8 Occupations
in 5 California Counties

Contents

What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.

Report Parameters

8 Occupations

11-9179	Personal Service Managers, All Other		39-5093	Shampooers
39-5012	Hairdressers, Hairstylists, and Cosmetologists		39-5094	Skincare Specialists
			39-5011	Barbers
39-5091	Makeup Artists, Theatrical and Performance		39-1022	First-Line Supervisors of Personal Service Workers
39-5092	Manicurists and Pedicurists			

5 Counties

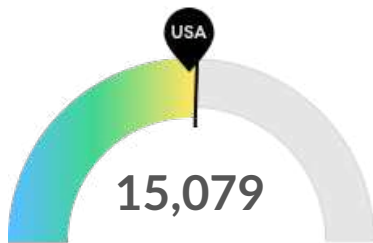|				
6001	Alameda County, CA		6081	San Mateo County, CA
6013	Contra Costa County, CA		6085	Santa Clara County, CA
6075	San Francisco County, CA			

Class of Worker

QCEW Employees

The information in this report pertains to the chosen occupations and geographical areas.

Executive Summary

Average Job Posting Demand Over an Average Supply of Regional Jobs
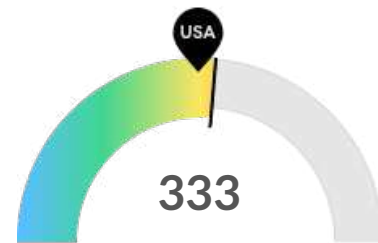
15,079

Jobs (2022)

Your area is about average for this kind of job. The national average for an area this size is 14,634* employees, while there are 15,079 here.

$35,959

Compensation

Earnings are about average in your area. The national median salary for your occupations is $34,319, compared to $35,959 here.

333

Job Posting Demand

Job posting activity is about average in your area. The national average for an area this size is 308* job postings/mo, while there are 333 here.
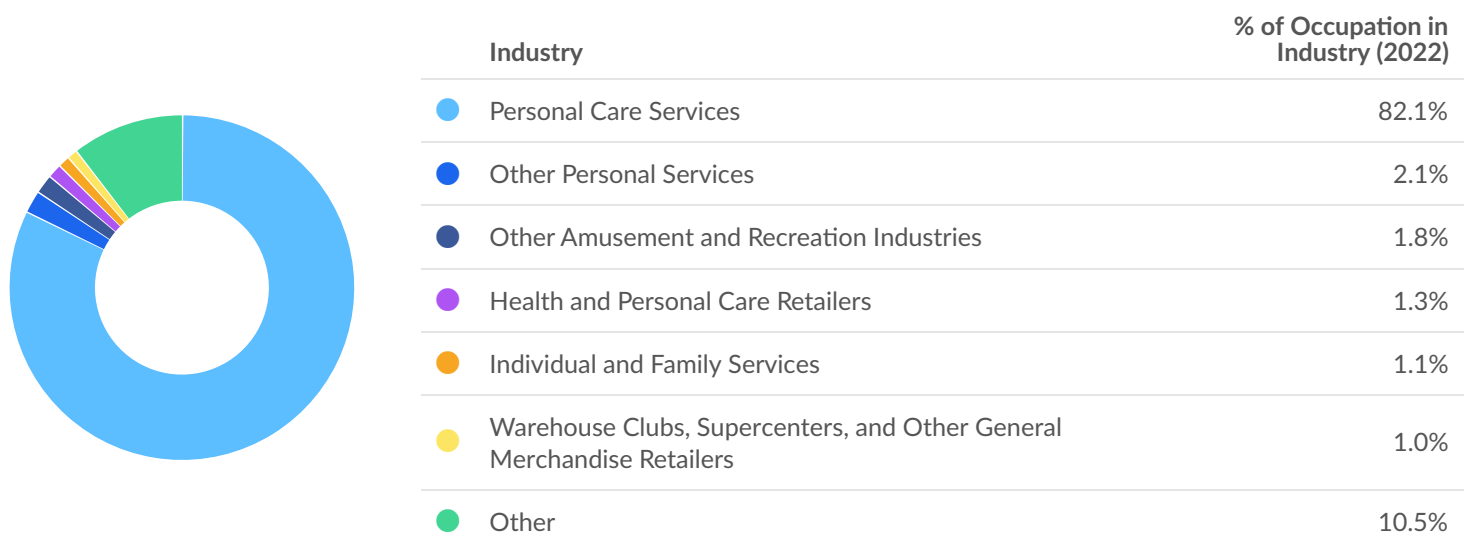
*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is About Equal to the National Average

An average area of this size typically has 14,634* jobs, while there are 15,079 here.
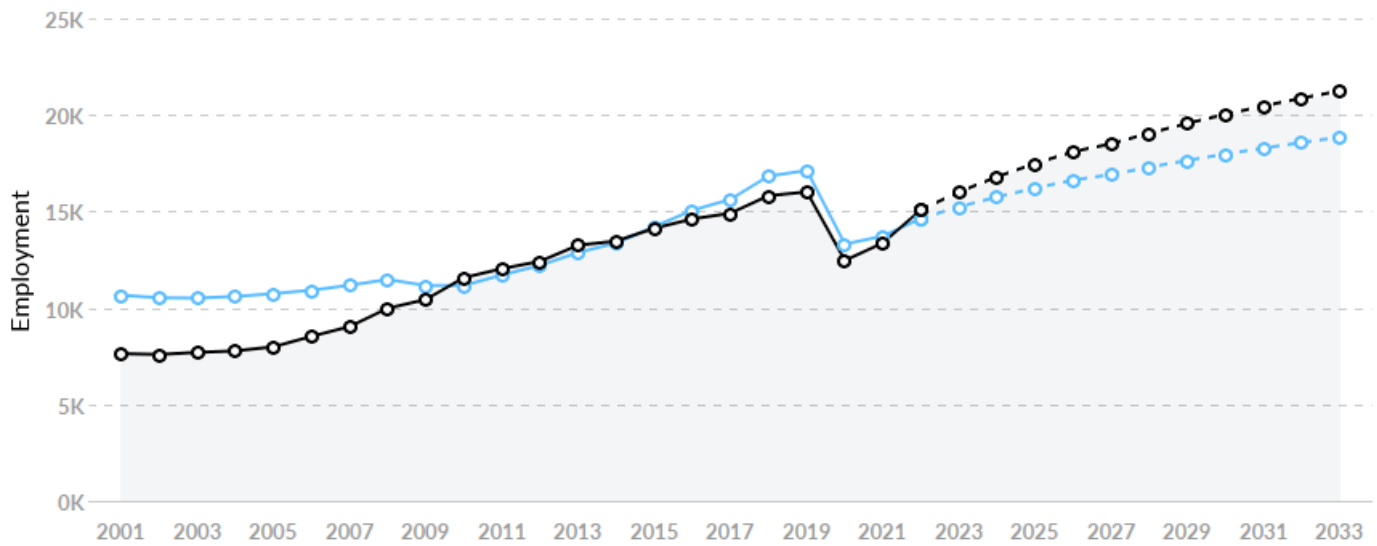
Region	2022 Jobs	2029 Jobs	Change	% Change
● 5 California Counties	15,079	19,562	4,483	29.7%
● National Average	14,634	17,642	3,008	20.6%

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Regional Breakdown

County	2022 Jobs
Santa Clara County, CA	4,624
Alameda County, CA	3,591
San Francisco County, CA	2,916
Contra Costa County, CA	2,281
San Mateo County, CA	1,666

Most Jobs are Found in the Personal Care Services Industry Sector

Industry	% of Occupation in Industry (2022)
● Personal Care Services	82.1%
● Other Personal Services	2.1%
● Other Amusement and Recreation Industries	1.8%
● Health and Personal Care Retailers	1.3%
● Individual and Family Services	1.1%
● Warehouse Clubs, Supercenters, and Other General Merchandise Retailers	1.0%
● Other	10.5%

Compensation

Regional Compensation Is 5% Higher Than National Compensation

For your occupations, the 2022 median wage in your area is $35,959, while the national median wage is $34,319.

Lightcast
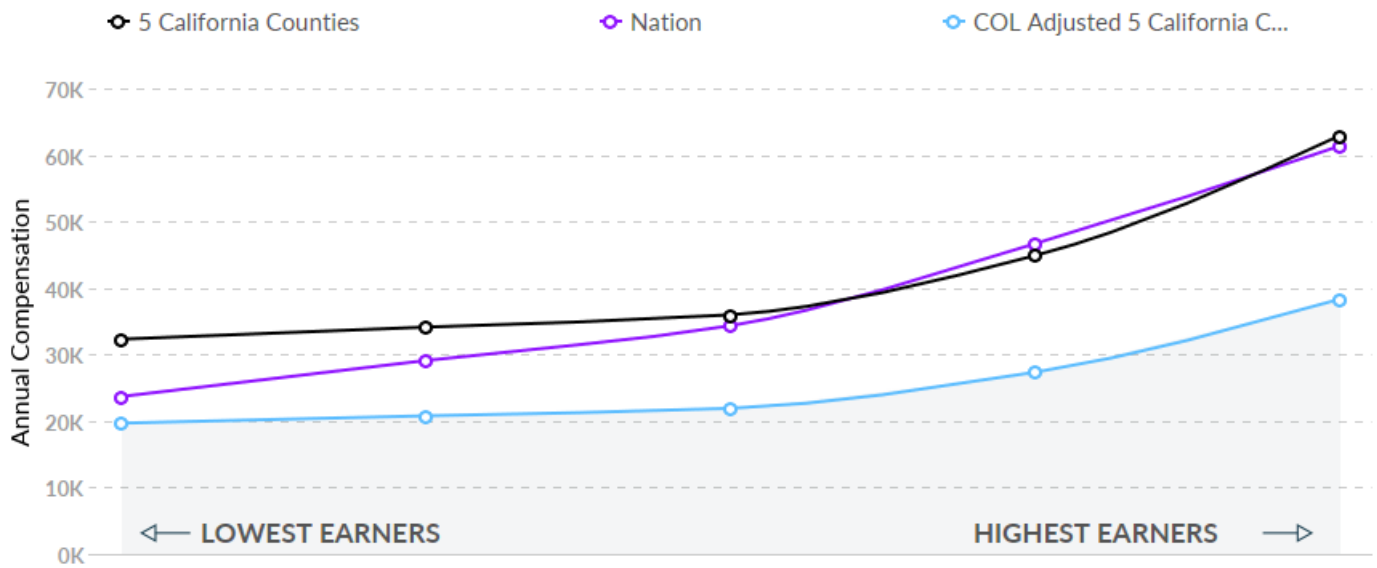
Job Posting Activity

6,327 Unique Job Postings

The number of unique postings for this job from Jan 2022 to Jul 2023.

577 Employers Competing

All employers in the region who posted for this job from Jan 2022 to Jul 2023.

27 Day Median Duration

Posting duration is 3 days shorter than what's typical in the region.

Legend: ● Monthly Unique Postings   ● Estimated Hires Per Month*
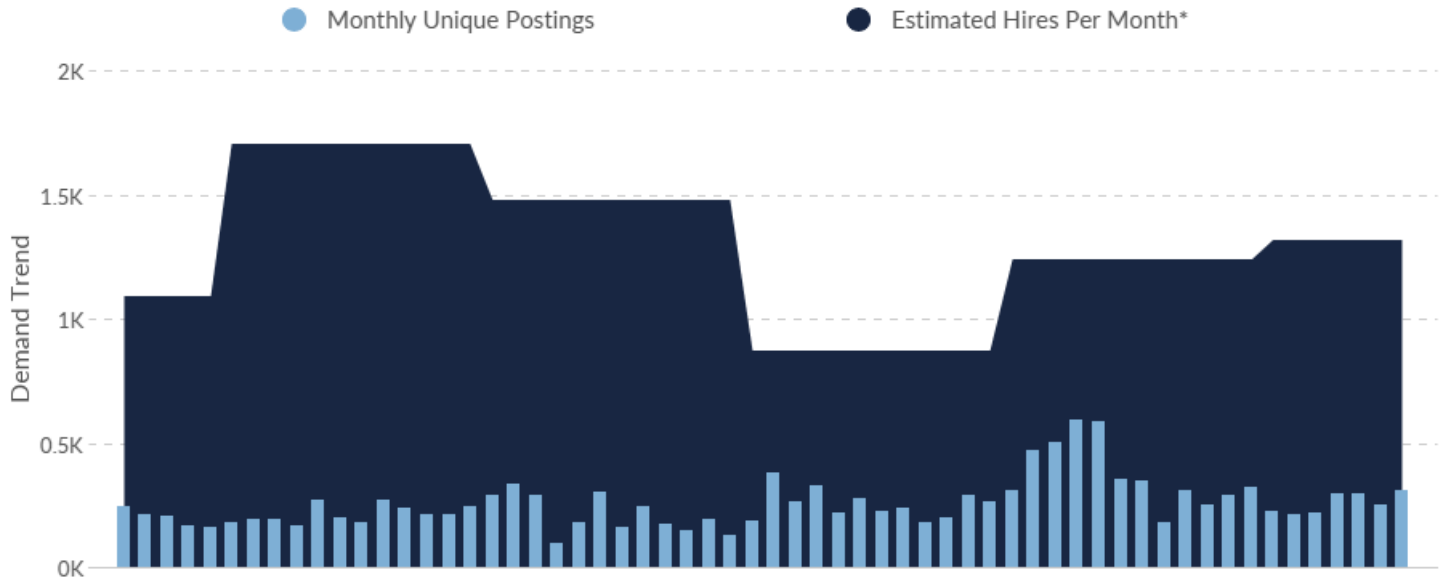
Occupation	Avg Monthly Postings (Jan 2022 - Jul 2023)	Avg Monthly Hires (Jan 2022 - Jul 2023)
Hairdressers, Hairstylists, and Cosmetologists	191	443
Personal Service Managers, All Other	91	17
Skincare Specialists	14	121
First-Line Supervisors of Personal Service Workers	11	137
Manicurists and Pedicurists	8	516
Barbers	10	17
Makeup Artists, Theatrical and Performance	8	5
Shampooers	0	12

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

| Top Companies	Unique Postings		Top Job Titles	Unique Postings	
Great Clips	2,632	▰▰▰	Hair Stylists	1,997	▰▰▰
Supercuts	202	▪	Assistant Salon Managers	529	▰
Sport Clips	200	▪	Salon Managers	459	▰
Regis Corporation	81	|	Stylists	286	▪
Ulta Beauty	79	|	Fitness Managers	131	▪
European Wax Center	61	|	Estheticians	125	▪
Massage Envy	54	|	Cosmetologists	103	▪
PS Lifestyle	51	|	Marketplace Managers	103	▪
Macy's	47	|	Licensed Cosmetologists	95	▪
Louisiana Wax Center Co	41	|	Hair Stylists/Cosmetologists	90	▪

Top Distinguishing Skills by Demand

Not enough data to display Distinguishing Skills for this occupation.

Top Defining Skills by Demand

Not enough data to display Defining Skills for this occupation.

Top Necessary Skills by Demand

An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.

Distinguishing Skills

Defining Skills

Necessary Skills
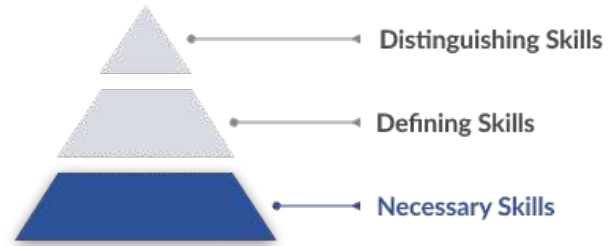
| Skill	Salary Boosting	Job Postings Requesting
Cosmetology	✔	3,123
Housekeeping	✖	494
Cosmetology License	✖	433
Selling Techniques	✖	390
Product Knowledge	✖	326
Valid Driver's License	✖	211
Merchandising	✖	204
Marketing	✖	193
Booking (Sales)	✖	142
Cardiopulmonary Resuscitation (CPR) Certification	✖	137

Demographics

Retirement Risk Is High, While Overall Diversity Is High
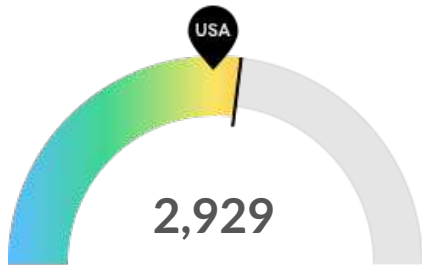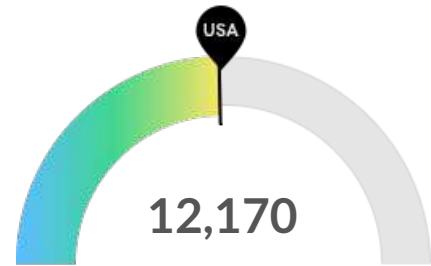
2,929

Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 2,613* employees 55 or older, while there are 2,929 here.
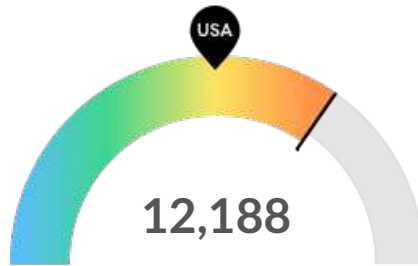
12,188

Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 7,131* racially diverse employees, while there are 12,188 here.
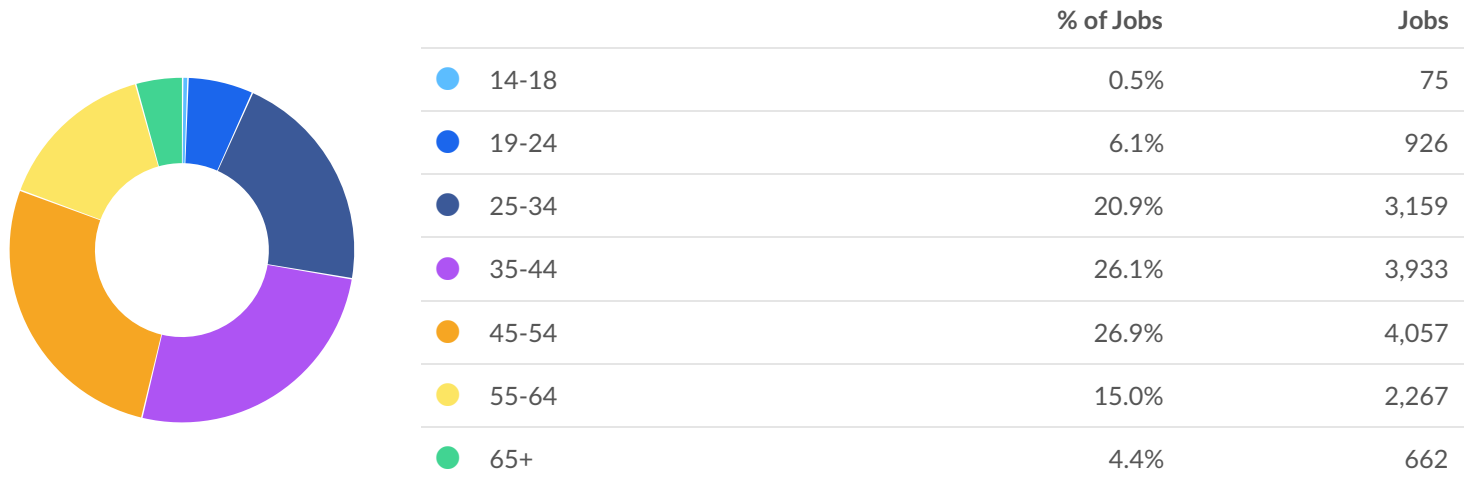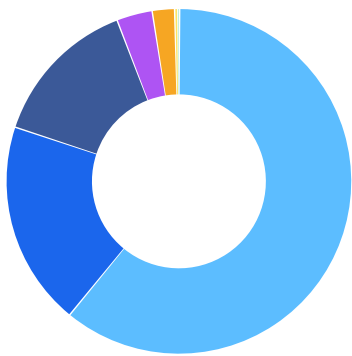
12,170

Gender Diversity

Gender diversity is about average in your area. The national average for an area this size is 12,398* female employees, while there are 12,170 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Occupation Age Breakdown

	% of Jobs	Jobs
14-18	0.5%	75
19-24	6.1%	926
25-34	20.9%	3,159
35-44	26.1%	3,933
45-54	26.9%	4,057
55-64	15.0%	2,267
65+	4.4%	662

Occupation Race/Ethnicity Breakdown

	% of Jobs	Jobs
● Asian	60.8%	9,174
● White	19.2%	2,891
● Hispanic or Latino	14.1%	2,123
● Black or African American	3.3%	505
● Two or More Races	2.1%	314
● Native Hawaiian or Other Pacific Islander	0.3%	45
● American Indian or Alaska Native	0.2%	26

Occupation Gender Breakdown
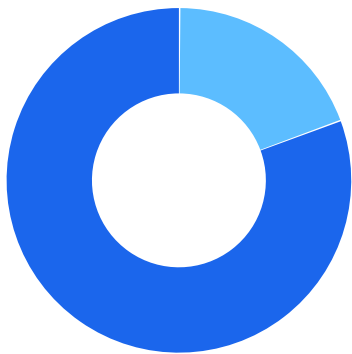
	% of Jobs	Jobs
● Males	19.3%	2,909
● Females	80.7%	12,170

Occupational Programs

17 Programs

Of the programs that can train for this job, 17 have produced completions in the last 5 years.

1,963 Completions (2021)

The completions from all regional institutions for all degree types.

3,690 Openings (2021)

The average number of openings for an occupation in the region is 735.

CIP Code	Top Programs	Completions (2021)	
12.0401	Cosmetology/Cosmetologist, General	458	
52.0801	Finance, General	325	
30.9999	Multi-/Interdisciplinary Studies, Other	242	
50.0501	Drama and Dramatics/Theatre Arts, General	235	
12.0409	Aesthetician/Esthetician and Skin Care Specialist	222	
12.0402	Barbering/Barber	141	
12.0408	Facial Treatment Specialist/Facialist	93	
12.0410	Nail Technician/Specialist and Manicurist	86	
52.0305	Accounting and Business/Management	39	
12.0406	Make-Up Artist/Specialist	32	

Top Schools	Completions (2021)	
Santa Clara University	208	
Cinta Aveda Institute	170	
University of California-Berkeley	167	
International College of Cosmetology	110	
The Salon Professional Academy-San Jose	106	
University of San Francisco	102	
San Jose City College	98	
J D Academy of Salon and Spa	93	
San Francisco Institute of Esthetics & Cosmetology Inc	92	
Moler Barber College	78	

Appendix A - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Emsi earnings by industry.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Cost of Living Data

Emsi's cost of living data is based on the Cost of Living Index published by the Council for Community and Economic Research (C2ER).

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.