

# Esthetics Occupations

# Labor Market Information Report

# Solano College

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

**June 2021**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Esthetics workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 456 students in the Bay region and 82 students in the North Bay Sub-Region.

## 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 colleges in the state and region, as well as to outcomes across all CTE programs at Solano College and in the region.

This report profiles Esthetics Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new program at Solano College.

* **Barbers (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 (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: 43%
* **Skincare Specialists (39-5094):** Provide skincare treatments to face and body to enhance an individual’s appearance. Includes electrologists and laser hair removal specialists.
  Entry-Level Educational Requirement: Postsecondary nondegree award
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 52%

## Occupational Demand

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

| **Occupation** | **2019 Jobs** | **2024 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Barbers | 1,143 | 1,110 | -32 | -3% | 769 | 128 | $ 8 | $ 13 |
| Hairdressers, Hairstylists, and Cosmetologists | 17,585 | 14,756 | -2,829 | -16% | 10,721 | 1,787 | $ 12 | $ 15 |
| Skincare Specialists | 3,236 | 2,547 | -688 | -21% | 1,728 | 288 | $ 13 | $ 18 |
| **Total** | **21,964** | **18,413** | **-3,551** | **-16%** | **13,218** | **2,203** | **$11.94** | **$15.34** |
| Source: EMSI 2021.2 |

**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 Esthetics Occupations in North Bay Sub-region**

| **Occupation** | **2019 Jobs** | **2024 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Barbers | 204 | 248 | 44 | 22% | 211 | 35 | $ 9 | $ 13 |
| Hairdressers, Hairstylists, and Cosmetologists | 2,861 | 2,617 | -243 | -9% | 1,886 | 314 | $ 11 | $ 15 |
| Skincare Specialists | 419 | 333 | -85 | -20% | 226 | 38 | $ 13 | $ 18 |
| **Total** | **3,484** | **3,198** | **-286** | **-8%** | **2,323** | **387** | **$11.12** | **$15.24** |
| Source: EMSI 2021.2 |

**North Bay Sub-Region includes:** Marin, Napa, Solano, Sonoma Counties

### Job Postings in Bay Region and North Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Jun 2020 - May 2021)**

| **Occupation** | **Bay Region** | **North Bay** |
| --- | --- | --- |
| Hairdressers, Hairstylists, and Cosmetologists | 2,001 | 307 |
| Skincare Specialists | 274 | 39 |
| Barbers | 70 | 7 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Esthetics Occupations for latest 12 months (Jun 2020 - May 2021) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Hair Stylist | 286 | Licensed Cosmetologist | 28 |
| Esthetician | 108 | Lisensed Esthetician | 24 |
| Wax Specialist | 70 | Hair Stylist - Village | 24 |
| Stylist | 66 | Hair Stylist - Station | 23 |
| Cosmetologist | 39 | Hair Stylist/Booth Renters | 22 |
| Hair Stylist - Plaza | 35 | Barber | 21 |
| Hair Stylist/Barber | 29 | Licensed Male Esthetician | 19 |
| Hair Stylist - Center | 29 | Hair Stylist - Mowry Shopping Center | 19 |
| Licensed Esthetician | 28 | Hair Stylist - Safeway Center | 17 |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Esthetics Occupations for latest 12 months (Jun 2020 - May 2021) North Bay Sub-Region**

| **Title** | **North Bay** | **Title** | **North Bay** |
| --- | --- | --- | --- |
| Hair Stylist | 64 | Hair Stylist - Marketplace | 7 |
| Esthetician | 26 | Stylist | 6 |
| Hair Stylist/Barber | 13 | Hair Stylist - Valley Plaza | 5 |
| Hair Stylist - Village | 12 | Hair Stylist - Station | 5 |
| Hair Stylist - Annadel Shopping Center | 11 | Hair Stylist - Coddingtown Shopping Center | 5 |
| Hair Stylist - Shopping Center | 10 | Pool And Spa Technician | 4 |
| Hair Stylist - Licensed | 9 | Licensed Cosmetologist | 4 |
| Hair Stylist - Leghorn Marketplace | 9 | Hair Stylist - Towne Centre | 4 |
| Hair Stylist - Plaza | 8 | Hair Stylist - Raley's Marketplace | 4 |
| Source: Burning Glass |

## Industry Concentration

**Table 5. Industries hiring Esthetics 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 | 13,697 | 11,952 | -13% | 65% |
| Nail Salons | 3,138 | 1,975 | -37% | 11% |
| Other Personal Care Services | 2,216 | 1,417 | -36% | 8% |
| Barber Shops | 1,033 | 952 | -8% | 5% |
| Cosmetics, Beauty Supplies, and Perfume Stores | 310 | 307 | -1% | 2% |
| Warehouse Clubs and Supercenters | 244 | 253 | 4% | 1% |
| Department Stores | 198 | 142 | -28% | 1% |
| Offices of Physicians (except Mental Health Specialists) | 129 | 184 | 42% | 1% |
| All Other General Merchandise Stores | 66 | 239 | 260% | 1% |
| Fitness and Recreational Sports Centers | 113 | 138 | 22% | 1% |
| Source: EMSI 2021.2 |

**Table 6. Top Employers Posting Esthetics Occupations in Bay Region and North Bay Sub-Region (Jun 2020 - May 2021)**

| **Employer** | **Bay** | **Employer** | **North Bay** |
| --- | --- | --- | --- |
| Great Clips | 753 | Great Clips | 136 |
| European Wax Center | 75 | Massage Envy | 17 |
| Ps Lifestyle | 63 | Regis Corporation | 16 |
| Nordstrom | 59 | Ulta Beauty Inc. | 13 |
| Massage Envy | 59 | Nordstrom | 13 |
| Ulta Beauty Inc. | 53 | Hair Lounge | 11 |
| Regis Corporation | 53 | Sport Clips | 9 |
| Sport Clips | 51 | Ps Lifestyle | 8 |
| Gap Inc. | 29 | Gap Inc. | 6 |
| Krisspi | 23 | Madison Reed | 4 |
| Source: Burning Glass |

## Educational Supply

There are six (6) community colleges in the Bay Region issuing 291 awards on average annually (last 3 years ending 2018-19) on TOP 3007.00 - Cosmetology and Barbering. In the North Bay Sub-Region, there is one (1) community college (Solano College) that issued 11 awards on average annually (last 3 years) on this TOP code.

There are 19 other CTE educational institutions in the Bay Region issuing 1,456 awards on average annually (last 3 years ending 2016-17) on TOP 3007.00 - Cosmetology and Barbering. There are five (5) other CTE educational institutions in the North Bay Sub-Region issuing 294 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** | **Subregion** | **Associate** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- |
| Gavilan | Silicon Valley | 2 | 25 | 27 |
| Laney | East Bay | 9 | 30 | 39 |
| San Jose City | Silicon Valley | 8 | 107 | 115 |
| San Mateo | Mid-Peninsula | 3 | 35 | 38 |
| Skyline | Mid-Peninsula | 3 | 58 | 61 |
| Solano | North Bay | 2 | 9 | 11 |
| **Total** |  | **27** | **264** | **291** |
| Source: Data Mart |

*Note: The annual average for awards is 2016-17 to 2018-19.*

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

| **College** | **Subregion** | **Award < 1 academic yr** | **Award 1 < 2 academic yrs** | **Award 2 < 4 academic yrs** | **Total** |
| --- | --- | --- | --- | --- | --- |
| Academy for Salon Professionals | Silicon Valley | 30 | 32 | 0 | 62 |
| Avalon School of Cosmetology-Alameda | East Bay | 33 | 53 | 0 | 86 |
| Blake Austin College | North Bay | 33 | 29 | 0 | 62 |
| Cinta Aveda Institute | Mid-Peninsula | 87 | 107 | 14 | 208 |
| Cosmo Factory Cosmetology Academy | SC-Monterey | 7 | 13 | 0 | 20 |
| Hilltop Beauty School | Mid-Peninsula | 16 | 51 | 0 | 67 |
| Hinton Barber and Beauty College | North Bay | 2 | 46 | 0 | 48 |
| International College of Cosmetology | East Bay | 109 | 39 | 0 | 148 |
| LeMelange Academy of Hair | North Bay | 26 | 31 | 0 | 57 |
| Lytles Redwood Empire Beauty College Inc | North Bay | 35 | 62 | 0 | 97 |
| Milan Institute of Cosmetology-Fairfield | North Bay | 0 | 30 | 0 | 30 |
| Moler Barber College | East Bay | 9 | 70 | 0 | 79 |
| Paris Beauty College | East Bay | 16 | 10 | 0 | 26 |
| Paul Mitchell the School-East Bay | East Bay | 0 | 123 | 0 | 123 |
| San Francisco College of Cosmetology | Mid-Peninsula | 65 | 13 | 0 | 78 |
| San Francisco Institute of Esthetics & Cosmetology Inc | Mid-Peninsula | 61 | 72 | 0 | 133 |
| The Salon Professional Academy-San Jose | Silicon Valley | 17 | 54 | 0 | 71 |
| W Academy of Salon and Spa | East Bay | 24 | 14 | 0 | 38 |
| Waynes College of Beauty | SC-Monterey | 3 | 20 | 0 | 23 |
| **Total** |  | **573** | **869** | **14** | **1,456** |
| Source: Data Mart |

*Note: The annual average for awards is 2016-17 to 2018-19.*

## Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 2,203 annual openings for the Esthetics occupational cluster and 1,747 annual (3-year average) awards for an annual undersupply of 456 students. In the North Bay Sub-Region, there is also a gap with 387 annual openings and 305 annual (3-year average) awards for an annual undersupply of 82 students.

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

| **Metric Outcomes** | **Bay****All CTE Programs** | **Solano****All CTE Programs** | **State 3007.00** | **Bay 3007.00** | **North Bay 3007.00** | **Solano College 3007.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 75% | 68% | 75% | 69% | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | $44,575 | $31,047 | $18,796 | $24,231 | $17,766 | $17,766 |
| Median Change in Earnings for SWP Exiting Students | 31% | 37% | 35% | 69% | N/A | N/A |
| Exiting Students Who Attained the Living Wage | 52% | 55% | 18% | 11% | N/A | N/A |
| Source: Launchboard Strong Workforce Program from version 2017-18. |

## Skills, Certifications and Education

**Table 9. Top Skills for Esthetics Occupations in Bay Region (Jun 2020 - May 2021)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Hair Styling | 1,412 | Customer Contact | 75 |
| Scheduling | 879 | Microdermabrasion | 65 |
| Client Base Retention | 864 | Lifting Ability | 64 |
| Sales | 281 | Appointment Setting | 57 |
| Cleaning | 227 | Cosmetics Industry Knowledge | 56 |
| Skin Care | 178 | Business Development | 52 |
| Customer Service | 146 | Store Operations | 39 |
| Product Sales | 126 | Professional Services Marketing | 34 |
| Sales Goals | 124 | Social Media | 34 |
| Product Knowledge | 112 | Visual Merchandising | 33 |
| Personal Protective Equipment (PPE) | 109 | Retail Sales | 27 |
| Retail Industry Knowledge | 83 | Hiring Practices | 25 |
| Merchandising | 81 | Cross Sell | 24 |
| Guest Services | 77 | Cryotherapy | 24 |
| Source: Burning Glass |

**Table 10. Certifications for Esthetics Occupations in Bay Region (Jun 2020 - May 2021)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Cosmetology License | 429 | Certified Pharmacy Technician | 2 |
| Certified Hair Stylist | 231 | Certified Medical Assistant | 2 |
| Licensed Barber | 189 | Ca License | 2 |
| Driver's License | 19 | Massage Therapist Certification | 1 |
| Cosmetology Certification | 7 | Manicurist Certification | 1 |
| Business License | 5 | First Aid Cpr Aed | 1 |
| Certified Pool/Spa Operator | 3 | Esthetician Instructor | 1 |
| Aesthetics License | 3 | Certified ScrumMaster (CSM) | 1 |
| Pharmacy Technician Certification Board (PTCB) | 2 | Beautician's License | 1 |
| Licensed Vocational Nurse (LVN) | 2 | Basic Life Saving (BLS) | 1 |
| Source: Burning Glass*Note: 71% 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.* |

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

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 119 | 100% |
| Source: Burning Glass |

*Note: 95% 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 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/
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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