Students learn about the properties of the hair and scalp, principles of hair design, haircutting, and the finishing techniques of hairstyling. Future stylists will work towards the required 600 hours in preparation for the California Board of Barbering and Cosmetology Hairstylist License exam.



# Labor Market Analysis for Program Recommendation

# Hairstyling Occupations

# Solano College

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

**January 2022**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Hairstyling 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 526 students in the Bay region and 183 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 Hairstyling Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new program at Solano College. This new program proposal is in response to SB 803 - a new program classification for Hairstylists without use of chemicals. 600 required hours for a new (non-chemical) hairstylist license

in comparison with the new 1,000 hour cosmetology licensure requirements.

* **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%

## Occupational Demand

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

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Hairdressers, Hairstylists, and Cosmetologists | 15,479 | 14,693 | -785 | -5% | 10,338 | 2,068 | $10 | $35 |
| **Total** | **15,479** | **14,693** | **-786** | **-5%** | **10,338** | **2,068** | **$10** | **$35** |
| Source: EMSI 2021.3 |

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

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Hairdressers, Hairstylists, and Cosmetologists | 2,640 | 2,619 | -20 | -1% | 1,843 | 369 | $7 | $35 |
| **Total** | **2,640** | **2,619** | **-21** | **-1%** | **1,843** | **369** | **$7** | **$35** |
| Source: EMSI 2021.3 |

**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 (Dec 2020 - Nov 2021)**

| **Occupation** | **Bay Region** | **North Bay** |
| --- | --- | --- |
| Hairdressers, Hairstylists, and Cosmetologists | 2,124 | 339 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Hairstyling Occupations for latest 12 months (Dec 2020 - Nov 2021) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Hair Stylist | 282 | Hair Stylist - Plaza | 24 |
| Stylist | 95 | Wax Specialist/Cosmetologist | 23 |
| Cosmetologist/Hair Stylist | 73 | Hair Stylist/Barber | 20 |
| Wax Specialist | 54 | Hair Stylist - Licensed | 17 |
| Cosmetologist | 40 | Hair Stylist - Village | 17 |
| Hair Stylist Career Paths | 37 | Beauty | 15 |
| Stylist Leadership Training | 37 | Cosmetologist Advisor | 15 |
| Licensed Cosmetologist | 29 | Hair Stylist - Station | 15 |
| Hair Stylist - Center | 25 | Hair Stylist - Linda Shopping Center | 13 |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Hairstyling Occupations for latest 12 months (Dec 2020 - Nov 2021) North Bay Sub-Region**

| **Title** | **North Bay** | **Title** | **North Bay** |
| --- | --- | --- | --- |
| Hair Stylist | 65 | Hair Stylist - Annadel Shopping Center | 4 |
| Cosmetologist/Hair Stylist | 13 | Hair Stylist - Coddingtown Shopping Center | 4 |
| Hair Stylist Career Paths | 10 | Hair Stylist - Marketplace | 4 |
| Stylist | 10 | Hair Stylist - Shopping Center | 4 |
| Stylist Leadership Training | 10 | Hair Stylist - Valley Plaza | 4 |
| Hair Stylist - Leghorn Marketplace | 9 | Licensed Cosmetologist | 4 |
| Hair Stylist/Barber | 9 | Stylist - Village | 4 |
| Hair Stylist - Plaza | 7 | Assistant Colorist, Licensed Cosmetologist | 3 |
| Hair Stylist - Village | 6 |  |  |
| Source: Burning Glass |

## Industry Concentration

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

| **Industry – 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2020)** | **Jobs in Industry (2025)** | **% Change (2020-25)** | **% Occupation Group in Industry (2020)** |
| --- | --- | --- | --- | --- |
| Beauty Salons | 11,273 | 10,876 | -4% | 74% |
| Nail Salons | 1,360 | 1,187 | -13% | 9% |
| Other Personal Care Services | 962 | 798 | -17% | 6% |
| All Other General Merchandise Stores | 256 | 368 | 44% | 2% |
| Warehouse Clubs and Supercenters | 323 | 253 | -22% | 2% |
| Barber Shops | 141 | 178 | 26% | 1% |
| Cosmetics, Beauty Supplies, and Perfume Stores | 150 | 140 | -6% | 1% |
| Department Stores | 272 | 138 | -49% | 2% |
| Diet and Weight Reducing Centers | 83 | 49 | -42% | 1% |
| Food (Health) Supplement Stores | 43 | 44 | 1% | 0% |
| Source: EMSI 2021.3 |

**Table 6. Top Employers Posting Hairstyling Occupations in Bay Region and North Bay Sub-Region (Dec 2020 - Nov 2021)**

| **Employer** | **Bay** | **Employer** | **North Bay** |
| --- | --- | --- | --- |
| Great Clips | 589 | Great Clips | 92 |
| Sport Clips | 115 | Sport Clips | 47 |
| European Wax Center | 80 | Ulta Beauty Inc. | 15 |
| Ulta Beauty Inc. | 63 | Nordstrom | 13 |
| Nordstrom | 61 | Regis Corporation | 9 |
| Ps Lifestyle | 54 | Ps Lifestyle | 8 |
| Regis Corporation | 37 | Windsor | 7 |
| Windsor | 34 | Hair Lounge | 7 |
| Gap Inc. | 32 | Macy's | 6 |
| Tsm Studios Llc | 27 | Gap Inc. | 6 |
| 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 that issued 11 awards on average annually (last 3 years) on this TOP code.

There are 16 other CTE educational institutions in the Bay Region issuing 1,251 awards on average annually (last 3 years ending 2016-17) on TOP 3007.00 Cosmetology and Barbering. There are three (3) other CTE educational institutions in the North Bay Sub-Region issuing 175 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 |
| 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 |
| 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** |  | **481** | **756** | **14** | **1,251** |
| 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 large labor market gap in the Bay region with 2,068 annual openings for the Hairstyling occupational cluster and 1,542 annual (3-year average) awards for an annual undersupply of 526 students. In the North Bay Sub-Region, there is also a gap with 369 annual openings and 186 annual (3-year average) awards for an annual undersupply of183 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 Programs** | **Solano All CTE Programs** | **State 3007.00** | **Bay 3007.00** | **North Bay 3007.00** | **Solano 3007.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 73% | 65% | 75% | 67% | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | $44,575 | $31,158 | $20,049 | $24,949 | $19,300 | $19,300 |
| Median Change in Earnings for SWP Exiting Students | 30% | 31% | 35% | 53% | N/A | N/A |
| Exiting Students Who Attained the Living Wage | 53% | 50% | 15% | 13% | N/A | N/A |
| Source: Launchboard Strong Workforce Program Median of 2016-18. |

## Skills, Certifications and Education

**Table 9. Top Skills for Hairstyling Occupations in Bay Region (Dec 2020 - Nov 2021)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Hair Styling | 1,359 | Merchandising | 82 |
| Client Base Retention | 700 | Lifting Ability | 80 |
| Scheduling | 700 | Retail Sales | 75 |
| Sales | 331 | Business Development | 63 |
| Cleaning | 234 | Store Operations | 61 |
| Customer Service | 200 | Skin Care | 56 |
| Sales Goals | 195 | Leadership Development | 47 |
| Product Knowledge | 135 | Leadership Training | 45 |
| Retail Industry Knowledge | 135 | Social Media | 35 |
| Customer Contact | 123 | Appointment Setting | 34 |
| Personal Protective Equipment (PPE) | 115 | Visual Merchandising | 34 |
| Guest Services | 96 | Facebook | 29 |
| Product Sales | 93 | Cross Sell | 25 |
| Cosmetics Industry Knowledge | 87 | Selling Techniques | 25 |
| Source: Burning Glass |

**Table 10. Certifications for Hairstyling Occupations in Bay Region (Dec 2020 - Nov 2021)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Cosmetology License | 536 | Manicurist Certification | 3 |
| Licensed Barber | 359 | Licensed Beautician | 1 |
| Certified Hair Stylist | 199 | First Aid Cpr Aed | 1 |
| Driver's License | 20 | Contractors License | 1 |
| Cosmetology Certification | 12 | Beautician's License | 1 |
| Business License | 5 |  |  |
| Source: Burning Glass |

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

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 130 | 100% |
| Source: Burning Glass |

*Note: 94% 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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