



# Labor Market Analysis for Program Recommendation

## Barbering Occupations

### North Bay Subregion

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

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#### Recommendation

Based on all available data, there appears to be an “oversupply” of Barbering workers compared to the demand for this cluster of occupations in the Bay Region and no gap in the North Bay subregion (Marin, Napa, Solano, Sonoma counties). There is a projected oversupply of about 339 students in the Bay Region and no gap in the North Bay subregion.

#### 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 includes a middle-skill occupation that requires 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.

This report profiles Barbering Occupations in the 12 county Bay Region and in the North Bay subregion.

- **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: 35%

#### Occupational Demand

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

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Barbers	1,689	1,874	186	11%	1,129	226	\$10	\$16
<b>Total</b>	<b>1,689</b>	<b>1,874</b>	<b>185</b>	<b>11%</b>	<b>1,129</b>	<b>226</b>	<b>\$10</b>	<b>\$16</b>

Source: Lightcast 2025.1

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 North Bay Subregion**

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Barbers	291	335	44	15%	211	42	\$9	\$16
<b>Total</b>	<b>291</b>	<b>335</b>	<b>44</b>	<b>15%</b>	<b>211</b>	<b>42</b>	<b>\$9</b>	<b>\$16</b>

Source: Lightcast 2025.1  
 North Bay subregion includes: Marin, Napa, Solano, Sonoma Counties

### Job Postings in the Bay Region and North Bay Subregion

Table 3. Number of Job Postings by Occupation for the latest 12 months

Occupation	Bay Region	North Bay
Barbers	139	19

Source: Lightcast 2025.3; “Job Posting Analytics.” Oct. 2024 - Sep. 2025

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

Title	Bay	Title	Bay
Barbers	42	Cosmetologists/Hairstylists	1
Hair Stylists/Barbers	41	Exclusive Buyers Agents	1
Barbers/Cosmetologists	15	Front Desk Receptionists	1
Stylists/Barbers	15	Haircutters	1
Licensed Barbers	6	Hairdressers	1
Barber Instructors	5	Licensed Cosmetologists	1
Hair Stylists/Cosmetologists	2	Managers/Hairstylists	1
Master Barbers	2	Master Barbers/Stylists	1

Source: Lightcast 2025.3; “Job Posting Analytics.” Oct. 2024 - Sep. 2025

Table 4b. Top Job Titles in Job Posting for Barbering Occupations in the North Bay Subregion

Title	North Bay
Hair Stylists/Barbers	13
Barbers	3
Barber Instructors	2
Barbers/Cosmetologists	1

### 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 (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Barber Shops	1,020	1,140	12%	69%
Beauty Salons	260	240	-8%	15%
Nail Salons	149	151	2%	8%
Other Personal Care Services	107	115	7%	6%

Source: Lightcast 2025.3

**Table 6. Top Employers Posting Barbering Occupations in the Bay Region and the North Bay Subregion**

Employer	Bay	Employer	North Bay
Sports Clips	16	Sports Clips	5
Sport Clips	10	Sport Clips	4
Mark-Jason Solofa Men's Grooming	4	Marketplace Haircutters	2
And George	3	Amarillo College	1
Bay City Barber Salon	3	Hinton Barber and Beauty College	1
Every 6 Weeks	3	Mr. Barber	1

Source: Lightcast 2025.3; "Job Posting Analytics." Oct. 2024 - Sep. 2025

## Educational Supply

There are six community colleges in the Bay Region issuing 312 awards on average annually (last 3 years ending 2023-24) on TOP 3007.00 - Cosmetology and Barbering. In the North Bay subregion, there is one community college that issued 15 awards on average annually (last 3 years) on this TOP code.

There are eight other CTE educational institutions in the Bay Region issuing 253 awards on average annually (last 3 years ending 2022-23) on CIP 12.0402- Barbering/Barber. There are two other CTE educational institutions in the North Bay subregion issuing 27 awards on average annually (last 3 years) on this CIP code.

**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	2	17	15	34
Laney	East Bay	8	23	0	31
San Jose City	Silicon Valley	8	52	46	106
San Mateo	Mid-Peninsula	2	23	0	25
Skyline	Mid-Peninsula	3	43	55	101
Solano	North Bay	4	4	7	15
<b>Total</b>	<b>-</b>	<b>27</b>	<b>162</b>	<b>123</b>	<b>312</b>

Source: Data Mart

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

**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	25	0	25
Milan Institute of Cosmetology-Vacaville	North Bay	2	0	2
Moler Barber College	East Bay	103	0	103
Paul Mitchell the School-East Bay	East Bay	11	0	11
San Francisco Institute of Esthetics & Cosmetology Inc	Mid-Peninsula	9	0	9
Urban Barber College	East Bay	85	1	86
Waynes College of Beauty	SC-Monterey	6	0	6
<b>Total</b>	<b>-</b>	<b>252</b>	<b>1</b>	<b>253</b>

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

## Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 226 annual openings for the Barbering occupational cluster and 565 annual (3-year average) awards for an annual oversupply of 339 students. In the North Bay subregion, there is no gap with 42 annual openings and 42 annual (3-year average) awards.

## 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	North Bay 3007.00
Students with a Job Closely Related to Their Field of Study	74%	70%	60%	NA
Median Annual Earnings for SWP Exiting Students	\$53,090	\$22,828	\$28,161	\$20,978
Median Change in Earnings for SWP Exiting Students	24%	26%	40%	98%
Exiting Students Who Attained the Living Wage	54%	19%	17%	NA

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

## Skills, Certifications and Education

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

Skill	Posting	Skill	Posting
Cosmetology	46	Demonstration Skills	2
Photography	16	Effective Communication	2

Skill	Posting	Skill	Posting
Professional Hair Care	12	Eyelash Extensions	2
Hairstyling	11	Home Health Care	2
Hair Coloring	6	Inventory Management	2
Booking (Sales)	4	Marketing	2
Setting Appointments	3	Social Media	2
Upselling	3	State Regulations	2
Bilingual (Spanish/English)	2	Adult Education	1
Color Theory	2	Cash Handling	1

Source: Lightcast 2025.3; "Job Posting Analytics." Oct. 2024 - Sep. 2025

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

Certification	Posting	Certification	Posting
Barber License	42	Cosmetology License	22

Source: Lightcast 2025.3; "Job Posting Analytics." Oct. 2024 - Sep. 2025

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

Education Level	Job Postings	% of Total
High school or GED	1	100%
Associate degree	0	0%
Bachelor's degree & higher	0	0%

Source: Lightcast 2025.3; "Job Posting Analytics." Oct. 2024 - Sep. 2025

Note: 99% 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 CCCC Data Mart and CTE Launchboard.

## Sources

O\*Net Online

Lightcast

CTE LaunchBoard [www.calpassplus.org](http://www.calpassplus.org)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCO Data Mart

## Contacts

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