   | 82%                   | 66%                   |
| SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course                | Data unavailable      | Data unavailable      | 55%                   |
| SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status | Data unavailable      | 20%                   | 30%                   |
| SWP Students Who Transferred to a Four-Year Postsecondary Institution (2021-22)           | 0%                    | Data unavailable      | 1%                    |
| SWP Students with a Job Closely Related to Their Field of Study (2020-21)                 | 85%                   | 80%                   | 73%                   |
| Median Annual Earnings for SWP Exiting Students (2021-22)                                 | \$24,540<br>(\$11.80) | \$26,670<br>(\$12.82) | \$26,756<br>(\$12.86) |
| Median Change in Earnings for SWP Exiting Students (2021-22)                              | 52%                   | 44%                   | 32%                   |
| SWP Exiting Students Who Attained the Living Wage (2021-22)                               | Data unavailable      | 20%                   | 26%                   |

<sup>6</sup> All SWP metrics are for 2022-23 unless otherwise noted.

<sup>7</sup> Data that is not available in DataVista is denoted in Exhibit 15 as “data unavailable.” Data may not be available for various reasons, including cases where data is masked to protect personally identifiable information.

## Non-Community College Supply:

To comprehensively analyze the regional supply, it is crucial to include data from other institutions offering cosmetology and barbering training programs. Over the past three years (2019-2022), there was an average of 72 awards conferred by non-community college institutions under the related Classification of Instructional Programs (CIP) codes:

- Cosmetology/Cosmetologist, General (12.0401)
- Make-Up Artist/Specialist (12.0406)
- Aesthetician/Esthetician and Skin Care Specialist (12.0409)

No awards were conferred for the following CIP codes:

- Cosmetology and Related Personal Grooming Arts, Other (12.0499)
- Cosmetology, Barber/Styling, and Nail Instructor (12.0413)
- Facial Treatment Specialist/Facialist (12.0408)
- Hair Styling/Stylist and Hair Design (12.0407)
- Master Aesthetician/Esthetician (12.0414)
- Salon/Beauty Salon Management/Manager (12.0412)

**Exhibit 13: Regional Non-Community College Awards, 2019-2022**

| CIP Code                       | Program   | College                        | 2019-2020 Awards | 2020-2021 Awards | 2021-2022 Awards | 3-Year Award Average |
|--------------------------------|---|--------------------------------|------------------|------------------|------------------|----------------------|
| 12.0401                        | Cosmetology/Cosmetologist, General                | Design's School of Cosmetology | 26               | 20               | 28               | 25                   |
|                                |   | LuRoss Academy                 | 35               | 43               | 33               | 37                   |
|                                |   | Modern Beauty Academy          | 10               | 5                | 7                | 7                    |
| <b>Supply Subtotal/Average</b> |   |                                | <b>71</b>        | <b>68</b>        | <b>68</b>        | <b>69</b>            |
| 12.0406                        | Make-Up Artist/Specialist                         | Lu Ross Academy                | 9                | 0                | 0                | 3                    |
| <b>Supply Subtotal/Average</b> |   |                                | <b>9</b>         | <b>0</b>         | <b>0</b>         | <b>3</b>             |
| 12.0409                        | Aesthetician/Esthetician and Skin Care Specialist | Design's School of Cosmetology | 31               | 31               | 43               | 35                   |
|                                |   | LuRoss Academy                 | 65               | 52               | 98               | 72                   |
| <b>Supply Subtotal/Average</b> |   |                                | <b>96</b>        | <b>83</b>        | <b>141</b>       | <b>107</b>           |
| <b>Supply Total/Average</b>    |   |                                | <b>176</b>       | <b>151</b>       | <b>209</b>       | <b>179</b>           |

## Regional Demographics

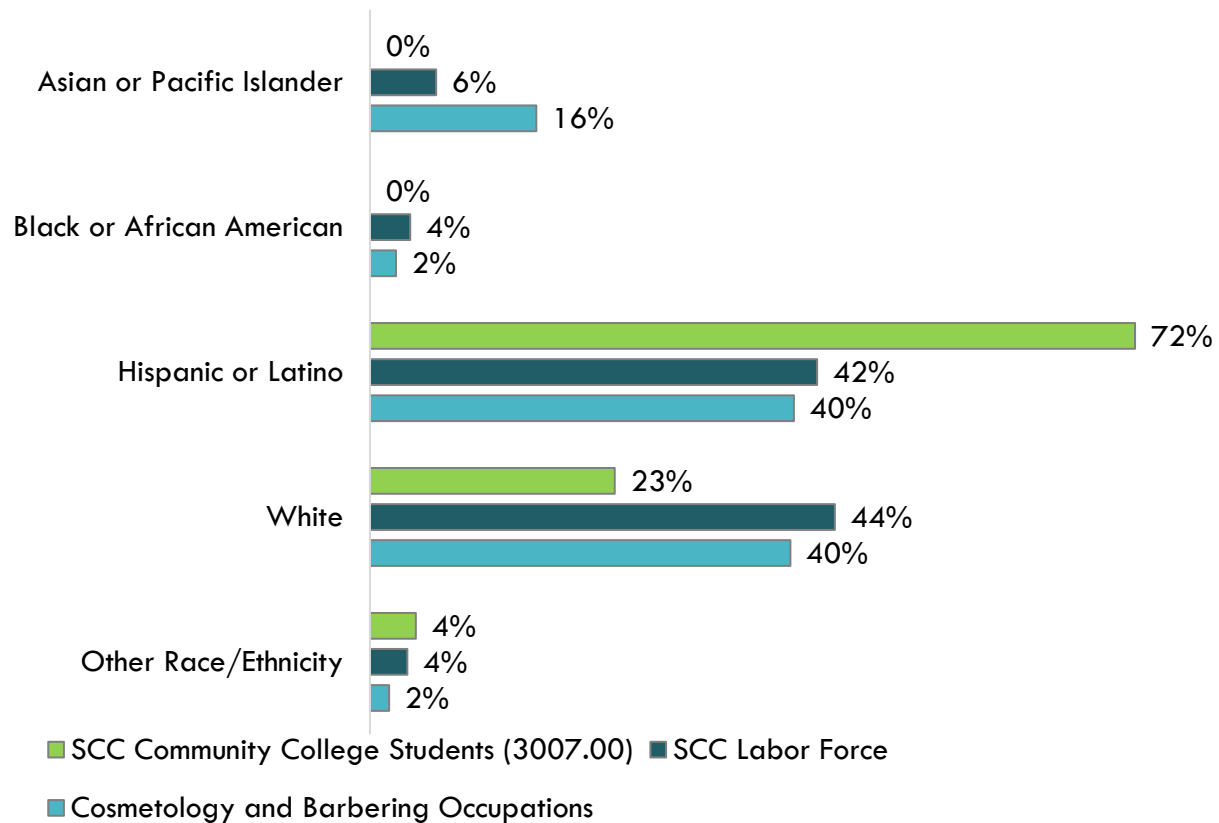
This section examines demographic data for SCC community college students in Cosmetology and Barbering programs compared to the SCC labor force, along with occupational data, to identify potential diversity and equity issues addressable by community college programs.

### Ethnicity:

Exhibit 17 compares the ethnicity of SCC community college students enrolled in Cosmetology and Barbering programs, the overall SCC labor force, and occupation-specific data for the five cosmetology and barbering occupations included in this report.

Notably, both Hispanic or Latino and white workers each make up 40% of the cosmetology and barbering occupations which is similar compared to the labor force. However, 72% of Cosmetology and Barbering students are Hispanic or Latino, which is higher when compared to these cosmetology and barbering occupations (40%). Additionally, 15% of workers in the occupation are Asian or Pacific Islander workers which is higher than both the overall labor force (6%) and community college Cosmetology and Barbering students (0%).

Exhibit 14: Program and County Demographics by Ethnicity

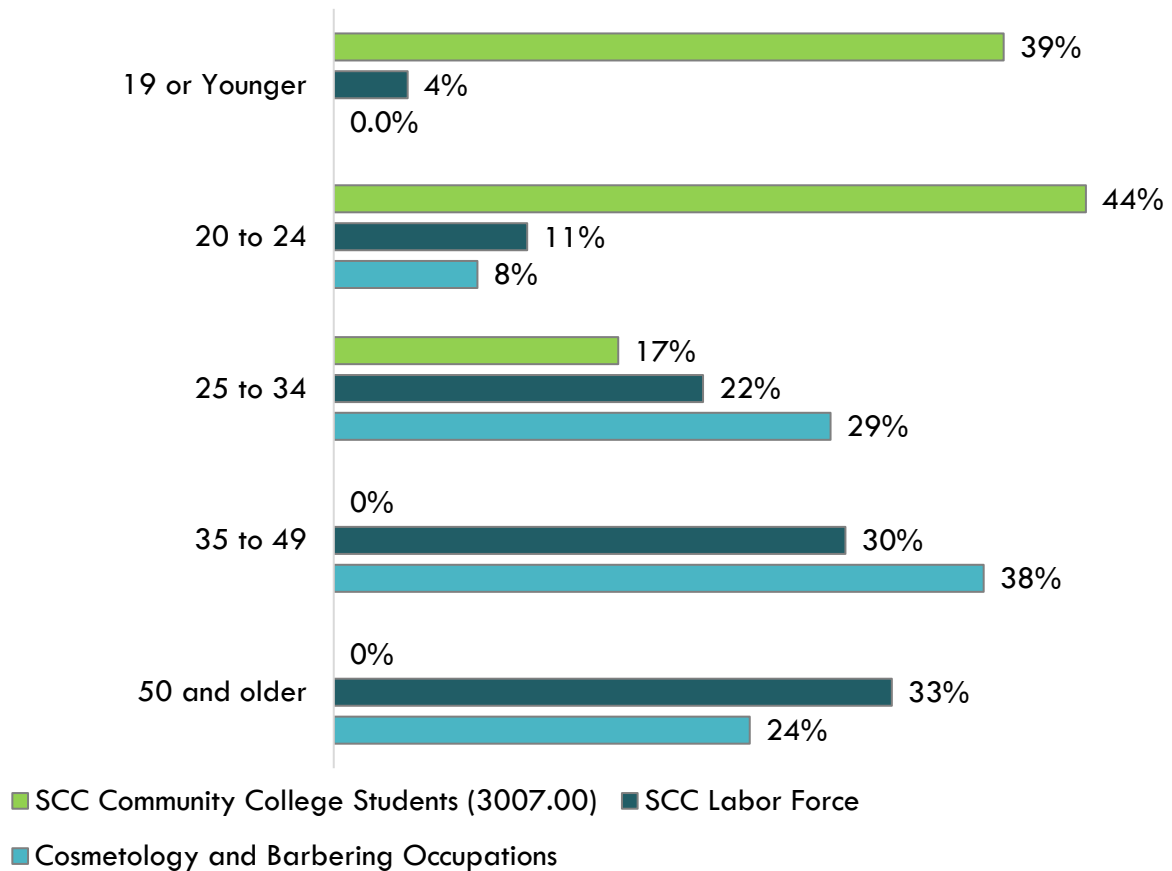


## Age:

Exhibit 18 compares the age of SCC community college students enrolled in Cosmetology and Barbering programs, the overall SCC labor force, and occupation-specific data for the five cosmetology and barbering occupations included in this report.

Notably, 38% of workers in these cosmetology and barbering occupations are age 35 to 49, which is higher than the labor force (30%) and significantly higher than community college cosmetology and barbering students (0%). Conversely 83% of community college cosmetology and barbering students are 24 years or young, which is significantly higher than the labor force (15%) and these occupations (8%).

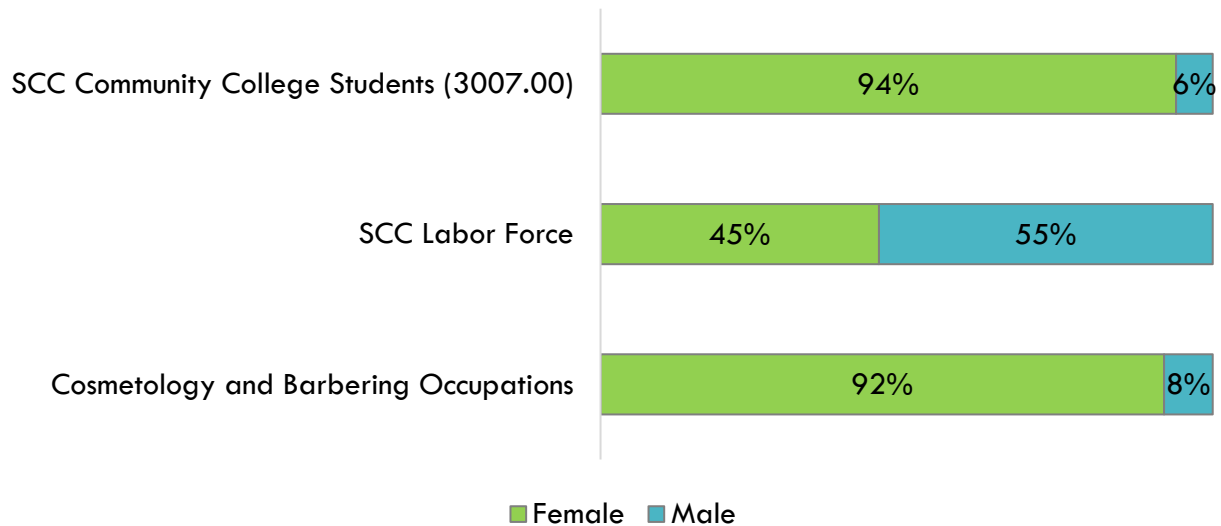
Exhibit 15: Program and County Demographics by Age



## Sex:

Exhibit 19 compares the sex of SCC community college students enrolled in cosmetology and barbering programs, the overall SCC labor force, and occupation-specific data for these five cosmetology and barbering occupations. There is a majority of female students (94%) and workers (92%) in cosmetology and barbering programs and occupations, which contrasts with the labor force (45% female).

Exhibit 16: Program and County Demographics by Sex



## Appendix A: Methodology

### Traditional Labor Market Data

The SCC COE prepared this report by analyzing data from occupations and education programs. Occupational data is derived from Lightcast, a labor market analytics firm that consolidates data from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS) and other government agencies.

Data included in this analysis represents the labor market demand for relevant positions most closely related to the proposed program as expressed by the requesting college in consultation with the SCC COE. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges.

Program supply data is drawn from two systems: Taxonomy of Programs (TOP) and Classification of Instructional Programs (CIP).

Using a TOP-SOC crosswalk, the SCC COE identified middle-skill jobs for which programs within these TOP codes train. Middle-skill jobs include:

- 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.

The SCC COE determined labor market supply for an occupation or SOC code by analyzing the number of program completers or awards in a related TOP or CIP code. The COE developed a “supply table” with this information, which is the source of the program supply data for this report. TOP code data comes from the California Community Colleges Chancellor's Office MIS Data Mart ([datamart.cccco.edu](http://datamart.cccco.edu)) and CIP code data comes from the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](http://nces.ed.gov/ipeds/use-the-data)), also known as IPEDS.

TOP is a system of numerical codes used at the state level to collect and report information on California community college programs and courses throughout the state that have similar outcomes. CIP codes are a taxonomy of academic disciplines at institutions of higher education in the United States and Canada. Institutions outside of the California Community College system do not use TOP codes in their reporting systems.

### Online Job Postings Data

Online job postings data, also known as real-time labor market information, captures job post advertisements for occupations relevant to the field of study which can signal demand and show what employers are looking for in potential employees but is not a perfect measure of the quantity of open positions. Online job postings data is sourced from Lightcast, a labor market analytics firm that scrapes, collects, and organizes data from online job boards such as LinkedIn, Indeed, Glassdoor, Monster, GovernmentJobs.com, and thousands more.

There are several limitations when analyzing job postings. A single job posting may not represent a single job opening, as employers may be creating a pool of candidates for future openings or hiring for multiple positions with a single posting. Additionally, not all jobs are posted online, and jobs may be filled through other methods such as internal promotion, word-of-mouth advertising, physical job boards, or a variety of other channels.

Additionally, Lightcast uses natural language processing (NLP) to determine the related company, industry, occupation, and other information for each job posting. However, NLP has limitations that include understanding contextual words or phrases; determining differences in words that can be used as nouns, verbs, and/or adjectives; and misspellings or grammatical errors.<sup>8</sup> For these reasons, job postings could be assigned to the wrong employer, industry, or occupation within Lightcast’s database.

### Geography

The South Central Coast region encompasses San Luis Obispo, Santa Barbara, and Ventura counties, as well as parts of Northern Los Angeles County. The following 34 ZIP codes are used to define Northern Los Angeles County:

**Exhibit 17: Northern Los Angeles ZIP Codes**

| ZIP Code | Primary City    | ZIP Code | Primary City |
|----------|-----------------|----------|--------------|
| 91310    | Castaic         | 93532    | Lake Hughes  |
| 91321    | Newhall         | 93534    | Lancaster    |
| 91322    | Newhall         | 93535    | Lancaster    |
| 91350    | Santa Clarita   | 93536    | Lancaster    |
| 91351    | Canyon Country  | 93539    | Lancaster    |
| 91354    | Valencia        | 93543    | Littlerock   |
| 91355    | Valencia        | 93544    | Llano        |
| 91380    | Santa Clarita   | 93550    | Palmdale     |
| 91381    | Stevenson Ranch | 93551    | Palmdale     |
| 91382    | Santa Clarita   | 93552    | Palmdale     |
| 91383    | Santa Clarita   | 93553    | Pearblossom  |
| 91384    | Castaic         | 93563    | Valyermo     |
| 91385    | Valencia        | 93584    | Lancaster    |
| 91386    | Canyon Country  | 93586    | Lancaster    |
| 91387    | Canyon Country  | 93590    | Palmdale     |
| 91390    | Santa Clarita   | 93591    | Palmdale     |
| 93510    | Acton           | 93599    | Palmdale     |

Though traditional labor market information is available at the ZIP code level, it does not always add up to data reported at the county level for multiple reasons:

- ZIP codes are not official geographically bounded areas, unlike states and counties.
- ZIP codes may cross county lines, such as ZIP code 93461, which is primarily in San Luis Obispo County, but also crosses into Kern County.

<sup>8</sup> K. R. Chowdhary, *Fundamentals of Artificial Intelligence* (Basingstoke: Springer Nature, 2020), <https://link.springer.com/book/10.1007/978-81-322-3972-7>.

For these reasons, the number of jobs and average annual openings for each county may not add up to the total for the SCC Region. However, considering jobseekers may cross county lines for opportunities, the traditional labor market data is reflective of opportunities available to jobseekers in the SCC Region.

Additionally, job postings data is available only at the city or county level. To analyze job postings for the entire SCC region, the SCC COE developed a list of cities available in Lightcast for analysis. Additionally, demographic data is not available at the ZIP code level but is available at the Census Bureau’s Public Use Microdata Area (PUMA) level. Demographic data was sourced via IPUMS and analyzed by the SCC COE. For more information, contact the SCC COE.

## Appendix B: Data Sources

| Data Type   | Source   |
|---|--|
| Occupational Projections, Wages, and Job Postings   | <p>Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics and the American Community Survey.</p> <p>For more information, see <a href="https://lightcast.io/">https://lightcast.io/</a></p>   |
| Living Wage   | <p>“Living Wage” measures the income necessary for an individual or family to afford basic expenses by assessing the costs such as housing, food, childcare, health care, transportation, and taxes. Per the CCCCO, this report’s endorsement criteria uses the University of Washington’s Center for Women’s Welfare Self-Sufficiency Standard for a single adult last updated in March 2024.</p> <p>For more information, see: <a href="http://www.selfsufficiencystandard.org/California">http://www.selfsufficiencystandard.org/California</a></p> <p>The MIT Living Wage, updated on February 14, 2024, is a nationally recognized living wage metric and is provided for reference. For more information, see: <a href="https://livingwage.mit.edu/counties/06059">https://livingwage.mit.edu/counties/06059</a></p> |
| Typical Education and Training Requirements, and Educational Attainment                       | <p>The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. BLS uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data.</p> <p>For more information, see <a href="https://www.bls.gov/emp/documentation/education/tech.htm">https://www.bls.gov/emp/documentation/education/tech.htm</a></p>   |
| Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences | <p>The O*NET database includes information on skills, abilities, knowledges, work activities, and interests associated with occupations. For more information, see <a href="https://www.onetonline.org/help/online/">https://www.onetonline.org/help/online/</a></p>   |

| Data Type                              | Source  |
|--|---|
| Educational Supply                     | <p>The CCCC Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: <a href="https://datamart.cccc.edu">https://datamart.cccc.edu</a></p> <p>The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions). For more information, see <a href="https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions">https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions</a></p> |
| Student Metrics and Demographics       | <p>DataVista, a statewide data system supported by the California Community Colleges Chancellor's Office, provides data on progress, success, employment, and earnings outcomes for California community college students. For more information, see: <a href="https://datavista.cccc.edu/">https://datavista.cccc.edu/</a></p>   |
| Population and Occupation Demographics | <p>The Census Bureau's American Community Survey (ACS) is the premier source for detailed population and housing information. For more information, see: <a href="https://www.census.gov/programs-surveys/acs">https://www.census.gov/programs-surveys/acs</a></p> <p>Data is sourced from IPUMS USA, a database providing access to ACS and other Census Bureau data products. For more information, see: <a href="https://usa.ipums.org/usa/about.shtml">https://usa.ipums.org/usa/about.shtml</a></p>  |

All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

For more information, please contact the South Central Coast Center of Excellence:

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