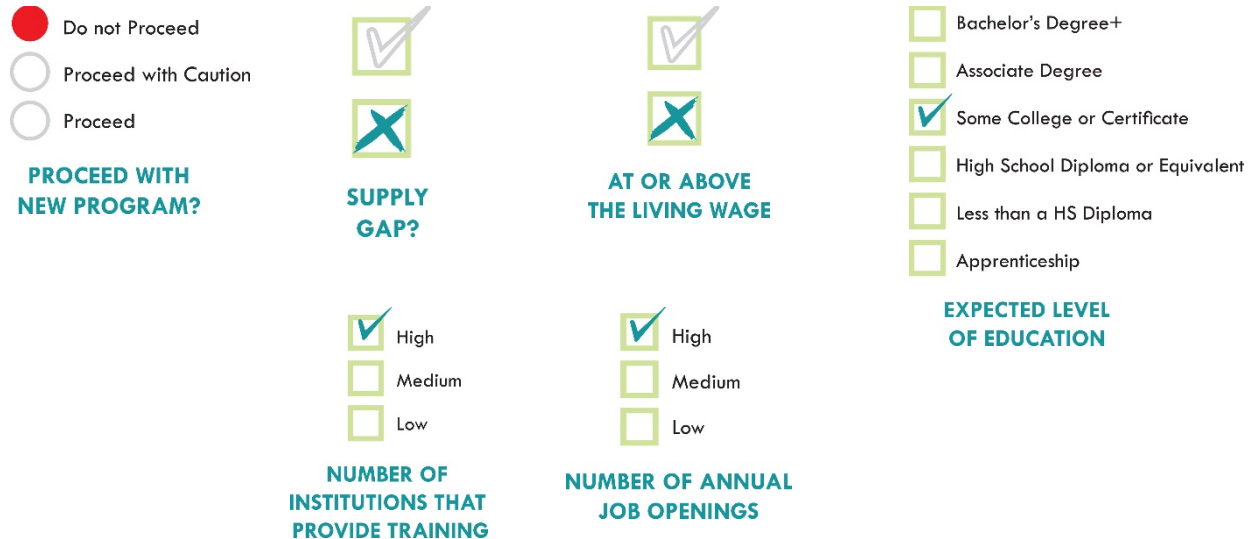


Manicurists and Pedicurists

Labor Market Analysis: San Diego County

May 2019

Summary



According to available labor market information, *Manicurists and Pedicurists* have a labor market demand of 475 annual job openings, while average demand for an occupation in San Diego County is 277 annual job openings. Ten educational institutions in San Diego County supply 727 awards for this occupation, suggesting that there is an oversupply. This occupation's entry-level and median wages are lower than the Self-Sufficiency Standard, suggesting that students who successfully complete a program and obtain employment in a related field may not earn a living wage.

Introduction

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)¹ system:

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. bls.gov/soc.

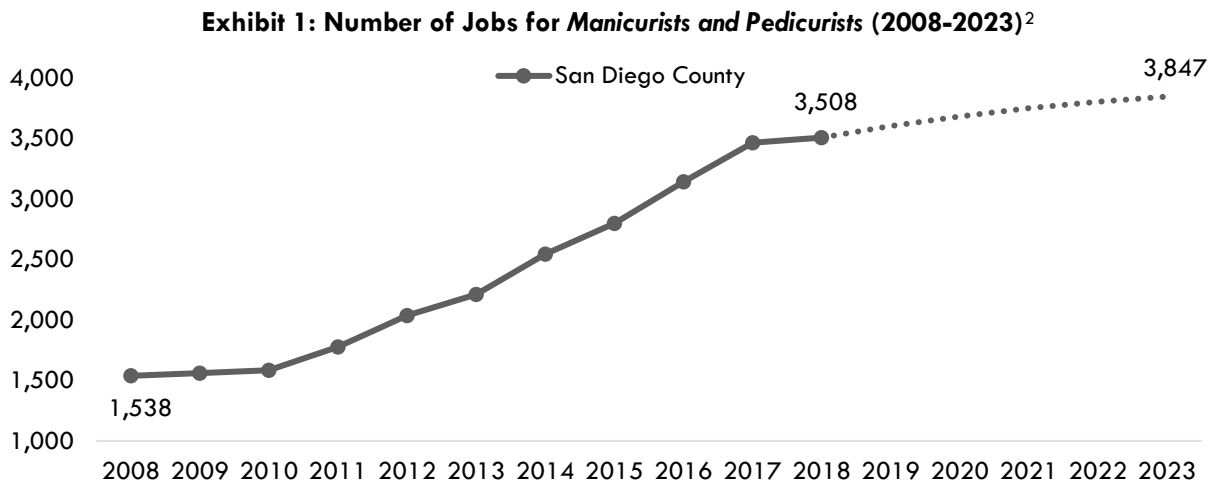
Manicurists and Pedicurists (SOC 39-5092): Clean and shape customers' fingernails and toenails.

May polish or decorate nails. Sample reported job titles include:

- Nail Technician
- Fingernail Former
- Fingernail Technician
- Fingernail Sculpturer
- Salon Manager
- Nail Artist
- Fingernail Sculptor

Projected Occupational Demand

Between 2018 and 2023, *Manicurists and Pedicurists* are projected to increase by **339** jobs or **10** percent (Exhibit 1). Employers in San Diego County will need to hire **475** workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

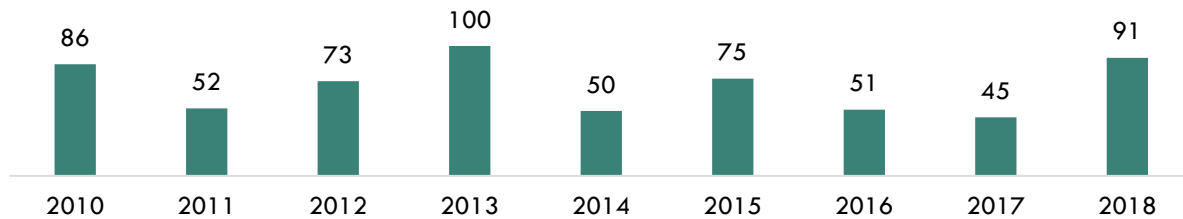


² Emsi 2019.02; QCEW, Non-QCEW, Self-Employed.

Online Job Postings

Between 2010 and 2018, there was an average of 69 online job postings per year for *Manicurists and Pedicurists* in San Diego County (Exhibit 2).

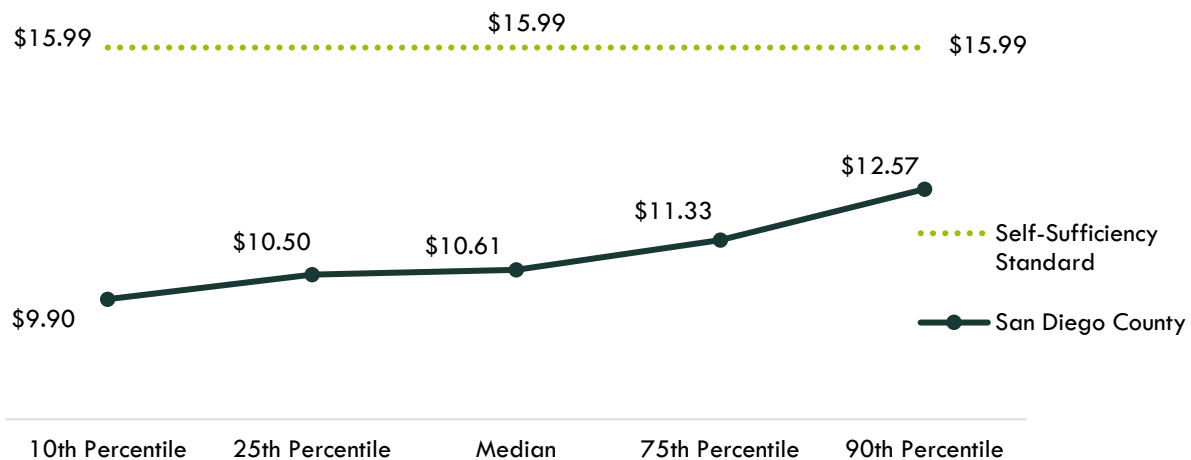
Exhibit 2: Number of Online Job Postings for *Manicurists and Pedicurists* in San Diego County (2010-2018)³



Earnings

Manicurists and Pedicurists receive median hourly earnings of \$10.61; this is less than the Self-Sufficiency Standard for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3).⁴

Exhibit 3: Hourly Earnings⁵ for *Manicurists and Pedicurists* in San Diego County⁶



³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2018.

⁴ "Self-Sufficiency Standard," Insight: Center for Community Economic Development, last updated 2018. insightccd.org/2018-self-sufficiency-standard.

⁵ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁶ Emsi 2019.02; QCEW, Non-QCEW, Self-Employed.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁷ There is **one** TOP code and **four** CIP codes related to *Manicurists and Pedicurists* (Exhibit 4).

Exhibit 4: Related TOP and CIP Codes for *Manicurists and Pedicurists*

<i>Manicurists and Pedicurists</i>
TOP 300700: Cosmetology and Barbering
CIP 12.0401: Cosmetology/Cosmetologist, General
CIP 12.0410: Nail Technician/Specialist and Manicurist
CIP 12.0412: Salon/Beauty Salon Management/Manager
CIP 12.0413: Cosmetology, Barber/Styling, and Nail Instructor

According to TOP data, **one** community college supplies the region with awards for this occupation: **San Diego City College**. According to CIP data, **nine** non-community colleges supply the region with awards: **Avance Beauty College, Bellus Academy-El Cajon, Bellus Academy-National City, Bellus Academy-Poway, California Hair Design Academy, Oceanside College of Beauty, Palomar Institute of Cosmetology, Paul Mitchell the School-San Diego, and Tramy Beauty School** (Exhibit 5).

Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2013-14 through PY2016-17 Average)

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY14-15 to PY16-17)	Other Educational Institutions 3-Yr Annual Average Awards (PY13-14 to PY15-16)	3-Yr Total Average Supply (PY13-14 to PY16-17)
300700	Cosmetology and Barbering	124	0	124
	<ul style="list-style-type: none"> San Diego City 	124	0	
12.0401	Cosmetology/Cosmetologist, General	0	540	540
	<ul style="list-style-type: none"> Avance Beauty College 	0	25	
	<ul style="list-style-type: none"> Bellus Academy-El Cajon 	0	27	

⁷ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

	• Bellus Academy-National City	0	45	
	• Bellus Academy-Poway	0	52	
	• California Hair Design Academy	0	87	
	• Oceanside College of Beauty	0	46	
	• Palomar Institute of Cosmetology	0	56	
	• Paul Mitchell the School-San Diego	0	164	
	• Tramy Beauty School	0	38	
12.0410	Nail Technician/Specialist and Manicurist	0	61	61
	• Bellus Academy-National City	0	17	
	• Bellus Academy-Poway	0	10	
	• Palomar Institute of Cosmetology	0	5	
	• Tramy Beauty School	0	29	
12.0413	Cosmetology, Barber/Styling, and Nail Instructor	0	2	2
	• Tramy Beauty School	0	2	
			Total	727

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁸ suggests that there is a **supply gap** for this occupation in San Diego County, with **475** annual openings and **727** awards. Comparatively, there are **4,521** annual openings in California and **8,977** awards⁹ (Exhibit 6).

Exhibit 6: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	475	727	252
California	4,521	8,977	4,456

⁸ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁹ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

Student Outcomes and Regional Comparisons

Based on the information available in the CTE LaunchBoard, students who took courses in the related TOP codes exhibited the following outcomes (Exhibit 7).

Exhibit 7: Strong Workforce Program Metrics for TOP 300700: Cosmetology and Barbering San Diego-Imperial Region vs. California (PY2015-16)

Metric	San Diego-Imperial	California
Number of course enrollments ¹⁰	1,279	17,467
Completed 12+ CTE units in one year ¹¹	183	2,930
Completed 48+ CTE contact hours in one year ¹²	0	10
Number of students who got a degree or certificate ¹³	140	1,474
Number of students who transferred ¹⁴	N/A	46
Employed in the second fiscal quarter after exit ¹⁵	58%	63%
Employed in the fourth fiscal quarter after exit ¹⁶	58%	61%
Job closely related to field of study ¹⁷	N/A	N/A
Median earnings in the second fiscal quarter after exit ¹⁸	\$4,523	\$4,538
Median change in earnings ¹⁹	-6%	40%
Attained a living wage ²⁰	18%	15%

¹⁰ The number of enrollments in courses assigned to the TOP code in the selected year.

¹¹ The number of students who completed 12 or more credit CTE units.

¹² The number of students who completed 48 or more noncredit CTE instructional contact hours.

¹³ The number of unduplicated students who earned a locally-issued certificate, Chancellor's Office approved certificate, associate degree, and/or California Community Colleges bachelor's degree in the selected TOP code.

¹⁴ Students who took non-introductory courses or completed a California Community Colleges Chancellor's Office award in the selected TOP code in selected year who subsequently enrolled for the first time in a four-year institution the following year.

¹⁵ Among all exiters with a valid SSN, the percentage who were employed two quarters after exiting California Community Colleges.

¹⁶ Among exiting students with a valid SSN, the percentage who were employed four quarters after exiting California Community Colleges.

¹⁷ Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

¹⁸ Among exiting students, the median second-quarter earnings one year after the year in which they exited California Community Colleges.

¹⁹ Among exiting students with a valid SSN, the percentage change in earnings one year before and one year after exiting California Community Colleges.

²⁰ Among completers and skills builders who exited, the proportion of students who attained a living wage.

Top Employers and Work Locations

Between January 1, 2016 and December 31, 2018, the top five employers in San Diego County for this occupation were [Marriott International](#), [Omni Hotel Corporation](#), [WTS International](#), [Hyatt](#), and [JC Resorts](#) (Exhibit 8).

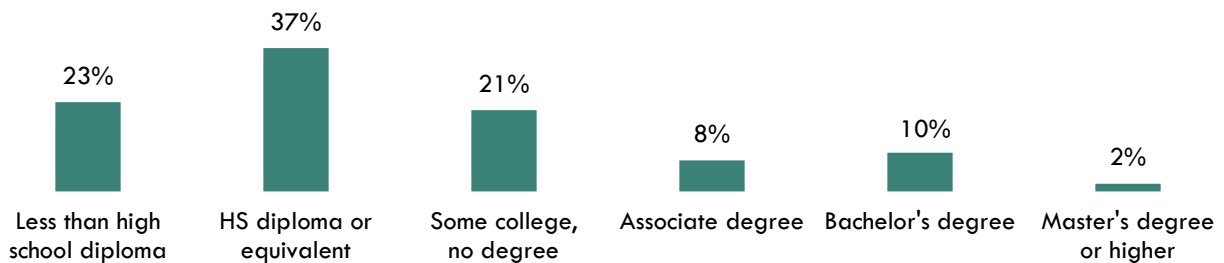
Exhibit 8: Top Employers in San Diego County for Manicurists and Pedicurists²¹

Top Employers	
• Marriott International Incorporated	• Cut Color And More
• Omni Hotel Corporation	• Curio
• WTS International	• Destination Hotels & Resorts
• Hyatt	• Evans Hotels
• JC Resorts	• Four Seasons Residence Club

Skills, Education, and Certifications

Exhibit 9 indicates the educational attainment for the occupation found currently in the national labor force. There is no typical on-the-job training for this profession. The typical entry-level education is a [postsecondary non-degree award](#).²²

Exhibit 9: National Educational Attainment of Manicurists and Pedicurists²³



*May not add to 100% due to rounding

²¹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

²² Source: Emsi, 2018.04; QCEW, Non-QCEW, Self-Employed.

²³ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified October 18, 2018. bls.gov/emp/tables/educational-attainment.htm.

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2016 and December 31, 2018.

Exhibit 10: Top Skills for *Manicurists and Pedicurists* in San Diego County²⁴

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Nail Care • Guest Services • Customer Service • Product Sales • Upselling Products and Services 	<ul style="list-style-type: none"> • Teamwork / Collaboration • Physical Abilities • Work Area Maintenance • Writing • English 	<ul style="list-style-type: none"> • Lockout / Tagout (LOTO) • Customer Relationship Management • Microsoft Excel • Microsoft Office • Microsoft PowerPoint

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor’s Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

²⁴ Burning Glass Technologies, “Labor Insight Real-Time Labor Market Information Tool.” 2016-2018.