










Floral Designers

Labor Market Analysis: San Diego County

March 2026

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 Proceed with Caution	 	 	<input type="checkbox"/> Doctorate Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input checked="" type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less Than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	<p>LOW</p> 	<p>MEDIUM</p> 	

The San Diego & Imperial Center of Excellence (COE) developed this brief to assist the region's community colleges with strategic planning and program development. According to available data, *Floral Designers* in San Diego County have a labor market demand of 90 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and two institutions supply three awards for this occupation, suggesting that there is a supply gap in the labor market. Entry-level, median, and experienced wages are below the living wage. This brief recommends that the colleges proceed with caution when developing a new program for this occupation and supports a program modification because 1) there is a supply gap in San Diego County, 2) training is limited to a small number of institutions, however, 3) entry-level, median, and experienced wages are below the living wage.

Introduction

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)¹ system:

Floral Designers (SOC 27-1023): Design, cut, and arrange live, dried, or artificial flowers and foliage. Sample reported job titles include:

- Florist
- Floral Clerk
- Floral Artist
- Wedding Decorator
- Floral Department Specialist
- Designer
- Florist Designer
- Flower Arranger
- Florist's Decorator

Projected Occupational Demand

Between 2024 and 2029, *Floral Designers* are projected to decrease by six net jobs or one percent (Exhibit 1). Employers in San Diego County will need to hire 90 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1: Number of Jobs for *Floral Designers* (2024-2029)²

Occupational Title	2024 Jobs	2029 Jobs	2024 - 2029 Net Jobs Change	2024 - 2029 % Net Jobs Change	Annual Job Openings (Demand)
Floral Designers	697	691	-6	-1%	90

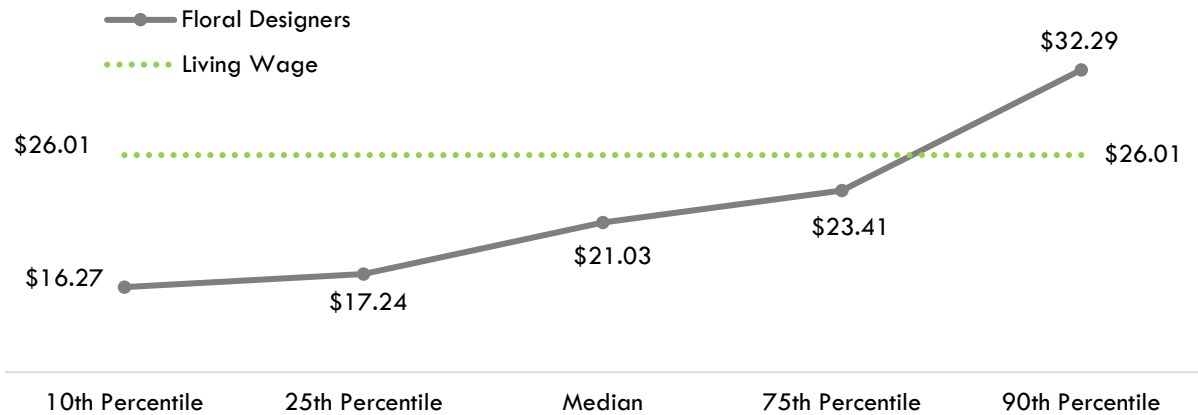
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. <https://www.bls.gov/soc/>.

² Lightcast 2026.01; QCEW, Non-QCEW, Self-Employed.

Earnings

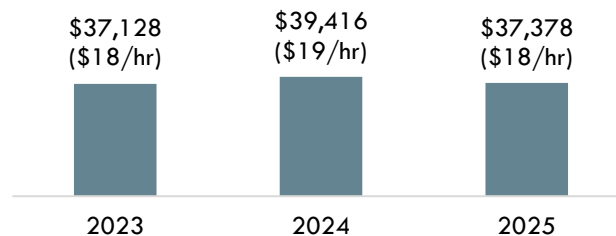
According to traditional³ labor market information (LMI), *Floral Designers* had entry-level hourly earnings of \$17.24—or \$35,857.66 annual salary⁴; this is less than the living wage for a single adult in San Diego County, which is \$26.01 per hour (Exhibit 2).⁵

Exhibit 2: Hourly Earnings⁶ for *Floral Designers* in San Diego County⁷



In online job postings, employers advertised between \$18 to \$19 per hour between January 1, 2023 and December 30, 2025 for *Floral Designers* in San Diego County (Exhibit 3).⁸ This suggests that employer-advertised wages are slightly higher than entry-level wages reported in traditional labor market information.

Exhibit 3: Entry-Level Advertised Salaries in Online Job Postings for *Floral Designers* in San Diego County (2023-2025)*



*Hourly wages are rounded to the nearest dollar amount.

³ Traditional LMI is generally historical data captured by the U.S. Bureau of Labor Statistics (BLS) or the California Employment Development Department (EDD). It does not account for recent technological, economic, or legislative changes that may affect labor market demand and wages.

⁴ Annualized salaries assume a full-time position with 2,080 hours. Multiplying the hourly wage with 2,080 yields the annual salary.

⁵ Center for Women's Welfare, University of Washington. (2024). The self-sufficiency standard for California 2024. selfsufficiencystandard.org/California.

⁶ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁷ Lightcast 2026.01; QCEW, Non-QCEW, Self-Employed.

⁸ Lightcast 2026.01; "Job Posting Analytics." 2023-2025.

Expected Level of Education

According to traditional LMI (data reported to EDD and BLS), *Floral Designers* have a national educational attainment of a [high school diploma or equivalent](#) (Exhibit 4).⁹

Exhibit 4: National Educational Attainment for *Floral Designers*¹⁰

Occupational Title	Typical Entry-Level Education
Floral Designers	High school diploma or equivalent

Educational requirements and expected certifications from employers are not available for online job postings between January 1, 2023 and December 31, 2025 in San Diego County.

Exhibit 5: Top Certifications for *Floral Designers* in San Diego County in Online Job Postings (2023-2025)¹¹

1. N/A

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. There is [one](#) TOP code and [one](#) CIP code related to *Floral Designers* (Exhibit 6).

Exhibit 6: Related TOP and CIP Codes for *Floral Designers*¹²

TOP or CIP Code	TOP or CIP Program Title
TOP 0109.20	Floriculture/Floristry
CIP 36.0122	Floral Design/Arrangement

According to TOP data, [two](#) community colleges supply the region with awards for this occupation: [Cuyamaca College](#) and [Southwestern College](#). According to CIP data, [zero](#) non-community-college institutions supply the region with awards (Exhibit 7).

⁹ Lightcast 2026.01; QCEW, Non-QCEW, Self-Employed.

¹⁰ Lightcast 2026.01; QCEW, Non-QCEW, Self-Employed.

¹¹ Lightcast 2026.01; "Job Posting Analytics." 2023-2025.

¹² This brief uses a conservative estimate of program supply and only calculates awards from the TOP code listed in Exhibit 6.

**Exhibit 7: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2020-21 Through Program Year 2023-24 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY22-24)
0109.20	Floriculture/Floristry	3	0	3
	Cuyamaca	2	0	
	• Associate degree	1	0	
	• Certificate 30 < 60 units	1	0	
	Southwestern	1	0	
	• Associate degree	0	0	
	• Certificate 16 < 30 units	1	0	
			Total	3

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply¹³ suggests that there is a **supply gap** for this occupation in San Diego County, with **90** annual openings and **three** awards. Comparatively, there are **726** annual openings in California and **41** awards, suggesting that there is a supply gap across the state¹⁴ (Exhibit 8).

Exhibit 8: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	90	3	87
California	726	41	685

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

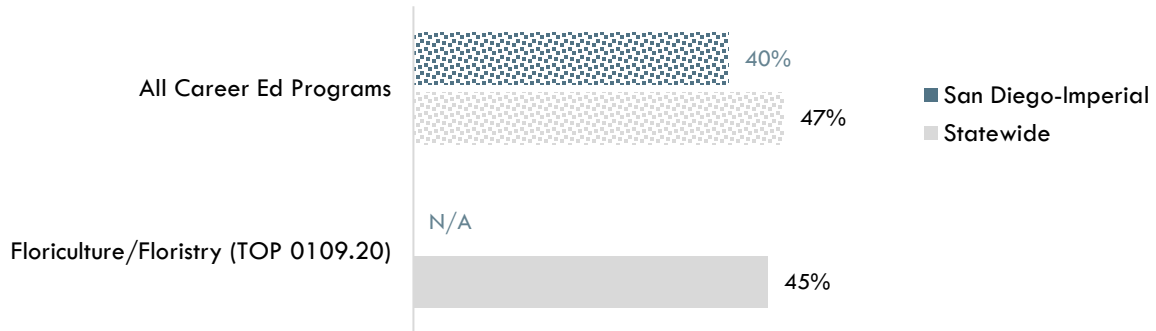
¹³ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹⁴ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/our-resources.

Student Outcomes and Regional Comparisons

According to the California Community Colleges DataVista, 45% of students statewide earned a living wage after completing a Floriculture/Floristry (TOP 0109.20) program, compared to 47% of students in Career Education programs in general across the state (Exhibit 9).¹⁵

Exhibit 9: Percentage of Students Who Earned a Living Wage After Completing a Floriculture/Floristry (TOP 0109.20) Program, PY2022-23¹⁶



"N/A" indicates insufficient data

According to the California Community Colleges DataVista, no regional or statewide outcomes data were reported for students that obtained a job closely related to their field of study after completing a Floriculture/Floristry (TOP 0109.20) program. As a result, comparisons to San Diego-Imperial or statewide Career Education outcomes cannot be made (Exhibit 10).¹⁷

Exhibit 10: Percentage of Students in a Job Closely Related to Field of Study After Completing a Floriculture/Floristry (TOP 0109.20) Program, PY2021-22¹⁸



"N/A" indicates insufficient data

¹⁵ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁶ Most recent year with available data is Program Year 2022-23. Among completers and skills builders who exited, the percentage of students who attained a living wage.

¹⁷ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁸ Most recent year with available data is Program Year 2021-22. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Employers

Between January 1, 2023 and December 31, 2025, the top five employers in San Diego County for *Floral Designers* were The Home Depot, La-Z-Boy, Kendal Floral, Kendal Floral Supply, and Grossmont-Cuyamaca Community College District based on online job postings (Exhibit 11).

Exhibit 4: Top Employers for *Floral Designers* in San Diego County¹⁹

Top Employers	
<ul style="list-style-type: none"> • The Home Depot • La-Z-Boy • Kendal Floral • Kendal Floral Supply • Grossmont-Cuyamaca Community College District 	<ul style="list-style-type: none"> • Cb2 • Bridget's Blooms • Crate & Barrel • AtWork • Food 4 Less

Skills

Exhibit 12 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2023 and December 31, 2025.

Exhibit 5: Top Skills for *Floral Designers* in San Diego County²⁰

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Floral Design • Showrooms • Merchandising • Selling Techniques • Purchasing • Product Knowledge • Interior Design • Lifting Ability • Textiles • Warehousing 	<ul style="list-style-type: none"> • Sales • Customer Service • Communication • Detail Oriented • Organizational Skills • Scheduling 	<ul style="list-style-type: none"> • N/A

¹⁹ Lightcast 2026.01; "Job Posting Analytics." 2023-2025.

²⁰ Lightcast 2026.01; "Job Posting Analytics." 2023-2025.

Prepared by:

Tina Ngo Bartel, Executive Director (tngobartel@miracosta.edu)

John Edwards, Research Analyst (jedwards@miracosta.edu)

Tasi Matthews, Regional Professional Development Manager (tmatthews@miracosta.edu)



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