



Labor Market Analysis for Program Recommendation

Barbering Occupations

Silicon Valley Subregion

Prepared by the Bay Region Center of Excellence for Labor Market Research

Certificate Program

August 2026

Recommendation Based on Labor Market Data: ☐ Yes ☒ With Reservations ☐ No		
	Earning Wage Meets Living Wage	Meets Demand
Bay Region	Entry Level Hourly Wage- \$15 Mid-Career Hourly Wage- \$19 Mid-Career Hourly Wage at or above the Bay Living Wage (\$27)? ☐ Yes ☒ No	Demand: 2,252 Supply: 731 (32% of Demand is Met) Gap: 1521 In-Demand? ☒ Yes ☐ No
Silicon Valley Subregion	Entry Level Hourly Wage- \$17 Mid-Career Hourly Wage- \$20 Mid-Career Hourly Wage at or above the Subregion Living Wage (\$30)? ☐ Yes ☒ No	Demand: 542 Supply: 149 (27% of Demand is Met) Gap: 393 In-Demand? ☒ Yes ☐ No

Note: An occupation is considered to provide a living wage if the mid-career wage is at or above the amount required for a single adult to be economically self-sufficient within a specified region. The Bay Region Center of Excellence is gradually transitioning to the MIT Living Wage Calculator. During this transition, we include estimates in the methodology section from both sources for reference and comparison. As a rule of thumb, an occupation will be considered **in-demand** when the supply is less than 75% of the demand **and** the labor market gap exceeds 40

openings (a reasonable regional threshold for starting a new program), but this approach may not apply in all cases. For definitions of demand, supply, and living wage, please scroll to the bottom of the report under **Definitions**.

Recommendation

The labor market data supports this proposed program with reservations. The occupations do not meet both the Bay Region and Silicon Valley subregion living wage at the entry and mid-career levels. However, an additional 1,521 students are needed in the Bay Region and 393 students in the Silicon Valley subregion to complete their program. Lastly, only 32% of labor market demand is being met in the Bay Region, and 27% of demand is being met in the Silicon Valley subregion overall.

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 subregion in the state and region.

This report profiles Barbering Occupations in the 12 county Bay Region and in the Silicon Valley subregion. This report includes occupations with three different skill levels. The occupations classified as below middle-skill typically require a high school diploma or equivalent. Middle-skill occupations require a certificate, or an associate degree, or it may require a bachelor's degree, but 33% or fewer of current workers in these roles hold one. In contrast, above middle-skill occupations require a bachelor's degree or higher.

- 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.
 Typical Entry-Level Educational: Postsecondary nondegree award
 Skill Level: Middle-Skill
 Work Experience Required: None
 Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 42%
- Barbers (39-5011):** Provide barbering services, such as cutting, trimming, shampooing, and styling hair; trimming beards; or giving shaves.
 Typical Entry-Level Educational: Postsecondary nondegree award
 Skill Level: Middle-Skill
 Work Experience Required: None
 Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 38%

Occupational Demand

Table 1. Employment Outlook for Barbering Occupations in the Bay Region

Occupation	2025 Jobs	2030 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Hairdressers, Hairstylists, and Cosmetologists	14,656	15,268	612	4%	10,033	2,007	\$16	\$19
Barbers	1,836	2,052	216	12%	1,225	245	\$10	\$17
Total	16,492	17,320	828	5%	11,258	2,252	\$15	\$19

Source: Lightcast 2026.3

The 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 Barbering Occupations in the Silicon Valley Subregion

Occupation	2025 Jobs	2030 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Hairdressers, Hairstylists, and Cosmetologists	3,535	3,744	208	6%	2,503	501	\$18	\$20
Barbers	301	339	38	13%	204	41	\$10	\$18
Total	3,836	4,083	247	6%	2,707	542	\$17	\$20

Source: Lightcast 2026.3

Silicon Valley Subregion includes: Santa Clara Counties

Job Postings in the Bay Region and Silicon Valley Subregion**Table 3. Number of Job Postings by Occupation for the latest 12 months**

Occupation	Bay Region	Silicon Valley
Hairdressers, Hairstylists, and Cosmetologists	1,112	228
Barbers	177	36

Source: Lightcast 2026.3; "Job Posting Analytics." Aug. 2025 - Jul. 2026

Table 4a. Top Job Titles in Job Postings for Barbering Occupations in the Bay Region

Title	Bay	Title	Bay
Hair Stylists	325	Hair Stylists/Cosmetologists	27
Stylists	171	Cosmetology Instructors	26
Barbers	80	Master Stylists	24
Hair Stylists/Barbers	62	Salon Stylists	22
Licensed Cosmetologists	46	Stylists/Barbers	18
Cosmetologists/Hairstylists	44	Hair Salon Managers	17
Cosmetologists	33	Event Stylists	15
Salon Hair Stylists	28	Hairdressers	15
Aestheticians/Cosmetologists	27	Barbers/Cosmetologists	13

Source: Lightcast 2026.3; "Job Posting Analytics." Aug. 2025 - Jul. 2026

Table 4b. Top Job Titles in Job Posting for Barbering Occupations in the Silicon Valley Subregion

Title	Silicon Valley	Title	Silicon Valley
Hair Stylists	66	Cosmetologists	5
Stylists	40	Master Stylists	5
Barbers	22	Salon Hair Stylists	4

Title	Silicon Valley	Title	Silicon Valley
Hair Stylists/Barbers	11	Salon Stylists	4
Cosmetologists/Hairstylists	10	Event Stylists	3
Licensed Cosmetologists	9	Stylists/Barbers	3
Aestheticians/Cosmetologists	7	Hair Stylists/Cosmetologists	3
Apprentice Stylists	7	Hairdressers	3
Cosmetology Instructors	6	Licensed Hair Stylists	3

Source: Lightcast 2026.3; "Job Posting Analytics." Aug. 2025 - Jul. 2026

Industry Concentration

Table 5. Industries Hiring for Barbering Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2025)	Jobs in Industry (2030)	% Change (2025-30)	% Occupation Group in Industry (2025)
Beauty Salons	10,311	10,164	-1%	63%
Nail Salons	2,292	2,736	19%	14%
Other Personal Care Services	1,642	1,967	20%	10%
Barber Shops	1,446	1,637	13%	9%
Cosmetics, Beauty Supplies, and Perfume Retailers	133	134	1%	1%
Department Stores	118	132	12%	1%
Warehouse Clubs and Supercenters	85	84	0%	1%
Diet and Weight Reducing Centers	59	65	11%	0%
Optical Goods Retailers	40	42	3%	0%
All Other General Merchandise Retailers	36	19	-47%	0%

Source: Lightcast 2026.3

Table 6. Top Employers Posting Barbering Occupations in the Bay Region and the Silicon Valley Subregion

Employer	Bay	Employer	Silicon Valley
Great Clips	154	Great Clips	25
Ulta Beauty	90	Supercuts	23
Supercuts	80	Regis Corporation	22
Regis Corporation	71	Ulta Beauty	22
Sport Clips	39	Sport Clips	8

Employer	Bay	Employer	Silicon Valley
Madison Reed	34	Madison Reed	8

Source: Lightcast 2026.3; "Job Posting Analytics." Aug. 2025 - Jul. 2026

Educational Supply

There are six community colleges in the Bay Region issuing 405 awards on average annually (last 3 years ending 2024-25) on TOP 3007.00 - Cosmetology and Barbering. In the Silicon Valley subregion, there are two community colleges that issued 149 awards on average annually (last 3 years) on this TOP code.

There are eight other CTE educational institutions in the Bay Region issuing 326 awards on average annually (last 3 years ending 2023-24) on CIP 12.0402- Barbering/Barber. There are no other CTE educational institutions in the Silicon Valley subregion issuing awards on average annually (last 3 years) on this CIP code.

There are no other CTE educational institutions in the Bay Region issuing 326 awards on average annually (last 3 years ending 2023-24) on CIP 12.0407- Hair Styling/Stylist and Hair Design.

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

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Gavilan	Silicon Valley	3	30	5	38
Laney	East Bay	12	39	0	51
San Jose City	Silicon Valley	8	55	48	111
San Mateo	Mid-Peninsula	2	35	9	46
Skyline	Mid-Peninsula	4	60	76	140
Solano	North Bay	1	7	11	19
Total	-	30	226	149	405

Source: Data Mart

Note: The annual average for awards is 2022-23 to 2025-25.

Table 7b. Other CTE Institutions Awards on CIP 12.0402- Barbering/Barber in the Bay Region

College	Subregion	Certificates of at least 1 but less than 2 years	Certificates of less than 1 year	Total
Cinta Aveda Institute	Mid-Peninsula	11	0	11
Hinton Barber and Beauty College	North Bay	31	0	31
Milan Institute of Cosmetology-Vacaville	North Bay	6	0	6
Moler Barber College	East Bay	131	0	131
Paul Mitchell the School-East Bay	East Bay	12	0	12
San Francisco Institute of Esthetics & Cosmetology Inc	Mid-Peninsula	12	0	12
Urban Barber College	East Bay	110	4	114
Waynes College of Beauty	SC-Monterey	9	0	9
Total	-	322	4	326

Source: IPEDS

Note: The annual average for awards is 2021-22 to 2023-24.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 2,252 annual openings for the Barbering occupational cluster and 731 annual (3-year average) awards for an annual undersupply of 1,521

students. In the Silicon Valley subregion, there is also a gap with 542 annual openings and 149 annual (3-year average) awards for an annual undersupply of 393 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 Program	State 3007.00	Bay 3007.00	Silicon Valley 3007.00
Students with a Job Closely Related to Their Field of Study	75%	72%	66%	78%
Median Annual Earnings for SWP Exiting Students	\$58,379	\$27,553	\$32,825	\$35,393
Median Change in Earnings for SWP Exiting Students	31%	31%	47%	52%
Exiting Students Who Attained the Living Wage	50%	15%	14%	20%

Source: DataVista Program Median of 2020 to 2022.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Barbering Occupations in the Bay Region

Skill	Posting	Skill	Posting
Cosmetology	572	Infection Control	91
Professional Hair Care	198	Keratin Smoothing	91
Hairstyling	197	Loss Prevention	90
Sanitation	173	Retail Sales	82
Marketing	150	Hair Coloring	75
Cosmetics	130	Franchising	65
Product Knowledge	119	Color Theory	55
Housekeeping	113	Merchandising	40
Product Demonstration	93	Effective Communication	39
Ear Piercing	91	Point Of Sale	38

Source: Lightcast 2026.3; "Job Posting Analytics." Aug. 2025 - Jul. 2026

Table 10. Certifications in Job Postings for Barbering Occupations in the Bay Region

Certification	Posting	Certification	Posting
Cosmetology License	398	Beautician's License	2
Barber License	336	ServSafe Certification	1
Esthetician License	39		

Certification	Posting	Certification	Posting
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Source: Lightcast 2026.3; "Job Posting Analytics." Aug. 2025 - Jul. 2026

Table 11. Education Requirements for Barbering Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	16	29%
Associate degree	22	39%
Bachelor's degree & higher	18	32%

Source: Lightcast 2026.3; "Job Posting Analytics." Aug. 2025 - Jul. 2026

Note: 97% 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 CCCCCO Data Mart and CTE Launchboard.

Definitions

Demand refers to average annual openings which includes a combination of both [new jobs and replacement jobs](#) between 2025 to 2030. New jobs represent the total number of additional workers required in an occupation, calculated as the difference between the current number of workers and the projected number of unfilled positions. Replacements are jobs that will need to be filled by [new hires](#) due to existing workers leaving the occupation. The average annual openings figure is derived by dividing total openings (2025 to 2030) by five years.

Supply refers to the average number of [graduates](#) between academic years 2021–2022 and 2023–2024. Graduates include students from community colleges, other two-year private and public institutions, as well as four-year institutions.

Living wage refers to the amount of income required for working families to meet basic needs at a minimally adequate level, considering family composition, ages of children, and geographic differences in costs based on the Self-Sufficiency Standard methodology.

Entry-level wages are the hourly earnings paid to workers who are newly entering an occupation.

Mid-career wages are the hourly earnings paid to workers who have accumulated several years of experience in an occupation, reflecting increased productivity, skill proficiency, and responsibility beyond entry-level roles but short of late-career or senior positions.

Sources

O*Net Online

Lightcast

CTE LaunchBoard www.calpassplus.org

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCCO Data Mart

Contacts

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