

Program Competition & Student Demand

Active Selections

(County : San Mateo, CA) AND ((Program of study : Associate's degree - Cosmetology/Cosmetologist, General (12.0401) OR Program of study : Award of at least 1 but less than 2 academic years - Cosmetology/Cosmetologist, General (12.0401)))

Total Degrees Conferred

39
(-74.2% since 2016)

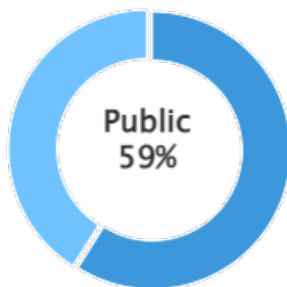
In 2020

Number of Institutions

3
(No change since 2016)

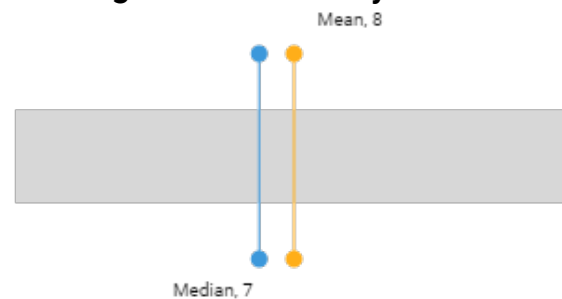
In 2020

Market Share by Type of Institution



In 2020

Degrees Conferred by Institution



In 2020

Institution	Type	Distance Learning	Market Share 2020 (%)	Change in Market Share 2016-2020 (%)	Change in Degree Conferrals 2016-2020 (%)	2020	2019	2018	2017	2016
Hilltop Beauty School	For-Profit	No	41.0	6.6	-69.2	16	23	44	47	52
College of San Mateo	Public	No	38.5	-4.5	-76.9	15	36	41	39	65
Skyline College	Public	No	20.5	-2.0	-76.5	8	37	6	23	34

*This report uses data from the National Center for Education Statistics (NCES) IPEDS database from 2016-2020.

Program Competition & Student Demand

Active Selections

(County : San Mateo, CA OR County : San Francisco, CA OR County : Santa Clara, CA OR County : Contra Costa, CA OR County : Alameda, CA) AND ((Program of study : Associate's degree - Cosmetology/Cosmetologist, General (12.0401) OR Program of study : Award of at least 1 but less than 2 academic years - Cosmetology/Cosmetologist, General (12.0401)))

Total Degrees Conferred

428

(-40.0% since 2016)

In 2020

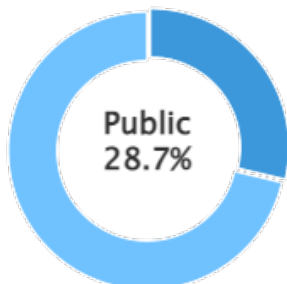
Number of Institutions

13

(-2 since 2016)

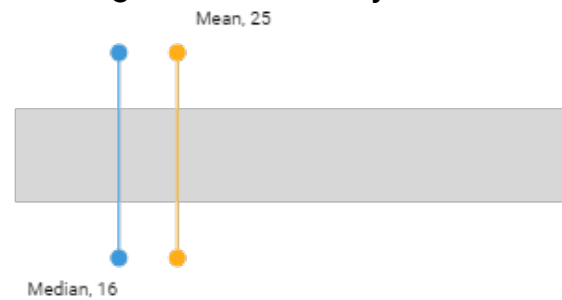
In 2020

Market Share by Type of Institution



In 2020

Degrees Conferred by Institution



In 2020

Institution	Type	Distance Learning	Market Share 2020 (%)	Change in Market Share 2016-2020 (%)	Change in Degree Conferrals 2016-2020 (%)	2020	2019	2018	2017	2016
Paul Mitchell the School-East Bay	For-Profit	No	20.1	5.0	-20.4	86	92	99	104	108
San Jose City College	Public	No	15.4	7.3	13.8	66	43	69	89	58
Cinta Aveda Institute	For-Profit	No	13.1	2.4	-26.3	56	67	67	61	76
The Salon Professional Academy-San Jose	For-Profit	No	10.7	4.5	4.5	46	44	54	58	44
Laney College	Public	No	7.7	0.7	-34.0	33	38	48	31	50
International College of Cosmetology	For-Profit	No	7.7	3.1	0.0	33	40	33	51	33
San Francisco Institute of Esthetics & Cosmetology Inc	For-Profit	No	7.2	-2.5	-55.1	31	58	60	76	69
J D Academy of Salon and Spa	For-Profit	No	6.3	3.8	50.0	27	35	18	14	18
Hilltop Beauty School	For-Profit	No	3.7	-3.6	-69.2	16	23	44	47	52
College of San Mateo	Public	No	3.5	-5.6	-76.9	15	36	41	39	65
Moler Barber College-Oakland	For-Profit	No	2.3	N/A	N/A	10	9	N/A	N/A	N/A
Skyline College	Public	No	1.9	-2.9	-76.5	8	37	6	23	34
Gavilan College	Public	No	0.2	0.1	0.0	1	2	0	5	1
Academy for Salon Professionals-Santa Clara	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	46
Avalon School of Cosmetology-Alameda	UnKnown	No	N/A	N/A	N/A	N/A	37	26	45	46
Contra Costa College	Public	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Marinello Schools of Beauty-San Francisco	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Marinello Schools of Beauty-Santa Clara	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Milan Institute of Cosmetology-Concord	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Northern California Institute of Cosmetology Inc	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Paris Beauty College	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Paul Mitchell the School-San Jose, 130 Almaden Boulevard	UnKnown	No	N/A	N/A	N/A	N/A	55	N/A	N/A	N/A	N/A
San Francisco College of Cosmetology	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	13	13	

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