**Barbering Occupations**

**Labor Market Information Report**

**Skyline College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

May 2020

# Recommendation

Based on all available data, there appears to be an undersupply of Barbering workers in the Bay Region compared to the demand for this cluster of occupations, but in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties) there appears to be an oversupply. There is a projected annual undersupply of about 1,114 students in the Bay region and an oversupply of about 66 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 3007.00 - Cosmetology and Barbering 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 Skyline College and in the region.

# Introduction

This report profiles Barbering Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at Skyline College.

|  |
| --- |
| * **Barbers (SOC 39-5011):** Provide barbering services, such as cutting, trimming, shampooing, and styling hair, trimming beards, or giving shaves.
 |
| Entry-Level Educational Requirement: Postsecondary *nondegree award* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 36*%* |
|  |
| * **Hairdressers, Hairstylists, and Cosmetologists (SOC 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: 42%* |
|  |

# Occupational Demand

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

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Barbers |  1,619  |  1,797  | 178 | 11% |  1,122  |  224  | $9.79 | $12.72 |
| Hairdressers, Hairstylists, and Cosmetologists |  17,944  |  19,436  | 1,492 | 8% |  13,159  |  2,632  | $11.23 | $14.07 |
| **TOTAL** |  **19,563**  |  **21,233**  | **1,670** | **9%** |  **14,281**  |  **2,856**  | **$11.11** | **$13.96** |

*Source: EMSI 2019.4*

**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 Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Barbers |  269  |  299  | 29 | 11% |  186  |  37  | $7.93 | $12.19 |
| Hairdressers, Hairstylists, and Cosmetologists |  3,343  |  3,569  | 227 | 7% |  2,388  |  478  | $12.09 | $15.35 |
| **TOTAL** |  **3,612**  |  **3,868**  | **256** | **7%** |  **2,574**  |  **515**  | **$11.78** | **$15.11** |

*Source: EMSI 2019.4*

**Mid-Peninsula Sub-Region** includes San Francisco and 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 (April 2019 - March 2020)**

| Occupation | Bay Region | Mid-Peninsula |
| --- | --- | --- |
|  Hairdressers, Hairstylists, and Cosmetologists | 1,905 | 496 |
|  Barbers | 102 | 35 |
|  **TOTAL** | **2,007** | **531** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Barbering Occupations for latest 12 months (April 2019 - March 2020) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Hair Stylist | 1,090 | Stylist, Retail Industry Information And Technology Industry | 9 |
| Cosmetologist | 183 | Salon Stylist | 9 |
| Stylist | 128 | Optical Stylist | 9 |
| Barber | 77 | Beauty Stylist | 9 |
| Wax Specialist | 70 | Licensed Barber | 8 |
| Beauty Specialist | 50 | Haircutter | 8 |
| Stylist, Information And Technology Industry | 33 | Salon | 7 |
| Hair Dresser | 31 | Colorist | 7 |
| Beautician | 31 | Wardrobe Stylist, Information And Technology Industry | 6 |
| Stylist, Retail Industry | 25 | Personal Stylist | 6 |
| Specialist | 15 | Executive Stylist, Information And Technology Industry | 6 |
| Receptionist | 13 | Beauty Stylist, Information And Technology Industry | 6 |
| Hair Assistant, Service Industry  | 10 | Technician | 5 |
| Fun, Trendy, Salons, And Dress Code | 10 | Hair Station For Rent | 5 |

**Table 4b. Top Job Titles for Barbering Occupations for latest 12 months (April 2019 - March 2020) Mid-Peninsula Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Mid-Peninsula | Common Title | Mid-Peninsula |
| Hair Stylist | 213 | Receptionist | 4 |
| Stylist | 44 | Optical Stylist | 4 |
| Cosmetologist | 41 | Hair Color | 4 |
| Beauty Specialist | 33 | Fun, Trendy, Salons, And Dress Code | 4 |
| Barber | 28 | Executive Stylist, Information And Technology Industry | 4 |
| Stylist, Retail Industry | 13 | Colorist | 4 |
| Wax Specialist | 12 | Wardrobe Stylist | 3 |
| Hair Dresser | 12 | Technician | 3 |
| Beautician | 9 | Stylist, Retail Industry Information And Technology Industry | 3 |
| Beauty Stylist | 6 | Licensed Barber | 3 |
| Salon Stylist | 5 | Hair Station For Rent | 3 |
| Hair Specialist | 5 | Hair Colorist | 3 |
| Stylist, Information And Technology Industry | 4 | Hair Assistant, Service Industry | 3 |
| Specialist | 4 | Digital Stylist | 3 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Barbering Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2019) | Jobs in Industry (2024) | % Change (2019-24) | % Occupation Group in Industry (2019) |
| Beauty Salons (812112) | 12,871 | 13,387 | 4% | 66% |
| Nail Salons (812113) | 2,413 | 3,068 | 27% | 12% |
| Other Personal Care Services (812199) | 1,646 | 1,956 | 19% | 8% |
| Barber Shops (812111) | 1,189 | 1,358 | 14% | 6% |
| Warehouse Clubs and Supercenters (452311) | 344 | 406 | 18% | 2% |
| Department Stores (452210) | 274 | 198 | -28% | 1% |
| Cosmetics, Beauty Supplies, and Perfume Stores (446120) | 191 | 227 | 19% | 1% |

*Source: EMSI 2019.4*

**Table 6. Top Employers Posting Barbering Occupations in Bay Region and Mid-Peninsula Sub-Region (April 2019 - March 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Great Clips | 434 | Bloomingdale's | 15 | Great Clips | 64 |
| Regis Corporation | 144 | Sharkeys Cuts For Kids | 14 | Lord & Taylor / Hudsons Bay Company | 20 |
| Sport Clips | 104 | Sportclips | 13 | Glamsquad | 20 |
| Ulta Beauty Inc. | 86 | Macy's | 12 | Ulta Beauty Inc. | 18 |
| Glamsquad | 74 | Jcp Salon | 11 | Beautiful | 17 |
| European Wax Center | 46 | Delta Galil | 11 | Regis Corporation | 16 |
| Beautiful | 38 | See Eyewear | 10 | Mobile Styles | 16 |
| Ps Lifestyle | 34 | Pharmaca Integrative Pharmacy | 10 | Ps Lifestyle | 12 |
| European Wax Centers | 26 | Hair Club For Men Limited Incorporated | 10 | European Wax Center | 12 |
| Mobile Styles | 25 | Bishops | 10 | Sport Clips | 9 |
| Urban Outfitters, Inc. | 23 | Dyson Incorporated | 9 | Jcp Salon | 8 |
| Lord & Taylor / Hudsons Bay Company | 20 | Patrick Richards Salon | 8 | Bloomingdale's | 7 |
| Worth Collection | 18 | Hair Club | 8 | Allsaints | 7 |
| Waste Management | 18 | Gap Inc. | 8 | Saks Fifth Avenue | 6 |
| Allsaints | 18 | Antonio Cremona Salon | 8 | Macy's | 6 |
| Pharmaca | 15 | Nordstrom | 7 | Gap Inc. | 6 |
| Icandy Eye Salon Corp | 15 | Madison Reed | 7 | Worth Collection | 5 |

*Source: Burning Glass*

# Educational Supply

There are six (6) community colleges in the Bay Region issuing 300 awards on average annually (last 3 years) on TOP 3007.00 - Cosmetology and Barbering. There are two colleges in the Mid-Peninsula Sub-Region issuing 109 awards on average annually (last 3 years) on this TOP code.

There are 19 Other Educational Institutions in the Bay Region issuing 1,442 awards on average annually (last 3 years) on TOP 3007.00 - Cosmetology and Barbering. There are four other educational institutions in the Mid-Peninsula Sub-Region issuing 472 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 | Sub-Region | Associates | Certificate 18+ Units | Total |
| College of San Mateo  | Mid-Peninsula |  3  |  45  |  48  |
| Gavilan College  | Santa Cruz-Monterey |  2  |  25  |  27  |
| Laney College  | East Bay |  6  |  37  |  43  |
| San Jose City College  | Silicon Valley |  9  |  100  |  109  |
| Skyline College  | Mid-Peninsula |  4  |  57  |  61  |
| Solano College  | North Bay |  2  |  10  |  12  |
| **Total Bay Region** |  **26**  |  **274**  |  **300**  |
| **Total Mid-Peninsula Sub-Region** | **7** | **102** | **109** |

# Source: Data Mart

Note: The annual average for awards is 2015-16 to 2017-18.

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **College** | **Sub-Region** | **Award 1 < 2 academic yrs.** | **Award < 1 academic yr.** | **Total** |
| Academy for Salon Professionals | Silicon Valley |  32  |  30  |  62  |
| Avalon School of Cosmetology-Alameda | East Bay |  53  |  33  |  86  |
| Blake Austin College | North Bay |  29  |  33  |  62  |
| Cinta Aveda Institute | Mid-Peninsula |  107  |  87  |  194  |
| Cosmo Factory Cosmetology Academy | Santa Cruz-Monterey |  13  |  7  |  20  |
| Hilltop Beauty School | Mid-Peninsula |  51  |  16  |  67  |
| Hinton Barber and Beauty College | North Bay |  46  |  2  |  48  |
| International College of Cosmetology | East Bay |  39  |  109  |  148  |
| LeMelange Academy of Hair | North Bay |  31  |  26  |  57  |
| Lytles Redwood Empire Beauty College Inc | North Bay |  62  |  35  |  97  |
| Milan Institute of Cosmetology-Fairfield | North Bay |  30  |   |  30  |
| Moler Barber College | East Bay |  70  |  9  |  79  |
| Paris Beauty College | East Bay |  10  |  16  |  26  |
| Paul Mitchell the School-East Bay | East Bay |  123  |  |  123  |
| San Francisco College of Cosmetology | Mid-Peninsula |  13  |  65  |  78  |
| San Francisco Institute of Esthetics & Cosmetology Inc | Mid-Peninsula |  72  |  61  |  133  |
| The Salon Professional Academy-San Jose | Silicon Valley |  54  |  17  |  71  |
| W Academy of Salon and Spa | East Bay |  14  |  24  |  38  |
| Waynes College of Beauty | Santa Cruz-Monterey |  20  |  3  |  23  |
| **Total Bay Region** |  **869**  |  **573**  |  **1,442**  |
| **Total Mid-Peninsula Sub-Region** |  **243**  |  **229**  |  **472**  |

# Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

# Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 2,856 annual openings for the Barbering occupational cluster and 1,742 annual (3-year average) awards for an annual undersupply of 1,114 students. In the Mid-Peninsula Sub-Region, there is an oversupply with 515 annual openings and 581 annual (3-year average) awards for an annual oversupply of 66 students.

# Student Outcomes

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | Skylne College (All CTE Programs) | State (3007.00) | Bay (3007.00) | Mid-Peninsula (3007.00) | Skylne College (3007.00) |
| % Employed Four Quarters After Exit | 74% | 74% | 61% | 73% | 77% | 76% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $9,860 | $4,538 | $5,237 | $5,404 | $6,377 |
| Median % Change in Earnings | 46% | 37% | 40% | 36% | 10% | 6% |
| % of Students Earning a Living Wage | 63% | 56% | 15% | 17% | n/a | n/a |

*Source: Launchboard Pipeline (version available on 4/17/20)*

# Skills, Certifications and Education

**Table 9. Top Skills for Barbering Occupations in Bay Region (April 2019 - March 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Hair Styling | 1,194 | Skin Care | 70 | Fashion Industry Knowledge | 15 |
| Client Base Retention | 556 | Merchandising | 61 | Calculator | 14 |
| Scheduling | 476 | Cosmetics Industry Knowledge | 55 | Legal Compliance | 12 |
| Sales | 283 | Cleaning | 45 | Brand Awareness Generation | 11 |
| Product Sales | 272 | Visual Merchandising | 37 | Cash Register Operation | 11 |
| Customer Service | 185 | Appointment Setting | 34 | Customer Experience Improvement | 11 |
| Lifting Ability | 136 | Retail Sales | 31 | Instagram | 11 |
| Retail Industry Knowledge | 130 | Store Management | 29 | Salon Industry Knowledge | 11 |
| Point of Sale System | 128 | Basic Mathematics | 25 | Mascot | 10 |
| Sales Goals | 117 | Demonstration of Products | 25 | Direct Sales | 9 |
| Guest Services | 111 | Store Operations | 24 | Interior Design | 9 |
| Social Media | 105 | Cash Handling | 21 | Laundry | 9 |
| Promotional Materials | 102 | Manual Dexterity | 21 | Upselling Products and Services | 9 |
| Product Knowledge | 90 | Administrative Support | 17 | Cross Sell | 8 |
| Customer Contact | 87 | Customer Checkout | 15 | Floor Plans | 8 |

*Source: Burning Glass*

**Table 10. Certifications for Barbering Occupations in Bay Region (April 2019 - March 2020)**

Note: 60% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Cosmetology License | 532 | Business License | 4 |
| Certified Hair Stylist | 297 | Beautician's License | 2 |
| Licensed Barber | 246 | Manicurist Certification | 1 |
| Driver's License | 12 | Makeup Artist | 1 |
| Cash Handling Certification | 12 | First Aid CPR AED | 1 |
| Interior Design Certification | 5 | Cosmetology Certification | 1 |

*Source: Burning Glass*

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

Note: 95% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
| High school or vocational training | 107 | 100% |
| Associate Degree | 0 | 0% |
| Bachelor’s Degree or Higher | 0 | 0% |

*Source: Burning Glass*

# 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 CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

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