



Labor Market Analysis for Program Recommendation

Floristry Occupations

City College of San Francisco

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

September 2023

Recommendation

Based on all available data, there appears to be an “undersupply” of Floristry workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco, San Mateo counties). There is a projected annual gap of about 114 students in the Bay region and 30 students in the Mid-Peninsula Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0109.20 - Floriculture/Floristry 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 City College of San Francisco and in the region.

This report profiles Floristry Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new Floristry AS Degree program at City College of San Francisco.

- **Floral Designers (27-1023):** Design, cut, and arrange live, dried, or artificial flowers and foliage.
 Entry-Level Educational Requirement: High school diploma or equivalent
 Training Requirement: Moderate-term on-the-job training
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 31%

Occupational Demand

Table 1. Employment Outlook for Floristry Occupations in Bay Region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Floral Designers	991	930	-61	-6%	612	122	\$16	\$18
Total	991	930	-61	-6%	612	122	\$16	\$18

Source: Lightcast 2022.3

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 Floristry Occupations in Mid-Peninsula Sub-region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Floral Designers	318	253	-65	-20%	170	34	\$17	\$19
Total	318	253	-65	-20%	170	34	\$17	\$19

Source: Lightcast 2022.3

Mid-Peninsula Sub-Region includes: San Francisco, San Mateo Counties**Job Postings in Bay Region and Mid-Peninsula Sub-Region****Table 3. Number of Job Postings by Occupation for latest 12 months (Sept. 2022 - Aug. 2023)**

Occupation	Bay Region	Mid-Peninsula
Floral Designers	63	18

Source: Lightcast

Table 4a. Top Job Titles for Floristry Occupations for latest 12 months (Sept. 2022 - Aug. 2023)**Bay Region**

Title	Bay
Floral Designers	34
Florists	10
Floral Specialists	5
Experience Designers	4
Managers/Floral Designers	2
Designers/Merchandisers	1
Directors of Event Production	1
Floral Buyers	1
Produce/Floral Associates	1

Source: Lightcast

Table 4b. Top Job Titles for Floristry Occupations for latest 12 months (Sept. 2022 - Aug. 2023)**Mid-Peninsula Sub-Region**

Title	Mid-Peninsula
Floral Designers	11
Florists	3
Directors of Event Production	1
Managers/Floral Designers	1
Produce/Floral Associates	1

Source: Lightcast

Industry Concentration

Table 5. Industries hiring Floristry Workers in Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2021)	Jobs in Industry (2026)	% Change (2021-26)	% Occupation Group in Industry (2022)
Florists	958	1,008	5%	66%
Supermarkets and Other Grocery (except Convenience) Stores	156	169	8%	11%
Graphic Design Services	42	26	-38%	2%
Interior Design Services	35	24	-32%	2%
Other Miscellaneous Nondurable Goods Merchant Wholesalers	13	13	3%	1%
Nursery, Garden Center, and Farm Supply Retailers	12	13	15%	1%
Crop Production	10	10	0%	1%

Source: Lightcast 2022.3

Table 6. Top Employers Posting Floristry Occupations in Bay Region and Mid-Peninsula Sub-Region (Sept. 2022 - Aug. 2023)

Employer	Bay	Employer	Mid-Peninsula
Boutique enligne de perles Didi	7	Le Bouquet	2
Citti's Florist	7	Mystic Gardens	2
Safeway	5	Anastasiya Yurinok	1
H Julien Designs	3	Blueprint Studios	1
Twig And Petals	3	Farmgirl Flowers	1
Crate & Barrel	2	Fiori & Co Srls	1

Source: Lightcast

Educational Supply

There are two (2) community colleges in the Bay Region issuing eight (8) awards on average annually (last 3 years ending 2021-22) on TOP 0109.20 - Floriculture/Floristry. In the Mid-Peninsula Sub-Region, there is one (1) community college that issued four (4) awards on average annually (last 3 years) on this TOP code.

Table 7. Community College Awards on TOP 0109.20 - Floriculture/Floristry in Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
San Francisco	Mid-Peninsula	2	2	0	4
Santa Rosa	North Bay	1	0	3	4
Total		3	2	3	8

Source: Data Mart

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
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Note: The annual average for awards is 2019-20 to 2021 -22.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 122 annual openings for the Floristry occupational cluster and eight (8) annual (3-year average) awards for an annual undersupply of 114 students. In the Mid-Peninsula Sub-Region, there is a modest gap with 34 annual openings and four (4) annual (3-year average) awards for an annual undersupply of 30 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0109.20 - Floriculture/Floristry

Metric Outcomes	Bay All CTE Programs	CCSF All CTE Programs	State 0109.20	Bay 0109.20	Mid-Peninsula 0109.20	CCSF 0109.20
Students with a Job Closely Related to Their Field of Study	74%	71%	47%	56%	67%	67%
Median Annual Earnings for SWP Exiting Students	\$53,090	\$64,284	\$40,464	\$47,240	\$63,494	\$63,494
Median Change in Earnings for SWP Exiting Students	24%	15%	8%	12%	14%	14%
Exiting Students Who Attained the Living Wage	54%	53%	48%	45%	51%	51%

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills and Education

Table 9. Top Skills for Floristry Occupations in Bay Region (Sept. 2022 - Aug. 2023)

Skill	Posting	Skill	Posting
Floral Design	44	Chemical Hazards	2
Product Knowledge	12	Customer Engagement	2
Marketing	6	Event Management	2
Merchandising	5	Gross Profit	2
Irrigation (Landscaping And Agriculture)	4	Key Performance Indicators (KPIs)	2
Office Equipment	4	Loss Prevention	2
Purchasing	4	Machinery	2
Sales Management	4	Profit And Loss (P&L) Management	2
Demonstration Skills	3	Safety Standards	2
Visual Merchandising	3	Selling Techniques	2

Skill	Posting	Skill	Posting
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Source: Lightcast

Table 10. Education Requirements for Floristry Occupations in Bay Region

Education Level	Job Postings	% of Total
High school or GED	8	80%
Associate degree	0	0%
Bachelor's degree & higher	2	20%

Source: Lightcast

Note: 84% 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 job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

Sources

O*Net Online

Lightcast

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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