Program Market Demand

Cosmetology/Cosmetologist, General

Emsi Q3 2018 Data Set

September 2018

College of San Mateo



3401 CSM Drive San Mateo, California 94402 650.358.6880

Parameters

Programs

Code	Description
12.0401	Cosmetology/Cosmetologist, General

Regions

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

Education Levels

Any

Completions Year

2015

Jobs Timeframe

2017 - 2024

Job Postings Timeframe

Sep 2016 - Aug 2018

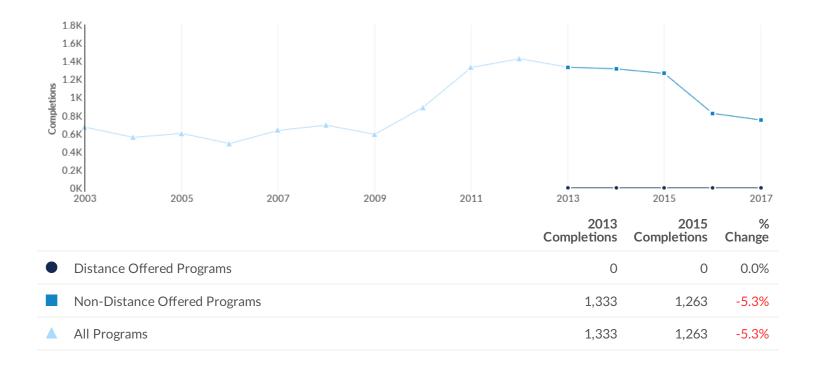
Program Overview



		Completions (2015)	% Completions	Institutions (2015)	% Institutions
•	All Programs	1,263	100%	19	100%
	Distance Offered Programs	0	0%	0	0%
•	Non-Distance Offered Programs	1,263	100%	19	100%

Institution	Completions (2015)	Growth % YOY (2015)	Market Share (2015)
Marinello Schools of Beauty-Santa Clara	177	-17.3%	14.0%
Marinello Schools of Beauty-San Francisco	166	-22.4%	13.1%
Paul Mitchell the School-East Bay	156	-22.8%	12.4%
San Jose City College	146	-4.6%	11.6%
Cinta Aveda Institute	72	-7.7%	5.7%
San Francisco Institute of Esthetics & Cosmetology Inc	71	-26.0%	5.6%
Avalon School of Cosmetology-Alameda	68	25.9%	5.4%
The Salon Professional Academy-San Jose	59	47.5%	4.7%
Hilltop Beauty School	53	-10.2%	4.2%
Academy for Salon Professionals	49	Insf. Data	3.9%
Skyline College	45	12.5%	3.6%
Laney College	44	7.3%	3.5%
College of San Mateo	34	209.1%	2.7%
International College of Cosmetology	34	-17.1%	2.7%
Paris Beauty College	29	26.1%	2.3%
Gavilan College	28	7.7%	2.2%
San Francisco College of Cosmetology	12	Insf. Data	1.0%
Northern California Institute of Cosmetology Inc	10	-9.1%	0.8%
W Academy of Salon and Spa	10	-9.1%	0.8%

Regional Trends



Job Postings vs. Hires

424

Avg. Monthly Postings (Sep 2016 - Aug 2018)

932

Avg. Monthly Hires (Sep 2016 - Aug 2018)

In an average month, there were 424 unique job postings for 4 *Occupations*, and 932 actually hired. This means there were approximately 2 hires for 4 *Occupations* for every 1 unique job posting.



Occupation	Avg Monthly Postings (Sep 2016 - Aug 2018)	Avg Monthly Hires (Sep 2016 - Aug 2018)
Hairdressers, Hairstylists, and Cosmetologists	311	456
Skincare Specialists	87	93
Manicurists and Pedicurists	14	379
Makeup Artists, Theatrical and Performance	12	3

Job Postings Summary

2,858
Unique Postings
7,136 Total Postings

Posting Intensity

Regional Average: 4:1

36 days Median Posting Duration Regional Average: 33 days

There were 7,136 total job postings for your selection from September 2016 to August 2018, of which 2,858 were unique. These numbers give us a Posting Intensity of 2-to-1, meaning that for every 2 postings there is 1 unique job posting.

This is lower than the Posting Intensity for all other occupations and companies in the region (4-to-1), indicating that they may not be trying as hard to hire for this position.

Target Occupations

22,221

Jobs (2017) 3% above National average +16.2%

% Change (2017-2024) Nation: +10.4% \$12.02/hr

Median Hourly Earnings Nation: \$11.37/hr 3,266

Annual Openings

Occupation	2017 Jobs	Annual Openings	Median Hourly Earnings	Growth (2017 - 2024)	Location Quotient (2017)
Hairdressers, Hairstylists, and Cosmetologists	13,563	2,029	\$11.98/hr	+16.21%	0.83
Manicurists and Pedicurists	6,641	950	\$11.75/hr	+16.16%	1.86
Skincare Specialists	1,904	271	\$14.43/hr	+15.86%	1.25
Makeup Artists, Theatrical and Performance	113	16	\$29.11/hr	+15.04%	0.89

Growth



Occupation	2017 Jobs	2024 Jobs	Change	% Change
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	13,563	15,762	2,199	16%
Makeup Artists, Theatrical and Performance (39-5091)	113	130	17	15%
Manicurists and Pedicurists (39-5092)	6,641	7,714	1,073	16%
Skincare Specialists (39-5094)	1,904	2,206	302	16%

Percentile Earnings

\$11.31/hr

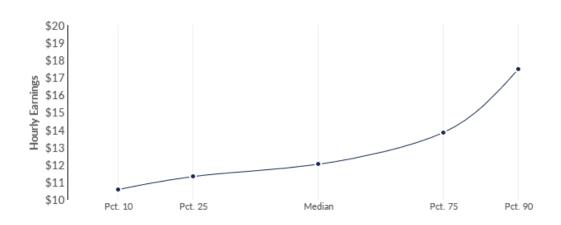
25th Percentile Earnings

\$12.02/hr

Median Earnings

\$13.84/hr

75th Percentile Earnings



Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	\$11.58	\$11.98	\$13.33
Makeup Artists, Theatrical and Performance (39-5091)	\$24.81	\$29.11	\$32.34
Manicurists and Pedicurists (39-5092)	\$10.69	\$11.75	\$13.35
Skincare Specialists (39-5094)	\$12.70	\$14.43	\$16.73

Top Companies Posting

Company	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Great Clips, Inc.	2,378 / 780	3:1	47 days
Ulta Salon, Cosmetics & Fragrance, Inc.	360 / 164	2:1	98 days
Regis Corporation	234 / 117	2:1	28 days
Sport Clips	144 / 98	1:1	10 days
Massage Envy	238 / 96	2:1	45 days
Supercuts, Inc.	113 / 59	2:1	128 days
Francesca's Holdings Corporation	122 / 51	2:1	80 days
J.C. Penney Corporation, Inc.	103 / 49	2:1	91 days
Benefit Cosmetics LLC	88 / 44	2:1	83 days
Cosmetology Career Academy Llc.	63 / 30	2:1	46 days
Equinox Holdings, Inc.	40 / 27	1:1	23 days
All Work Inc	42 / 24	2:1	24 days
Beglammed LLC	62 / 24	3:1	42 days
Drybar	40 / 20	2:1	31 days
Thumbtack, Inc.	31 / 19	2:1	4 days
Cosmetology Career Center, L.L.C.	34 / 17	2:1	61 days
Nordstrom, Inc.	105 / 17	6:1	74 days
Walgreens Boots Alliance, Inc.	40 / 17	2:1	7 days
Petsmart, Inc.	28 / 16	2:1	78 days
Glassdoor, Inc.	42 / 15	3:1	34 days
Hair Club For Men, Ltd., Inc.	89 / 15	6:1	29 days
Pharmaca Integrative Pharmacy, Inc.	41 / 14	3:1	60 days
Oracle Corporation	78 / 13	6:1	n/a
Allsaints USA Limited	25 / 12	2:1	47 days
Bebe Stores, Inc.	21 / 12	2:1	87 days

Essence Salon Inc	18 / 10	2:1	31 days
Macy's, Inc.	43 / 10	4:1	17 days
Madison Reed, Inc.	41 / 10	4:1	47 days
Marriott International, Inc.	45 / 10	5:1	37 days
Rosewood Hotels & Resorts LLC	14 / 10	1:1	16 days
Ascena Retail Group, Inc.	21 / 8	3:1	36 days
Avantgard Day Spa	16 / 8	2:1	16 days
Salon	11 / 8	1:1	31 days
Stella & DOT LLC	165 / 8	21:1	28 days
William and Friends LLC	98 / 8	12:1	50 days
American Girl Brands, LLC	23 / 7	3:1	55 days
European Wax Center	18 / 7	3:1	56 days
Qua Spa, LLC	10 / 7	1:1	31 days
Sen Spa	11 / 7	2:1	21 days
Vanity Spa Salon	13 / 7	2:1	40 days
Avantgard	7/6	1:1	33 days
Burke Williams, Inc.	6/6	1:1	3 days
Estee Lauder Inc	28 / 6	5:1	23 days
Festoon Full Service Salon	7/6	1:1	32 days
Onsite Haircuts	8/6	1:1	31 days
Rosewood Sand Hill Hotel	26 / 6	4:1	47 days
Sephora Usa, Inc.	11 / 6	2:1	7 days
The Snip-Its Corporation	9/6	2:1	33 days
The Wedding Company	9/6	2:1	4 days
Ulta Cosmetics & Salon	10 / 6	2:1	33 days

Top Posted Job Titles

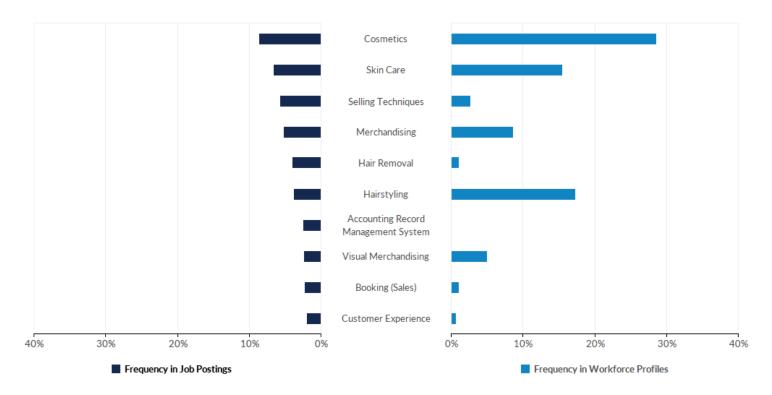
Job Title	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Hair Stylist	3,637 / 1,375	3:1	44 days
Stylist	798 / 353	2:1	32 days
Esthetician	631 / 293	2:1	41 days
Nail Technician	244 / 124	2:1	33 days
Hair Specialist	218 / 84	3:1	42 days
Beauty Consultant	118 / 44	3:1	19 days
Customer Service Representative	102 / 44	2:1	73 days
Beauty Advisor	95 / 40	2:1	30 days
Salon Manager	49 / 28	2:1	31 days
Cosmetologist	81 / 27	3:1	41 days
Retail Sales Associate	103 / 27	4:1	64 days
Skin Care Instructor	31 / 17	2:1	10 days
Solutions Consultant (Business and Financial Operations)	78 / 13	6:1	n/a
Hypno Therapist	21 / 12	2:1	232 days
Artist	18 / 11	2:1	11 days
Barber	20 / 11	2:1	21 days
Key Holder	117 / 11	11:1	50 days
Hair Colorist	15 / 10	2:1	31 days
Nurse Manager (Healthcare Practitioners and Technical)	13 / 10	1:1	n/a
Customer Service Consultant	8/8	1:1	13 days
Manicurist	12 / 8	2:1	31 days
Marketing Manager	22 / 8	3:1	31 days
Customer Experience Manager (Office and Administrative Support)	9/7	1:1	56 days
Professional Services Consultant	15 / 7	2:1	30 days

Receptionist	21 / 7	3:1	30 days
Accountant	8 / 5	2:1	31 days
Beauty Skin Care Consultant	12 / 5	2:1	7 days
Branch Manager	6/5	1:1	23 days
Hairdresser	8/5	2:1	30 days
Housekeeper	11 / 5	2:1	2 days
Irrigation Specialist	13 / 5	3:1	58 days
Sales Manager (Sales and Related)	18 / 5	4:1	35 days
Seasonal Sales Representative	8 / 5	2:1	93 days
Reporter	16 / 4	4:1	15 days
Account Manager (Management)	3/3	1:1	8 days
B1 Licensed Engineer	6/3	2:1	27 days
Bell Person	10/3	3:1	41 days
Hair Stylist Assistant	4/3	1:1	8 days
Nurse Supervisor	9/3	3:1	27 days
Piercer	4/3	1:1	144 days
Sales Manager (Management)	3/3	1:1	8 days
Sales Representative	5/3	2:1	30 days
Business Development Manager (Sales and Related)	6/2	3:1	47 days
Customer Service Advisor	2/2	1:1	3 days
Department Manager	3 / 2	2:1	3 days
Dermatologist	3 / 2	2:1	21 days
Educator	2/2	1:1	2 days
Event Staffer	2/2	1:1	3 days
General Manager	2/2	1:1	n/a
Maintenance Coordinator	7/2	4:1	13 days

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings against skills present in today's workforce. Along with Emsi's job posting analytics, this comparison leverages Emsi's dataset of more than 100M online resumés and profiles. All resumés and profiles used in these comparisons have been updated within the last three years.

*The skills associated with workforce profiles represent workers of all education and experience levels.

Top Hard Skills



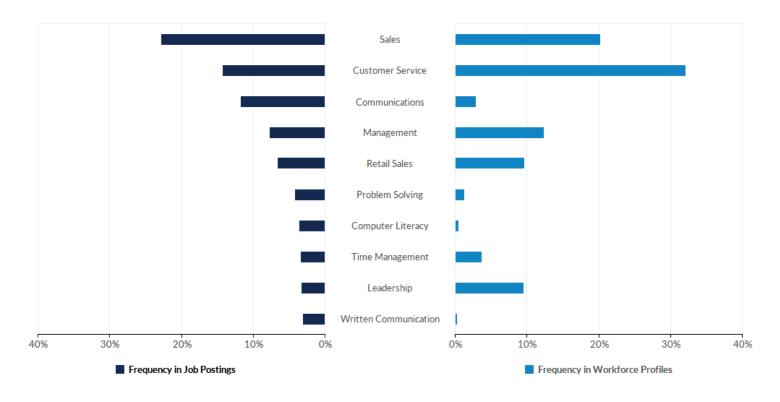
Top Hard Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Sep 2016 - Aug 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Cosmetics	9%	248 / 2,858	29%	1,540 / 5,386
Skin Care	7%	191 / 2,858	16%	835 / 5,386
Selling Techniques	6%	163 / 2,858	3%	148 / 5,386
Merchandising	5%	149 / 2,858	9%	464 / 5,386
Hair Removal	4%	115 / 2,858	1%	59 / 5,386
Hairstyling	4%	108 / 2,858	17%	934 / 5,386
Accounting Record Management System	3%	73 / 2,858	0%	0 / 5,386

Visual Merchandising	2%	69 / 2,858	5%	273 / 5,386
Booking (Sales)	2%	65 / 2,858	1%	57 / 5,386
Customer Experience	2%	59 / 2,858	1%	40 / 5,386
Enhanced Data GSM Environment	2%	59 / 2,858	0%	14 / 5,386
Hair Care	2%	55 / 2,858	14%	733 / 5,386
Customer Satisfaction	2%	51 / 2,858	3%	146 / 5,386
Coloring	2%	46 / 2,858	4%	216 / 5,386
Sales Management	2%	44 / 2,858	3%	169 / 5,386
Booking (Trades)	1%	42 / 2,858	0%	16 / 5,386
Professional Services	1%	39 / 2,858	0%	5 / 5,386
Customer Acquisition Management	1%	33 / 2,858	0%	5 / 5,386
Discounts And Allowances	1%	32 / 2,858	0%	3 / 5,386
Client Rapport	1%	29 / 2,858	1%	27 / 5,386
Loss Prevention	1%	28 / 2,858	1%	48 / 5,386
Point Of Sale	1%	20 / 2,858	0%	8 / 5,386
Purchasing	1%	19 / 2,858	2%	83 / 5,386
Brand Awareness	1%	18 / 2,858	0%	23 / 5,386
Inventory Control	1%	18 / 2,858	1%	62 / 5,386
Upselling	1%	18 / 2,858	0%	11 / 5,386
Dermabrasion	1%	17 / 2,858	4%	220 / 5,386
Public Relations	1%	17 / 2,858	3%	186 / 5,386
Sensitive Compartmented Information (SCI Clearance)	1%	17 / 2,858	0%	3 / 5,386
Demos	1%	16 / 2,858	0%	20 / 5,386
Personal Care	1%	16 / 2,858	1%	55 / 5,386
Math Functions	1%	15 / 2,858	0%	0 / 5,386
Demonstration Skills	0%	14 / 2,858	0%	15 / 5,386

Project Commissioning	0%	14 / 2,858	0%	4 / 5,386
Calculations	0%	13 / 2,858	0%	2 / 5,386
Blogs	0%	11 / 2,858	0%	8 / 5,386
Eager Evaluations	0%	11 / 2,858	0%	0 / 5,386
Franchising	0%	11 / 2,858	0%	5 / 5,386
Home Care	0%	11 / 2,858	0%	16 / 5,386
Resolving Customer Problems	0%	11 / 2,858	0%	0 / 5,386
New Product Development	0%	10 / 2,858	2%	110 / 5,386
Chemical Peels	0%	9 / 2,858	4%	212 / 5,386
Electromagnetic Shielding	0%	9 / 2,858	5%	252 / 5,386
Telemarketing	0%	9 / 2,858	0%	4 / 5,386
Wholesaling	0%	9 / 2,858	1%	34 / 5,386
Apple IPad	0%	8 / 2,858	0%	3 / 5,386
Furnishing	0%	8 / 2,858	0%	24 / 5,386
Inventory Management	0%	8 / 2,858	3%	163 / 5,386
Microsoft Access	0%	8 / 2,858	1%	46 / 5,386
Eyelash Extensions	0%	7 / 2,858	1%	78 / 5,386

Top Common Skills



Top Common Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Sep 2016 - Aug 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Sales	23%	653 / 2,858	20%	1,091 / 5,386
Customer Service	14%	408 / 2,858	32%	1,729 / 5,386
Communications	12%	338 / 2,858	3%	160 / 5,386
Management	8%	221 / 2,858	12%	667 / 5,386
Retail Sales	7%	191 / 2,858	10%	522 / 5,386
Problem Solving	4%	121 / 2,858	1%	68 / 5,386
Computer Literacy	4%	104 / 2,858	0%	26 / 5,386
Time Management	3%	98 / 2,858	4%	201 / 5,386
Leadership	3%	94 / 2,858	10%	513 / 5,386
Written Communication	3%	89 / 2,858	0%	16 / 5,386
Innovation	3%	76 / 2,858	1%	39 / 5,386
Creative Problem-Solving	2%	57 / 2,858	0%	6 / 5,386

Service-Orientation	2%	49 / 2,858	0%	6 / 5,386
Humility	2%	44 / 2,858	0%	0 / 5,386
Hospitality	1%	41 / 2,858	1%	55 / 5,386
Literacy	1%	34 / 2,858	0%	12 / 5,386
Interpersonal Skills	1%	33 / 2,858	1%	30 / 5,386
Operations	1%	33 / 2,858	3%	177 / 5,386
Presentations	1%	28 / 2,858	2%	104 / 5,386
English Language	1%	27 / 2,858	2%	112 / 5,386
Trust	1%	27 / 2,858	0%	9 / 5,386
Cleanliness	1%	26 / 2,858	0%	19 / 5,386
Active Listening	1%	22 / 2,858	0%	4 / 5,386
Multilingualism	1%	21 / 2,858	1%	39 / 5,386
Spanish Language	1%	21 / 2,858	1%	53 / 5,386
Prioritization	1%	19 / 2,858	0%	15 / 5,386
Verbal Communication Skills	1%	19 / 2,858	0%	1 / 5,386
Driving	1%	17 / 2,858	1%	34 / 5,386
Interpersonal Communications	1%	17 / 2,858	0%	8 / 5,386
Sanitation	1%	17 / 2,858	0%	17 / 5,386
Listening Skills	0%	14 / 2,858	0%	1 / 5,386
Creativity	0%	13 / 2,858	0%	0 / 5,386
Punctuality	0%	13 / 2,858	0%	2 / 5,386
Friendly Demeanor	0%	11 / 2,858	0%	2 / 5,386
Tenacity	0%	11 / 2,858	0%	0 / 5,386
Intellectual	0%	10 / 2,858	0%	4 / 5,386
Training And Development	0%	10 / 2,858	1%	55 / 5,386
Adaptabilities	0%	9 / 2,858	0%	5 / 5,386

Checklists	0%	9 / 2,858	0%	0 / 5,386
Grammars	0%	9 / 2,858	0%	7 / 5,386
Microsoft Excel	0%	9 / 2,858	10%	563 / 5,386
Social Media	0%	9 / 2,858	13%	675 / 5,386
Team Leading	0%	9 / 2,858	0%	23 / 5,386
Career Development	0%	8 / 2,858	0%	2 / 5,386
Teaching	0%	8 / 2,858	4%	209 / 5,386
Android (Operating System)	0%	7 / 2,858	0%	0 / 5,386
Mentorship	0%	7 / 2,858	1%	31 / 5,386
Writing	0%	6 / 2,858	2%	105 / 5,386
Apple IOS	0%	5 / 2,858	0%	1 / 5,386
Body Language	0%	5 / 2,858	0%	0 / 5,386

Top Qualifications

Qualification	Postings with Qualification		
Licensed Massage Therapist	3		

Appendix A - Data Sources and Calculations

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.

Emsi Job Postings

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

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 also affected by county-level Emsi earnings by industry.

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.

State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department