



Labor Market Analysis for Program Recommendation

Hairstyling Occupations

Solano College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
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Recommendation

Based on all available data, there appears to be an “undersupply” of Hairstyling workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 526 students in the Bay region and 183 students in the North Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 3007.00 Cosmetology and Barbering programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Solano College and in the region.

This report profiles Hairstyling Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new program at Solano College. This new program proposal is in response to SB 803 - a new program classification for Hairstylists without use of chemicals. 600 required hours for a new (non-chemical) hairstylist license in comparison with the new 1,000 hour cosmetology licensure requirements.

- Hairdressers, Hairstylists, and Cosmetologists (39-5012):** Provide beauty services, such as shampooing, cutting, coloring, and styling hair, and massaging and treating scalp. May apply makeup, dress wigs, perform hair removal, and provide nail and skin care services. Excludes “Makeup Artists, Theatrical and Performance (39-5091),” “Manicurists and Pedicurists” (39-5092), and “Skincare Specialists” (39-5094).
 Entry-Level Educational Requirement: Postsecondary nondegree award
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 43%

Occupational Demand

Table 1. Employment Outlook for Hairstyling Occupations in Bay Region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Hairdressers, Hairstylists, and Cosmetologists	15,479	14,693	-785	-5%	10,338	2,068	\$10	\$35
Total	15,479	14,693	-786	-5%	10,338	2,068	\$10	\$35

Source: EMSI 2021.3

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Hairstyling Occupations in North Bay Sub-region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Hairdressers, Hairstylists, and Cosmetologists	2,640	2,619	-20	-1%	1,843	369	\$7	\$35
Total	2,640	2,619	-21	-1%	1,843	369	\$7	\$35

Source: EMSI 2021.3

North Bay Sub-Region includes: Marin, Napa, Solano, Sonoma Counties**Job Postings in Bay Region and North Bay Sub-Region****Table 3. Number of Job Postings by Occupation for latest 12 months (Dec 2020 - Nov 2021)**

Occupation	Bay Region	North Bay
Hairdressers, Hairstylists, and Cosmetologists	2,124	339

Source: Burning Glass

Table 4a. Top Job Titles for Hairstyling Occupations for latest 12 months (Dec 2020 - Nov 2021) Bay Region

Title	Bay	Title	Bay
Hair Stylist	282	Hair Stylist - Plaza	24
Stylist	95	Wax Specialist/Cosmetologist	23
Cosmetologist/Hair Stylist	73	Hair Stylist/Barber	20
Wax Specialist	54	Hair Stylist - Licensed	17
Cosmetologist	40	Hair Stylist - Village	17
Hair Stylist Career Paths	37	Beauty	15
Stylist Leadership Training	37	Cosmetologist Advisor	15
Licensed Cosmetologist	29	Hair Stylist - Station	15
Hair Stylist - Center	25	Hair Stylist - Linda Shopping Center	13

Source: Burning Glass

Table 4b. Top Job Titles for Hairstyling Occupations for latest 12 months (Dec 2020 - Nov 2021) North Bay Sub-Region

Title	North Bay	Title	North Bay
Hair Stylist	65	Hair Stylist - Annadel Shopping Center	4
Cosmetologist/Hair Stylist	13	Hair Stylist - Coddington Shopping Center	4
Hair Stylist Career Paths	10	Hair Stylist - Marketplace	4
Stylist	10	Hair Stylist - Shopping Center	4

Title	North Bay	Title	North Bay
Stylist Leadership Training	10	Hair Stylist - Valley Plaza	4
Hair Stylist - Leghorn Marketplace	9	Licensed Cosmetologist	4
Hair Stylist/Barber	9	Stylist - Village	4
Hair Stylist - Plaza	7	Assistant Colorist, Licensed Cosmetologist	3
Hair Stylist - Village	6		

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Hairstyling Workers in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
Beauty Salons	11,273	10,876	-4%	74%
Nail Salons	1,360	1,187	-13%	9%
Other Personal Care Services	962	798	-17%	6%
All Other General Merchandise Stores	256	368	44%	2%
Warehouse Clubs and Supercenters	323	253	-22%	2%
Barber Shops	141	178	26%	1%
Cosmetics, Beauty Supplies, and Perfume Stores	150	140	-6%	1%
Department Stores	272	138	-49%	2%
Diet and Weight Reducing Centers	83	49	-42%	1%
Food (Health) Supplement Stores	43	44	1%	0%

Source: EMSI 2021.3

Table 6. Top Employers Posting Hairstyling Occupations in Bay Region and North Bay Sub-Region (Dec 2020 - Nov 2021)

Employer	Bay	Employer	North Bay
Great Clips	589	Great Clips	92
Sport Clips	115	Sport Clips	47
European Wax Center	80	Ulta Beauty Inc.	15
Ulta Beauty Inc.	63	Nordstrom	13
Nordstrom	61	Regis Corporation	9
Ps Lifestyle	54	Ps Lifestyle	8

Employer	Bay	Employer	North Bay
Regis Corporation	37	Windsor	7
Windsor	34	Hair Lounge	7
Gap Inc.	32	Macy's	6
Tsm Studios Llc	27	Gap Inc.	6

Source: Burning Glass

Educational Supply

There are six (6) community colleges in the Bay Region issuing 291 awards on average annually (last 3 years ending 2018-19) on TOP 3007.00 Cosmetology and Barbering. In the North Bay Sub-Region, there is one (1) community college that issued 11 awards on average annually (last 3 years) on this TOP code.

There are 16 other CTE educational institutions in the Bay Region issuing 1,251 awards on average annually (last 3 years ending 2016-17) on TOP 3007.00 Cosmetology and Barbering. There are three (3) other CTE educational institutions in the North Bay Sub-Region issuing 175 awards on average annually (last 3 years) on this TOP code.

Table 7a. Community College Awards on TOP 3007.00 Cosmetology and Barbering in Bay Region

College	Subregion	Associate	Certificate Low	Total
Gavilan	Silicon Valley	2	25	27
Laney	East Bay	9	30	39
San Jose City	Silicon Valley	8	107	115
San Mateo	Mid-Peninsula	3	35	38
Skyline	Mid-Peninsula	3	58	61
Solano	North Bay	2	9	11
Total		27	264	291

Source: Data Mart Note: The annual average for awards is 2016-17 to 2018-19.

Table 7b. Other CTE Institutions Awards on TOP 3007.00 Cosmetology and Barbering in Bay Region

College	Subregion	Award < 1 academic yr	Award 1 < 2 academic yrs	Award 2 < 4 academic yrs	Total
Academy for Salon Professionals	Silicon Valley	30	32	0	62
Cinta Aveda Institute	Mid-Peninsula	87	107	14	208
Cosmo Factory Cosmetology Academy	SC-Monterey	7	13	0	20
Hilltop Beauty School	Mid-Peninsula	16	51	0	67
Hinton Barber and Beauty College	North Bay	2	46	0	48
International College of Cosmetology	East Bay	109	39	0	148
Lytles Redwood Empire Beauty College Inc.	North Bay	35	62	0	97

College	Subregion	Award < 1 academic yr	Award 1 < 2 academic yrs	Award 2 < 4 academic yrs	Total
Milan Institute of Cosmetology-Fairfield	North Bay	0	30	0	30
Moler Barber College	East Bay	9	70	0	79
Paris Beauty College	East Bay	16	10	0	26
Paul Mitchell the School-East Bay	East Bay	0	123	0	123
San Francisco College of Cosmetology	Mid-Peninsula	65	13	0	78
San Francisco Institute of Esthetics & Cosmetology Inc	Mid-Peninsula	61	72	0	133
The Salon Professional Academy-San Jose	Silicon Valley	17	54	0	71
W Academy of Salon and Spa	East Bay	24	14	0	38
Waynes College of Beauty	SC-Monterey	3	20	0	23
Total		481	756	14	1,251

Source: Data Mart Note: The annual average for awards is 2016-17 to 2018-19

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 2,068 annual openings for the Hairstyling occupational cluster and 1,542 annual (3-year average) awards for an annual undersupply of 526 students. In the North Bay Sub-Region, there is also a gap with 369 annual openings and 186 annual (3-year average) awards for an annual undersupply of 183 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 3007.00 Cosmetology and Barbering

Metric Outcomes	Bay All CTE Programs	Solano All CTE Programs	State 3007.00	Bay 3007.00	North Bay 3007.00	Solano 3007.00
Students with a Job Closely Related to Their Field of Study	73%	65%	75%	67%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$44,575	\$31,158	\$20,049	\$24,949	\$19,300	\$19,300
Median Change in Earnings for SWP Exiting Students	30%	31%	35%	53%	N/A	N/A
Exiting Students Who Attained the Living Wage	53%	50%	15%	13%	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2016-18.

Skills, Certifications and Education

Table 9. Top Skills for Hairstyling Occupations in Bay Region (Dec 2020 - Nov 2021)

Skill	Posting	Skill	Posting
Hair Styling	1,359	Merchandising	82
Client Base Retention	700	Lifting Ability	80
Scheduling	700	Retail Sales	75
Sales	331	Business Development	63
Cleaning	234	Store Operations	61
Customer Service	200	Skin Care	56
Sales Goals	195	Leadership Development	47
Product Knowledge	135	Leadership Training	45
Retail Industry Knowledge	135	Social Media	35
Customer Contact	123	Appointment Setting	34
Personal Protective Equipment (PPE)	115	Visual Merchandising	34
Guest Services	96	Facebook	29
Product Sales	93	Cross Sell	25
Cosmetics Industry Knowledge	87	Selling Techniques	25

Source: Burning Glass

Table 10. Certifications for Hairstyling Occupations in Bay Region (Dec 2020 - Nov 2021)

Certification	Posting	Certification	Posting
Cosmetology License	536	Manicurist Certification	3
Licensed Barber	359	Licensed Beautician	1
Certified Hair Stylist	199	First Aid Cpr Aed	1
Driver's License	20	Contractors License	1
Cosmetology Certification	12	Beautician's License	1
Business License	5		

Source: Burning Glass

Table 11. Education Requirements for Hairstyling Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	130	100%

Source: Burning Glass

Note: 94% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of skills listed in O*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.

Sources

O*Net Online
Labor Insight/Jobs (Burning Glass)
Economic Modeling Specialists International (EMSI)
CTE LaunchBoard www.calpassplus.org/Launchboard/
Statewide CTE Outcomes Survey
Employment Development Department Unemployment Insurance Dataset
Living Insight Center for Community Economic Development
Chancellor's Office MIS system

Contacts

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