

Cosmetology Occupation Overview

Emsi Q2 2016 Data Set

July 2016

College of San Mateo



3401 CSM Drive
San Mateo, California 94402
650.358.6880

Parameters

Occupations

Code	Description
39-5011	Barbers
39-5012	Hairdressers, Hairstylists, and Cosmetologists
39-5091	Makeup Artists, Theatrical and Performance
39-5092	Manicurists and Pedicurists
39-5093	Shampooers
39-5094	Skincare Specialists

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

Timeframe

2014 - 2021

Datarun

2016.2 - QCEW Employees

Occupation Summary for COSM CTE

<p>12,852 Jobs (2016) 10% above National average</p>	<p>+24.2% % Change (2014-2021) Nation: +10.2%</p>	<p>\$12.04/hr Median Hourly Earnings Nation: \$11.55/hr</p>
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Growth

11,776

2014 Jobs

14,625

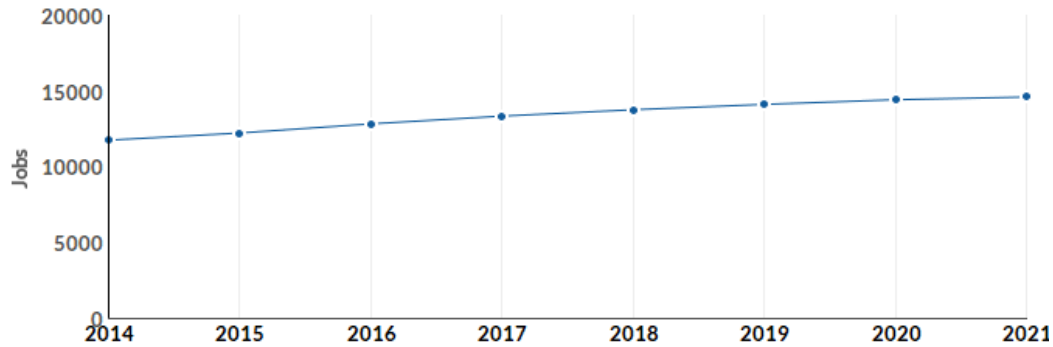
2021 Jobs

2,849

Change (2014-2021)

24.2%

% Change (2014-2021)



Occupation	2014 Jobs	2021 Jobs	Change	% Change
Barbers (39-5011)	303	380	77	25%
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	5,403	7,111	1,708	32%
Makeup Artists, Theatrical and Performance (39-5091)	43	55	12	28%
Manicurists and Pedicurists (39-5092)	4,677	5,414	737	16%
Shampooers (39-5093)	217	294	77	35%
Skincare Specialists (39-5094)	1,134	1,370	236	21%

Percentile Earnings

\$10.28/hr

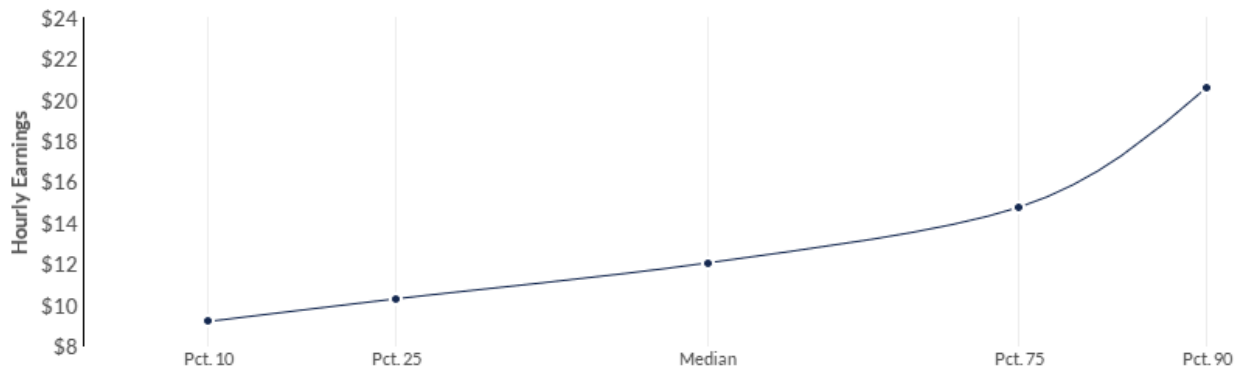
25th Percentile Earnings

\$12.04/hr

Median Earnings

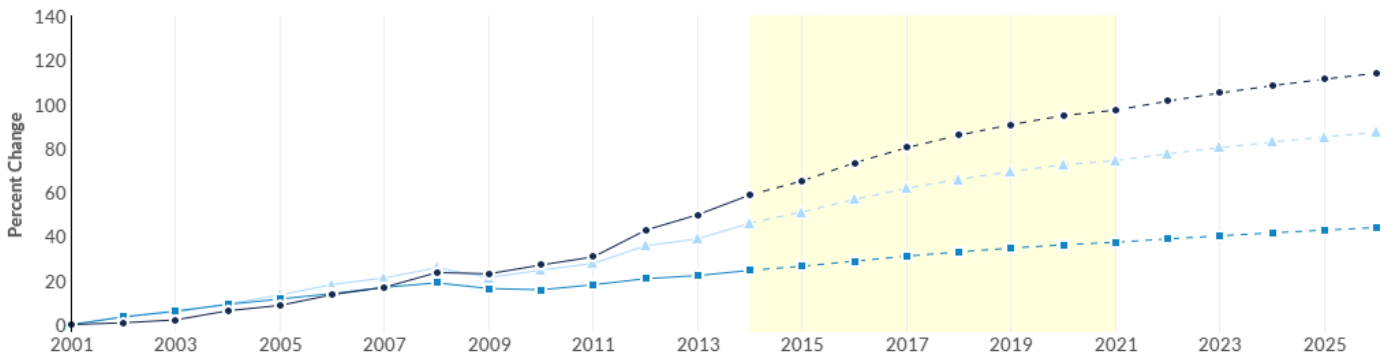
\$14.75/hr

75th Percentile Earnings



Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Barbers (39-5011)	\$10.15	\$13.27	\$17.82
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	\$10.68	\$12.82	\$15.65
Makeup Artists, Theatrical and Performance (39-5091)	\$14.22	\$25.95	\$48.48
Manicurists and Pedicurists (39-5092)	\$9.50	\$10.22	\$11.61
Shampooers (39-5093)	\$9.91	\$11.20	\$12.97
Skincare Specialists (39-5094)	\$11.58	\$15.12	\$21.70

Regional Trends



Region	2014 Jobs	2021 Jobs	Change	% Change
● Region	11,776	14,625	2,849	24.2%
■ Nation	493,241	543,593	50,352	10.2%
▲ California	52,710	62,946	10,236	19.4%

Regional Breakdown



County	2021 Jobs
Santa Clara County, CA	4,764
San Francisco County, CA	2,993
Alameda County, CA	2,921
Contra Costa County, CA	2,359
San Mateo County, CA	1,587

Job Postings Summary

205

Unique Postings (May 2016)
319 Total Postings

2 : 1

Posting Intensity (May 2016)



There were 319 total job postings for 6 *Occupations* in May 2016, of which 205 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 (5-to-1), indicating that companies may not be trying as hard to hire this position.

Occupation Gender Breakdown



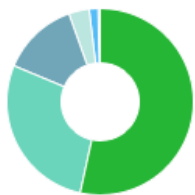
Gender	2016 Jobs	2016 Percent
● Males	1,864	14.5%
● Females	10,988	85.5%

Occupation Age Breakdown



Age	2016 Jobs	2016 Percent
14-18	53	0.4%
19-24	1,377	10.7%
25-34	3,632	28.3%
35-44	3,650	28.4%
45-54	2,547	19.8%
55-64	1,253	9.7%
65+	341	2.7%

Occupation Race/Ethnicity Breakdown



Race/Ethnicity	2016 Jobs	2016 Percent
Asian	6,868	53.4%
White	3,580	27.9%
Hispanic or Latino	1,706	13.3%
Black or African American	455	3.5%
Two or More Races	196	1.5%
Native Hawaiian or Other Pacific Islander	33	0.3%
American Indian or Alaska Native	14	0.1%

Occupational Programs

8 Programs (2014)	2,108 Completions (2014)	675 Openings (2014)
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CIP Code	Program	Completions (2014)
12.0401	Cosmetology/Cosmetologist, General	1,314
12.0409	Aesthetician/Esthetician and Skin Care Specialist	415
12.0410	Nail Technician/Specialist and Manicurist	208
12.0402	Barbering/Barber	107
12.0499	Cosmetology and Related Personal Grooming Arts, Other	51

Industries Employing COSM CTE

Industry	Occupation Group Jobs in Industry (2016)	% of Occupation Group in Industry (2016)	% of Total Jobs in Industry (2016)
Beauty Salons	5,692	44.3%	69.0%
Nail Salons	3,351	26.1%	69.3%
Other Personal Care Services	2,364	18.4%	67.6%
Diet and Weight Reducing Centers	218	1.7%	69.4%
Barber Shops	156	1.2%	67.8%

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 also affected by county-level Emsi earnings by industry.

Completers Data

The completers 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.

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.

State Data Sources

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